






A COMPLIMENTARY GIFT FROM  
JACLYN STROMINGER

# RELATIONSHIP CAPITAL ACTIVATION KIT

$$RC = P \times A$$

Relationship Capital = People  $\times$  Actions

## INSIDE THIS KIT:

-  The RC Formula — Your Complete Guide
-  Calculate Your Relationship Capital Score
-  The 7-Day RC Action Plan Workbook
-  7-Day RC ROI Challenge Access (\$97 value)
-  Bonus: The RC Resource Swipe File

*Build Relationships*  
THAT CHANGE EVERYTHING.



# RELATIONSHIP CAPITAL ACTIVATION KIT

## RC=P×A

Relationship Capital = People × Actions

**\$150**

COMPLIMENTARY VALUE

### INSIDE THIS KIT:

- 01 The RC Formula — Your Complete Executive Guide
- 02 The 500-Door Multiplier — How RC Compounds
- 03 Calculate Your Relationship Capital Score
- 04 Your 7-Day RC Action Plan Workbook
- 05 The CEO Power Hour Framework
- 06 RC Swipe File — 5 Ready-to-Send Messages

### Jaclyn Strominger

Success Strategist · Creator of the Relationship Capital Formula

Co-Author, *Charting True North* · Host, *Unstoppable Success* Podcast

[jaclynstrominger.com](http://jaclynstrominger.com)

*"One intentional connection opens 500 doors."*

**A PERSONAL NOTE FROM JACLYN****Welcome to Your Relationship Capital Activation Kit**

Everything inside is something I use with my private clients. Use it.

I built this kit because I believe your relationships are the most underused asset in your business. Not your marketing. Not your funnels. Not your ads. Your RELATIONSHIPS.

Most entrepreneurs are working incredibly hard — but they are working in isolation. They are generating activity without building capital. And the difference between the people who break through and the people who burn out is almost always this: the ones who break through know how to build Relationship Capital intentionally.

Here is what I know after 30 years at the highest levels of leadership and two decades in magazine publishing: every single opportunity that changed my life came through a relationship. Not a funnel. Not a cold email. A RELATIONSHIP.

This kit gives you my core framework, your personal RC score, a 7-day action plan, and the exact messages I use to open doors. It is not theory. It is the system.

With clarity and purpose,

**Jaclyn Strominger**

SuccessStrategist | Creator of the Relationship Capital Formula

Co-Author, Charting True North | Host, Unstoppable Success Podcast

**CREDENTIALS**

- › 30+ years leadership experience
- › Two decades in magazine publishing
- › Creator, LEAP Framework
- › Creator, RC Formula
- › Co-Author, Charting True North
- › Host, Unstoppable Success Podcast
- › Success Strategist

**THIS KIT IS WORTH**

**\$150**

It is yours complimentary as a Dominate Conference attendee.

*Use every page.*

**HOW TO USE THIS KIT**

- 1 Read Part 1 — understand the formula
- 2 Complete your RC Score (Part 2)
- 3 Execute 1 action/day for 7 days
- 4 Join the free 7-Day Challenge
- 5 Book your VIP Strategy Session

***"Your relationships are not a nice-to-have. They are your most appreciating asset — if you build them with intention."***

— Jaclyn Strominger

## PART 1 — THE RC FORMULA

The Most Powerful Equation You Have Never Used

Relationship Capital is not about having the most contacts. It is not about being the most popular person in the room. It is about building genuine, intentional connections that create momentum and measuring it like the business asset it actually is.

$$RC = P \times A$$

# P

### PEOPLE

Who you are building with — the quality AND quantity of your strategic relationships.

# A

### ACTIONS

The intentional moves you make with those people — consistently and with purpose.

### WHY MULTIPLICATION CHANGES EVERYTHING

Most people treat networking as addition. They collect contacts.

**But RC is built on multiplication — which means zero in either variable destroys the entire outcome.**

**PEOPLE without ACTIONS = zero capital. You can know a thousand people but if you never take intentional action with them, your capital is exactly zero.**

**ACTIONS without the right PEOPLE = wasted effort. Spraying messages with no strategic intent produces noise, not capital.**

When you get both right — the right people with consistent, intentional actions — your Relationship Capital does not grow linearly. It compounds.

