

Day 2 Worksheet: Outreach Strategy & Guest Speakers

Step 1: Clarify Your Outreach Mission

Complete this statement to clarify who you serve and how you help them:

“My mission is to help [who] achieve [specific transformation] by providing [content, tools, support, etc.]”

■ My Mission Statement:

Step 2: Understand the Downsides of Social Media & Email Marketing

Social Media:

- Algorithms change constantly, limiting your reach.
- Content burnout from needing to post daily.

Email Marketing:

- Overcrowded inboxes mean fewer opens and clicks.
- Hard to build immediate trust without personal connection.

■ Outreach adds the missing piece: real conversations and authentic trust.

Step 3: Plan Your Outreach Actions

Think about these three areas:

1. Who do you want to reach out to this week?
2. What value can you share in that conversation?
3. How will you invite them into your community?

Step 4: Identify Guest Speakers

Guest speakers add credibility, variety, and excitement for your community members.

■ Brainstorm at least 3 potential guest speakers you could invite to share inside your community.

Step 5: Outreach Goal

Your target is to reach 50 members in 30 days. List your top outreach actions below to stay focused.

