

High Impact Relationship Deepeners

*Seven Ways To Deepen Relationships That Take
Five Minutes Or Less*





Busy People Need Relationship Leverage

The higher you climb, the more relationships matter.

Relationships come in all shapes and sizes.

Internal team members, of course.

But also, clients, from ones you just started working with to ones you've known well for years.

And prospects too—*your future clients*.

And what about Strategic Partners, those people that don't hire you directly but can provide amazing referrals? Sometimes those that don't hire you directly are the most important of all.

Here's the rest of the equation.

The higher you climb, the less time you have.

More responsibility usually leads to less free time. More meetings. More deadlines. More people wanting to get time with you.

The bottom line: you need quick ways to create long-lasting relationships.

That's why we've culled through the research and leaned on our expertise in training 20,000+ high-end professionals to write this thought piece, based on all our experience...

Here are the top seven ways we've found you can deepen a relationship that take five minutes or less.

Let's go!

01 Send A Personalized Asset

Let's start with something straightforward, right out of our [comprehensive GrowBIG® business development training](#).

Send a personalized asset.

Research shows we say yes to people we like and that likeability is a learnable skill.

What is one of the top correlations to likeability?

Frequency of interactions.

Science calls this the [Mere Exposure Effect](#). It's one of the oldest researched mental heuristics, first studied in the late 1800s! Summarized: the more times we see a person or thing, the more we like them.

We intuitively know "being top of mind" is important, and the science shows it's true.

Here's how to put it into action. Simply sending an "I was thinking about you and thought you'd like this..." message.

Examples: books, articles, blogs, podcasts, videos, photos, research papers, music, industry news or anything else you think the person would find interesting.

Include both work and non-work type interactions.

(Much, much more in [Chapter 4 of The Snowball System!](#))

Template

Hi _____,

I thought you'd like this TED Talk on _____. If you're short on time, skip right to 12:34 because that part relates directly to the chat we had on Zoom a few weeks ago about _____.

Hope you enjoy—have a super weekend!

Mo

Most Common Mistake To Avoid

Thinking you need to have amazing, life-changing content to send an Asset. Lower the bar on value.

What You Need To Succeed

1. Send whatever the person might find interesting. It's the thought that counts.
2. Keep the message short so consumption and replying is easy.
3. Personalize the message with some kind of connection back to your prior conversations—this will make the note feel special to the recipient.

02 Ask For A Check In Call

There's one simple way you can deepen a relationship, and it's especially impactful when you're at your busiest.

Ask for a check in call.

This touchpoint gives you a triple win. You'll:

1. Get an important "thought about you" touchpoint.
2. Help your future self by setting up a meeting in the future now.
3. Receive even more gratitude *because you reached out when you're so busy.*

Here's the science behind point three: [Scarcity](#). Dr. Michael Lynn was one of the first researchers to prove we humans want more of what there is less of.

Outreaches made in your busiest moments have more meaning.

Template

Hey Mariya,

I hope you are well and the ___ initiative is still progressing like last time we talked.

Things are busy here. I and our ___ team are flat out as we head for trial in 2 weeks. I thought of you because we're learning a lot that might be helpful to share when I can come up for air. It would be fun just to catch up too!

Are you around late next month to connect?

I happen to be free on ___ and ___ if that works. If not, we can have our assistants coordinate.

Looking forward to it...

Mo

Most Common Mistake To Avoid

Waiting until you're "not busy" to schedule a check in call. This loses weeks or months of time and can make you look desperate. Dig your well before you're thirsty.

What You Need To Succeed

1. Don't be shy about mentioning you're busy (only if it's true). Nice people can downplay this, but your outreach will have more impact if you authentically mention how busy things are. Remember the power of scarcity.
2. Create some curiosity about the technical things you might discuss and don't forget to mention you'd enjoy catching up personally as well.
3. Make it easy to choose a date. That's best done near the end of your message.

03

Offer To Make A Connection

Offering to make a connection to someone else is quite powerful.

The most powerful connections are sending clients or customers to the other person—pull that off if you can. That'll make a huge impact.