### THE 500-DOOR MULTIPLIER

Every person in your network carries an average of 500 active relationships of their own.

**One intentional connection does not open ONE door. It opens FIVE HUNDRED.**

Build that across the right rooms with genuine intention and your influence does not grow linearly — it compounds exponentially. This is the math behind every breakthrough.

**$RC = P \times A \rightarrow$  Influence =  $500P \times A \rightarrow$  Exponential Growth**

### THE 3 TIERS OF RELATIONSHIP CAPITAL

#### STRATEGIC

Partners, referral sources, mentors, collaborators. These are the people who open doors for you.

#### RECIPROCAL

Peers, allies, community members. These are the people you grow alongside — and who grow with you.

#### LEGACY

People you invest in without an ask. They become your most loyal advocates and biggest champions.

*Start there. You don't need more connections — you need more intentional actions with the ones you already have.*

## PART 2 — CALCULATE YOUR RC SCORE

Where Are You Starting From?

Before you can build your Relationship Capital, you need to know where you are right now. Use this quick assessment to get your baseline RC score — then watch it climb over the next 30 days.

### STEP 1 — COUNT YOUR PEOPLE (P)

Think about the last 90 days. How many people did you:

Have a meaningful 1:1 conversation with (not small talk)	_____
Introduce to someone else who could help them	_____
Follow up with after a first meeting	_____
Reach out to specifically to check in (not to sell)	_____
Collaborate with on a project, event, or content piece	_____
Invite to an event, community, or mastermind	_____
<b>YOUR P SCORE (total):</b>	_____

### STEP 2 — COUNT YOUR ACTIONS (A)

In the last 30 days, how many times did you:

Send a value-add message (article, tip, connection) with no ask	_____
Leave a meaningful comment or engage on someone's content	_____
Make a warm introduction between two people in your network	_____
Ask for a referral, testimonial, or recommendation	_____
Show up consistently in a community or group (Skool, LinkedIn, etc.)	_____
Attend a networking event or virtual call with intentional follow-up	_____
<b>YOUR A SCORE (total):</b>	_____

**YOUR RC SCORE:** P Score: \_\_\_\_\_ x A Score: \_\_\_\_\_ = RC: \_\_\_\_\_  
 (Multiply your two scores together)

### WHAT YOUR SCORE MEANS

<p><b>0 – 25</b></p> <p><b>Untapped Capital</b></p> <p>Significant potential is waiting. The 7-Day Action Plan will unlock it immediately.</p>	<p><b>26 – 75</b></p> <p><b>Building Momentum</b></p> <p>You are active — now it is time to multiply. Focus on strategic people and consistent action.</p>	<p><b>76 – 150</b></p> <p><b>Top Tier Builder</b></p> <p>You are in the top tier. The RC ROI Course will show you how to convert capital to revenue.</p>	<p><b>150+</b></p> <p><b>Master Connector</b></p> <p>You have built something powerful. Let's talk about how to monetize what you have created.</p>
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## PART 3 — YOUR 7-DAY RC ACTION PLAN

Your First Week of Intentional Relationship Building

This is not a theoretical exercise. Each day has one focused action that builds your Relationship Capital in real time. Do the work. Feel the shift. One action per day — no exceptions.

### DAY 1 AUDIT YOUR PEOPLE

- List 10 people in your network you have not spoken to in 90+ days
- Identify 3 who could be strategic partners, referral sources, or clients
- Write their names here: \_\_\_\_\_

REFLECTION: \_\_\_\_\_

### DAY 2 THE WARM REACH-OUT

- Send 3 personal messages to people from your Day 1 list — no agenda, just genuine connection
- Use this opener: "I was thinking about you and wanted to check in..."
- Track responses: \_\_\_\_\_ out of 3 replied

REFLECTION: \_\_\_\_\_

### DAY 3 ADD VALUE FIRST

- Find something useful for 5 people in your network — an article, a connection, an opportunity
- Send it with a personal note. No ask. Just value.
- Note what you sent and to whom: \_\_\_\_\_

REFLECTION: \_\_\_\_\_

### DAY 4 THE INTRODUCTION PLAY

- Make 2 warm introductions between people who should know each other
- Write a 3-sentence intro email: why each person is valuable to the other
- Who did you connect? \_\_\_\_\_

REFLECTION: \_\_\_\_\_

REMEMBER — THE FORMULA BEHIND EVERY ACTION

$$RC = P \times A$$

Build both variables every day. That is how capital compounds.

