

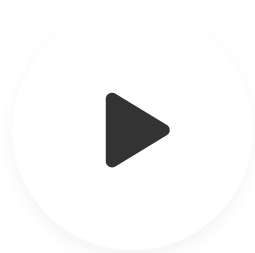
Non-Needy Networking



Brand - Non-Needy Networking Example



5 min



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5-min ⚡ 4 min 31 sec

Most people suck at DMs.

Seriously. It's a problem.

Never, and I repeat never ever ever expect a response if all you send is:

- Hi or hey
- How are you
- Can you follow me back
- A straight sales pitch with no prior connection
- A long block of text that takes too much time to read (especially if the sentences aren't spaced out)

You have to approach DMs tactically. Especially if you are reaching out to a big account that gets 10+ DMs an hour and probably doesn't check them (they usually skim over them to see if there is anything important).

Again, put yourself in the other person's shoes and think for a second. How can you stand out from the sea of crappy DMs that don't provide a shred of value before asking for something in return?

7 Steps To Non-Needy Networking

Knowing how to communicate and DM another person that you want to connect with will open up opportunities to paid work, social leverage, and meeting high-level people. You can use this strategy to:

- Get a 50,000+ follower account to retweet your thread that will result in massive growth (the same goes for any other social platform sharing your post)
- Have connections that will share new growth strategies with you (Dickie Bush just sent me a LinkedIn tip the other day out of nowhere, I feel compelled to return the favor now)
- Join or create mastermind groups and begin forming your tribe (that you will grow with for much of your social media journey)
- To put your name in more peoples mouths. The more people that know about you, the more work and potential connections will be sent your way. **Get your name in front of as many eyes as possible.**

Here are the 7 steps of Non-Needy Networking:

1) Find somebody that you WANT to DM

This is not exclusive to making connections. It is crucial for paid work as well.

The common theme between service businesses is that their life is a living hell if they do not resonate with the client they are working with.

Reach out to people that:

- You are inspired by
- You would want to work with
- You would want to strategize with
- You see potential for mutual benefit

When you are just starting out, you will have to work your way up the ladder. Start by DMing people that are within your follower range (or your cohort classmates!)

Once you have an audience and leverage, you can really reach out to anybody and get a warm response.

Where can you find people to DM?

- The "following" list of accounts that you like
- In the reply area of one of your mentors (if people are replying, it is implied that they are trying to grow and network)

Those are the main two areas to find people without using any fancy prospecting tools.

2) Send them an inspired compliment

Find a piece of their content, work, or current projects that you are truly inspired by. Send it to them and tell them how it resonated with you.

This requires you to actually like their work

People love praise — and per the principle of reciprocity — will feel obligated to repay this soft favor.

An example for a tweet on managing emotions:

What's up Dan, this tweet hit me hard. I've been going through it the past couple of days and this instantly gave me some relief. Thank you. [add the link to the post]

Simple as that.

3) Show interest in them

If they don't respond, you can try reaching out again in the same manner.

Showing interest is communication 101 — showing interest makes you interesting.

Ask them about:

- Their goals
- What they are building
- What they do for work

This gives you the opportunity to give value (even if YOU don't have value to give right now).

Let's assume they respond with the generic "thank you so much."

Now, you can either find what they are working on from their profile or just ask them.

If you find what they are working on:

What are your next plans with Modern Mastery? It's been crazy seeing it grow, I'm curious what you've got in store.

If you can't find what they are working on:

Do you have anything that you're building right now? With that kind of content you must have something bigger in the works.

4) Lead with value

This is the part that trips most people up.

Your first options are to:

- See where you can help
- Send actionable tips
- Send resources, systems, or videos you've created or remember off the top of your head

Don't go straight for a transaction when you haven't given anything first.

If you have to ask more questions in order to send better actionable tips or resources, do it.

By resources I mean YouTube videos, articles, or anything that may be able to help them — or would pique their interest.

If you have no value to give you can:

- Send a resource that can help them with their goals
- Connect them with someone else in your network
- Just continue having a good conversation and showing interest

Show that you are interested in helping them.

5) Get on a call to make a deeper connection

This part is optional but recommended. You can skip straight to step 7 after a few days, but I would practice all of these steps at some point.

Making that "face-to-face" interaction is priceless. Nobody can see you, your personality, or your mannerisms via text.

When I was starting out, I was getting on zoom calls left and right with people that I wanted to get to know better. It's more normal than you think — and people are usually open to it when it is clear that you are just there to get to know them.

You can also take the conversation to somewhere like Telegram and send voice messages to make yourself seem more human. Most social accounts use Telegram and Whatsapp groups to communicate and strategize.

6) Follow up with value

Remember their goals and keep an eye out for any content, resources, or people you can send their way. When you find something or someone, send it to them.

I remember you telling me about your plans for [their project or goal]. I found this today and thought you'd find it helpful.

"This" can be a YouTube video, article, lead magnet you found, or a person you connected with that may be able to help them.

7) Follow up with an ask

By this point you've built a pretty damn solid connection. You've given value to the point where they are ready to return the favor. From here you can:

Ask them to join a mastermind group

Send them one of your posts that you put a lot of time into

Ask any specific questions you have for them without paying for consulting

If your plan is to leverage their audience for growth, be sure to write a post that they would want to share. Then, you can send it to them and mention that they inspired that post.

Yo, just wrote this up and thought you'd enjoy it. It was inspired by our previous conversation.

Do not ask them to retweet it. Let them engage with it however they see fit.

Even if you don't get a retweet or share, any engagement will help more people see it — helping you grow.

You should be reaching out to people almost every day. If you are immersing yourself in the environment of your interests, you should see inspirational people that you want to reach out to on a daily basis.

If you want to increase the chances of larger accounts responding to your DMs — follow them and engage with their content for a few days before reaching out so they are familiar with your face and profile picture.



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