



WHERE TO START...

LOCAL Connections

Where were you born?

Where did you grow up?

Where did your family grow up?

Where do you currently live?

Where did you go to school? (Elementary/high school/post-secondary, etc.)

Where did you first start your sport?

Where did you first train?

Were you involved in any other sports / clubs / cultural associations? If so, which and where?

Who was your most supportive teacher? Coach? Family friend?

Were you involved in any fundraising events or causes growing up?

Is there another famous athlete / celebrity from your town that you associate with or looked up to?

Do you have any local sponsors? Have stores/companies you know ever sponsored other athletes? If so, do you know anyone who works there?

Do you personally know anyone who owns or works within a local business?

Do your family members know anyone who owns or works within a local business?

Do any of your close friends know anyone who owns or works within a local business?

BUILDING OUT Your Network

1. Try to find at least 1 connection for each of the companies you listed as purchasing from?
→ TOOLS - LinkedIn or Facebook can help to search connections with companies.
2. Ask at least 5 family members and 5 of your closest friends to write down 5 people they know who might be open to a meeting with you – this could range anywhere from local business to national and international corporations.
3. Make a goal to connect with at least one person outside of your local network each week.
Keep track of these interactions in your ACTION sheet.