**PART 3 CONTINUED — DAYS 5 THROUGH 7****DAY 5 ASK FOR WHAT YOU NEED**

- Identify 2 people you could ask for a referral, introduction, or testimonial
- Send a direct, gracious ask — specific and easy to act on
- Result: \_\_\_\_\_

**REFLECTION:** \_\_\_\_\_

**DAY 6 SHOW UP IN COMMUNITY**

- Post something valuable in 2 online communities (LinkedIn, Skool, etc.)
- Comment meaningfully on 5 other posts — not just "great post" but a real response
- Engagement received: \_\_\_\_\_

**REFLECTION:** \_\_\_\_\_

**DAY 7 REFLECT AND COMPOUND**

- Recalculate your RC Score — compare to Day 1 and note the difference
- Identify the 3 highest-value relationships activated this week
- Commit to one relationship you will deepen every week going forward

**REFLECTION:** \_\_\_\_\_

**MY WEEKLY RC COMMITMENT**

Each week going forward, I commit to:

- Making \_\_\_\_\_ strategic connections per week
- Taking \_\_\_\_\_ intentional actions per week
- Showing up in \_\_\_\_\_ community consistently

*"What you practice consistently becomes capital. What you ignore becomes debt."*

— Jaclyn Strominger

**JOIN THE FREE 7-DAY RC ROI CHALLENGE**




Take this action plan further with daily video coaching, a community of leaders doing the work alongside you, and accountability built in from Day 1. Free for all Dominate attendees.

**[JOIN THE CHALLENGE TODAY - CLICK HERE](#)**

## PART 4 — THE CEO POWER HOUR FRAMEWORK

Your Weekly RC Rhythm — 60 Minutes Changes Everything

The leaders who build the most Relationship Capital are not the ones with the most time. They are the ones who protect 60 minutes every week for intentional connection. This is the framework I use with every private coaching client. It works because it is simple, repeatable, and it compounds over time.

 <p><b>CONNECT</b></p> <p>20 MIN</p> <ul style="list-style-type: none"> <li>› Reach out to 3 strategic contacts</li> <li>› One warm intro to make this week</li> <li>› One new person to add to your list</li> <li>› Review who opened your last message</li> </ul>	 <p><b>ENGAGE</b></p> <p>20 MIN</p> <ul style="list-style-type: none"> <li>› Comment on 5 people's content meaningfully</li> <li>› Post one piece of value-led content</li> <li>› Respond to every message in your inbox</li> <li>› Check in with one community you belong to</li> </ul>	 <p><b>OFFER</b></p> <p>20 MIN</p> <ul style="list-style-type: none"> <li>› Make one direct ask (referral, intro, testimonial)</li> <li>› Follow up on any open proposals</li> <li>› Invite someone to your community or event</li> <li>› Check your pipeline — who needs a nudge?</li> </ul>
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### ACTION REQUIRED

Block this time in your calendar RIGHT NOW. Name it "CEO Power Hour." Protect it like a revenue-generating meeting — because it is.

YOUR CEO POWER HOUR TRACKER — WEEK OF: \_\_\_\_\_

WHO I CONNECTED WITH	ACTION TAKEN	FOLLOW-UP NEEDED	RESULT

***"Sixty minutes a week. Every week. Without exception. That is the entire system."***

— Jaelyn Strominger

## PART 5 — THE RC SWIPE FILE

### 5 Ready-to-Send Messages That Open Doors

One of the biggest reasons leaders don't take action is they don't know what to say. These five messages are proven openers. Personalize with a name and one specific detail. Send them.

#### THE WARM CHECK-IN

[First name], I was thinking about you this week and wanted to reach out. How are things going with [specific project/goal]? No agenda here — just wanted to reconnect and see how you are doing.

*Use when: Reconnecting with someone you have not spoken to in 60+ days*

#### THE VALUE-ADD MESSAGE

[First name], I came across this [article/resource/opportunity] and immediately thought of you. I think it connects directly with what you are working on with [specific area]. No need to respond — just wanted to share it.

