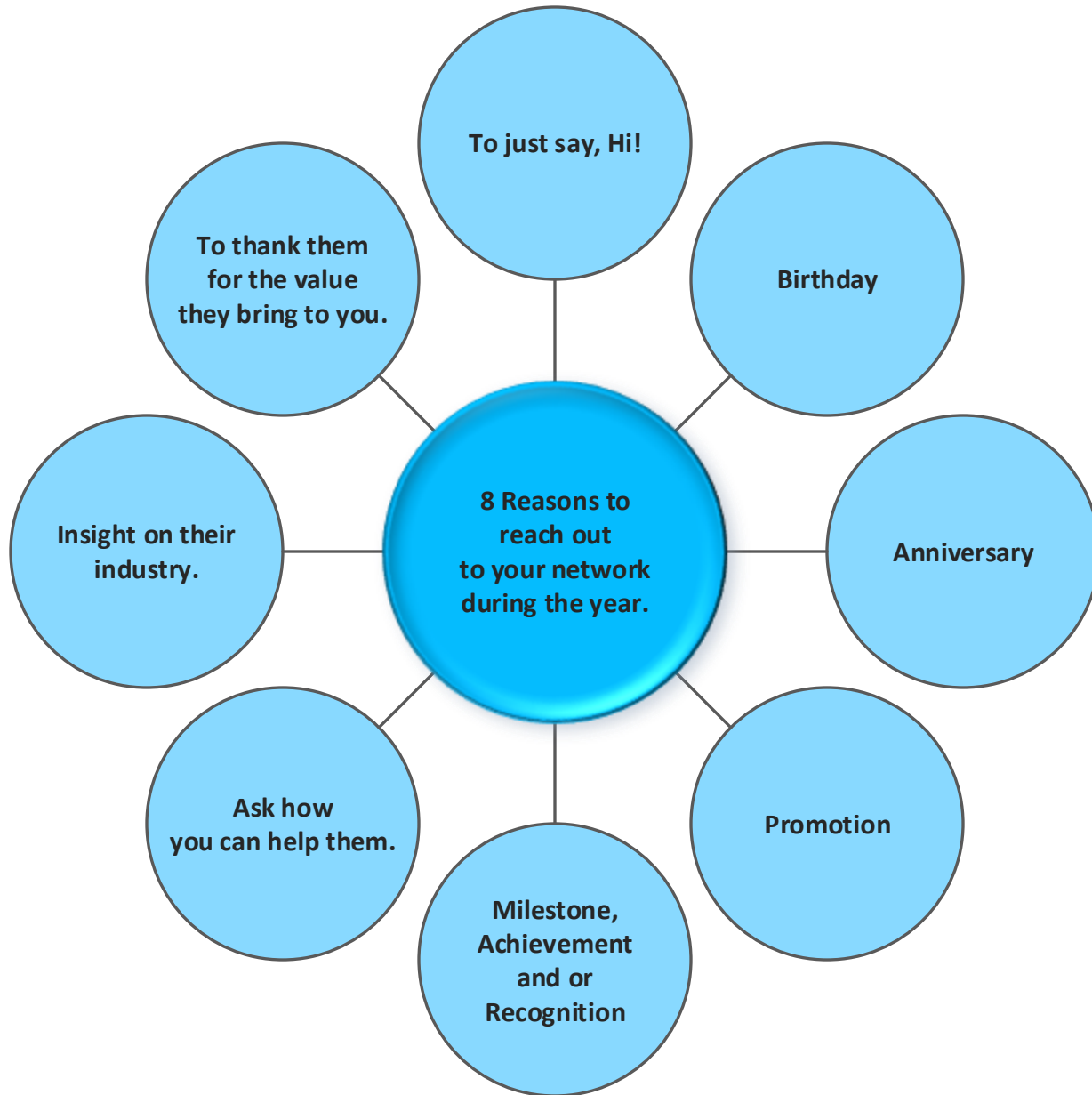


STAYING PRESENT AND RELEVANT WITH YOUR NETWORK IS CRITICAL



If you have at least 8 different reasons to reach out to your network with a non selling approach, you have a much better chance to develop that relationship with each one of them and earn their trust, so that when the sale opportunity arises, they are not feeling threatened nor disturbed by your offering.

You can't be a stranger, you have to establish a noticeable presence within your network and be relevant to your audience.

So, with that in mind, lets see the math on how this works by the numbers.

Social Selling Math 101 - #DevelopingRelationships

How do I determine how many interactions I need to have with my network in any given year?

If the size of your network is **100** people,

I = the # of interactions you can have minimum with your network in any given year.

T = time in # of days.

N = the size of your network.

X = Total interactions needed in a given period of time.

Then,

$$X = (IN) / T$$

$$X = (8*100) / 365$$

$$X = 800 / 365$$

**X = 2.19 interactions per day
or a total of 800 per year.**

Values:

$$I = 8$$

$$T = 365$$

$$N = 100$$