This might be difficult but think of it this way: nearly everyone is looking for customers or clients. Send them one to get a quick and meaningful response.

Other connections work great too—potential candidates to hire, outside vendors and partners, technology providers, or even Strategic Partners where both sides can help each other with further introductions.

Any connection that helps the other side is a win.

We typically recommend a “double opt in” method. *Check with each person ahead of time to make sure they'd value the connection.* Some connections are no brainers you can make straight away to both sides, but these are rare. If you didn't hit the mark, you've given the person a to do, not a gift.

Checking first not only validates the connection should be made, but then gives you two touchpoints if it is, since your second touchpoint will be the introduction itself. Double win!

Template

Phillipe,

I thought of you today.

A business partner of ours is fantastic at _____. She's a worldwide expert in _____ and we've enjoyed collaborating on several things in the last three years. I've become a big fan of hers.

I remember you mentioned how much you enjoyed the _____ we created. She helped immensely with that by _____.

I think you and she would mutually benefit knowing each other because of _____.

Would you enjoy being connected?

No big deal if this isn't the right time for this. I wanted to check with you first.

Mo

Most Common Mistake To Avoid

Blindly introducing people when it's *not* a 100% no brainer. This gives the other side a to do—your goal is to give them a gift.

What You Need To Succeed

1. Pick the most valuable person in your network the recipient would want to know. Think of the potential for *them*: clients and prospects, strategic partners, vendors, etc.
2. Make it clear how you know the person.
3. Make it clear how they would benefit from knowing them—and that you're checking with them *before* making the introduction.

04 Share An Event Invitation

Sending someone a personalized invitation to an event wins whether they attend or not.

There's many potential wins when you invite someone to an event or group—if they accept, you'll get to interact with them multiple times.

Start with the events on your marketing calendar: webinars, advisory board meetings, dinners, training sessions, conferences and anything else.

If you can't think of anything your organization is putting on, go broader: what outside events would you and this person enjoy going to?

Bonus points if you're speaking at the event.

Template

Hi Thomas,

I think you'd be interested in our upcoming webinar on _____. Our thought leader, Susan Sumner, is going to lead this and she's *fantastic*. I'm planning to attend myself.

I think you'll be particularly interested because she's going to cover _____, which came up as a priority for you and your team when we met in June.

If you can't make it, no worries. I'm happy to share the recording with you and even get you introduced to Susan directly if you'd like.

Sign up for the event is here.

Let me know if this interests you—happy to send more things like this your way.

Mo

Most Common Mistake To Avoid

Assuming your automated email marketing systems count for this kind of thing. Automated email alerts are great, but don't meaningfully connect with people like a short, personalized note will.

What You Need To Succeed

1. Choose something you think the person would find valuable.
2. Personalize the message, noting specifically why you think they'll enjoy this event.
3. Offer to go above and beyond, sending recordings, recapping the experience yourself, offering to make an introduction to the speaker or making connections with others that will attend.

05

Share Or Comment On A Post

Here's an easy one that few people do: sharing or commenting on someone's post.

Of course this only works when someone shares something, but most people have shared *something* in the past few weeks.

Most people *like* posts. They give them a thumbs up, a heart, or comment, "Good Idea!"

The problem with that is your response is likely buried within everyone else's similar replies.

If you want to really connect with the person, write about it.

That can be a thoughtful response in a comment, but even better is a thoughtful response along with a *share*.

[\(Here's how global marketing expert Jay Baer used this method to build his brand.\)](#)

Everyone notices when someone else shares their post. Especially when it's promoted with gusto.

Template

<Context: sharing someone else's LinkedIn post>

Check out Marie's thought piece below.

This was really well written—I particularly liked her commentary on how the new regulations could hit banks hardest. I hadn't heard anyone else talk about this.

Happy to introduce anyone to Marie that would like to dig deeper.

Most Common Mistake To Avoid

Only liking someone's post. *Likes get lost.*

What You Need To Succeed

1. Sharing > Commenting > Liking.
2. Personalize your thoughts by writing specifically what you enjoyed about the person's post.
3. If it makes sense, offer to introduce people to your contact.