*Use when: Staying top of mind with a strategic contact*

#### THE WARM INTRODUCTION

[Name A] and [Name B] — I have been meaning to connect you two for a while. [Name A] is [brief description]. [Name B] is [brief description]. You both are [shared interest or goal]. I will let you take it from here!

*Use when: Making a strategic introduction between two contacts*

#### THE DIRECT ASK

[First name], I am looking to connect with [specific type of person or company]. Would you happen to know anyone in that space who might be open to a conversation? Even a name or a direction would be genuinely helpful.

*Use when: Asking for a targeted referral or introduction*

#### THE GRATITUDE FOLLOW-UP

[First name], I wanted to reach out and say thank you. [Specific thing they did or said] has stayed with me and made a real difference in [specific area]. I do not take that kind of generosity lightly. Thank you.

*Use when: Following up after receiving value, advice, or an introduction*

#### THE BOTTOM LINE

The difference between a mediocre networker and a master connector is not talent or personality. It is consistency. Send one message a day. Watch what builds.

## BONUS — YOUR 30-DAY RC MOMENTUM TRACKER

Track Your Capital. Watch It Compound.

Print this page. Post it somewhere visible. Check it daily. The goal is not perfection — it is consistency.

WEEK 1	WEEK 2	WEEK 3	WEEK 4
<b>Day 1 — MON</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 8 — MON</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 15 — MON</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 22 — MON</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered
<b>Day 2 — TUE</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 9 — TUE</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 16 — TUE</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 23 — TUE</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered
<b>Day 3 — WED</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 10 — WED</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 17 — WED</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 24 — WED</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered
<b>Day 4 — THU</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 11 — THU</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 18 — THU</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 25 — THU</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered
<b>Day 5 — FRI</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 12 — FRI</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 19 — FRI</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 26 — FRI</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered
<b>Day 6 — SAT</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 13 — SAT</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 20 — SAT</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 27 — SAT</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered
<b>Day 7 — SUN</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 14 — SUN</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 21 — SUN</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered	<b>Day 28 — SUN</b> <input type="checkbox"/> Connected <input type="checkbox"/> Added Value <input type="checkbox"/> Asked/Offered

### END-OF-MONTH RC SCORE CHECK-IN

WEEK 1 RC SCORE	WEEK 2 RC SCORE	WEEK 3 RC SCORE	MONTH TOTAL
_____	_____	_____	_____
P ___ x A ___ = ___	P ___ x A ___ = ___	P ___ x A ___ = ___	P ___ x A ___ = ___

#### REMEMBER

Every check you make is a deposit into your Relationship Capital account. Accounts that get regular deposits grow. The math is simple. The discipline is everything.

# YOU HAVE THE KIT. NOW BUILD THE CAPITAL.

Here is exactly what to do in the next 24 hours:

## 01 Complete Your RC Score

Go back to Part 2 right now. Fill in your baseline score. Write the number down. That number is your starting line — not your finish line.

## 02 Do Day 1 of Your Action Plan

Turn to Part 3 and complete Day 1 today. List 10 people. Identify your top 3. Do not wait for the perfect moment. There is no perfect moment.

## 03 Join the Free 7-Day RC ROI Challenge

Get daily coaching, community accountability, and structured action for 7 days. Free for Dominate attendees. Go to: [skool.com/unstoppable-success-9143](https://skool.com/unstoppable-success-9143)

## 04 Book Your VIP RC Strategy Session

Your 90-minute 1:1 Relationship Capital Strategy Session is waiting. Email Jaclyn with Dominate in the subject: email [info@jaclynstrominger.com](mailto:info@jaclynstrominger.com)

## READY TO GO DEEPER?

1:1 Executive Coaching · Mastermind Programs · Keynote Speaking

[info@jaclynstrominger.com](mailto:info@jaclynstrominger.com) · [jaclynstrominger.com](https://jaclynstrominger.com)  
[scheduler.zoom.us/jaclyn-strominger/unstoppable-discovery-call](https://scheduler.zoom.us/jaclyn-strominger/unstoppable-discovery-call)

***"One intentional connection opens 500 doors. Start opening doors."***

— Jaclyn Strominger, Creator of the Relationship Capital Formula