06

Follow Up On Something

This is an easy method—if the person mentioned something last time you talked, ask how it went.

Let's say they were headed to Sardinia for vacation—ask how it went.

Or that they had a candidate they were excited about interviewing—ask how the interview was.

Or that they were working on improving an important internal relationship—ask how it's going.

[\(Here's how thought leader and friend Grant Baldwin systematizes using this technique.\)](#)

Asking for an update is one of the most powerful ways to deepen a relationship.

It shows you're still thinking about the other person.

It shows you listened.

It shows you care.

Email Template

Hey Matt,

Was thinking about you today.

How'd that interview turn out? That was Tuesday, right?

Hope it went well!

Mo

Text Templates

How'd the meeting go?

Good luck with your session today!

Saw this car and thought of you. Have you gotten your Tesla Model S yet?

Have fun on vacation tomorrow!

Most Common Mistake To Avoid

Not noting important events when they're told to you.

What You Need To Succeed

1. Choose something that was meaningful to the other person. Enter a calendar entry or time-sensitive to do to remind yourself to follow up at the best time.
2. Check in on how that event, relationship, or process is going.
3. Don't overthink it!

07 Ask For Advice

I'm saving the most powerful for last: *Ask for advice.*

Many professionals fear asking for advice or, even worse, asking for help.

Avoiding asking for advice means you'll miss out on one of the most powerful relationship deepeners.

We think we help those we like. That's true.

[But the science also shows we like people we help.](#)

That's right, liking *follows* helping.

That's because helping feels so good.

When we help someone, we're on a pedestal. We get to share our viewpoint, our expertise, and our experience.

Find little ways you can ask for help.

If you're hung up on the concept, think of this as asking for advice. They're the same.

[\(Here's what Yale social scientist Marissa King told me about asking for help when I interviewed her. It was quite helpful!\)](#)

Remember, your best relationships want to help you. They want to see you succeed.

And from their perspective, it feels great to help!

Template: Light Version For Someone You Know Reasonably Well

Jim,

I'd love to get your advice on something.

We're going to market with a new offering and are considering two names for it.

This offering would be designed to solve the ____ issue for our clients.

What's your gut reaction to these two names we could use?

1. _____

2. _____

Does one or the other sound better to you? Why?

Quick, intuitive reaction is fine.

Thank you in advance!

Mo

Template: Heavier Version For Someone You Know Extremely Well

Jim,

I can't believe it's almost the end of the year.

I've recently finished my personal annual plan and I'd love to "stress test" it with a few clients.

I thought of you because a) I like how you think strategically and 2) you understand our marketplace extremely well.

The ask: I've got my plan down to a one-pager that can be read in about 5 minutes. I would love your reaction to it.

Would you be willing to read it and then have a 20-minute call where I can get your advice?

If you're game, I can send this to you right away and could talk at these times: __. Happy to work with your assistant to find a time too.

Thank you so much. This would be a big help for me.

Mo

Most Common Mistake To Avoid

Overthinking or hesitating to ask for help. Divorce yourself from the outcome. Make the ask. The worst thing that can happen is the person will feel flattered but doesn't have enough time to help right now.

What You Need To Succeed

1. If you're hesitating to try this out, get out of your own way. Just try it.
2. Scale the ask based on how well you know the person. The better you know them the bigger the ask can be.
3. After the person gives you advice, make sure to follow up later. This gives you a powerful way to connect with them in the future. "Hey Jim, I did ___ like you suggested and you'll never believe how well it worked. Here's what happened..."

A Parting Thought

You're busy in the short term.

Yet relationships are important to your long term.

Put these small methods into action to drive big results!

I hope you've enjoyed this guide.

Want to double down on your growth?

I can send our best thinking right to your inbox every week in our GrowBIG® Playbook newsletter. Click this [link](#) to sign up, or just type growbigplaybook.com into your browser.

If you'd like to learn more about what my and my teams do at BIG, check out BunnellIdeaGroup.com.

I can't wait to help you succeed!

Mo Bunnell