



DISTRICT 32
THE POWER OF CONNECTION

14 WAYS TO PROMOTE YOUR BUSINESS IN DISTRICT32



PROMOTION

#1. Mobile APP/Member Directory

Being visible in the member directory is crucial to connecting with other District32 members. Make sure your profile is complete with a professional photo, contact details, and testimonials. This helps build credibility and trust. The directory is available through the mobile app and online platform, and it's used by members to find potential collaborators or service providers.

How-To:

1. **Log in** to the District32 member platform or mobile app.

- 1.1. For the web platform, log in via <https://www.district32.com.au/login>
(Mobile app coming soon)

2. **Navigate** to the member directory section.

3. **Update your profile:** Make sure your photo, contact information, and business description are current.

4. **Add testimonials:** Request testimonials from other members or clients and upload them to your profile.

5. **Review and optimize** your profile regularly by updating achievements, services, or promotions.

Worksheet

Your Member Directory Presence

- Have you uploaded a recent photo?



- Are your contact details up to date?



- What testimonials have you included?



- How would you rate your directory profile from 1-5 (1 being minimal, 5 being fully optimized)?



- What action can you take today to improve your directory presence?



#2. Connect Members Facebook Group

The **Facebook Connect Members Group** is an active community where you can engage with other business owners. There are daily themes to help guide your posts, including motivation, tips, promotions, shout-outs, and fun. **Consistency** in posting helps keep your business visible and builds recognition within the group.

How-To:

1. **Join the Facebook Connect Members Group** if you haven't already. Click [HERE](#).
2. **Observe the daily themes:** Use the themes (Motivation Monday, Tips Tuesday, etc.) as a guide to what type of content to post.
3. **Create engaging content:** Share tips, offers, motivational quotes, shout-outs, and fun content based on the daily themes.
4. **Engage with others' posts:** Like, comment, and share posts to build relationships and increase visibility.
5. **Be consistent:** Post at least 2-3 times a week to stay visible in the group.

Worksheet

Planning Your Weekly Facebook Posts

- **Monday** (Motivation): What motivational content can you share?



- **Tuesday** (Tips/Blogs/Articles): What tips or blog content can you provide?



- **Wednesday** (Promotions/Offers): What product/service promotion or offer will you share this week?



- **Thursday** (Shout-Outs): Who will you give a shout-out to and why?



- **Friday** (Fun): What light-hearted or fun post can you create?



- How many posts did you create last week? **Set a goal for this week.**



#3. LinkedIn Secret Influencer Group

The **LinkedIn Secret Influencer Group** allows you to share content with other District32 members and get support to amplify your posts. It's an effective way to boost your LinkedIn presence by receiving likes, comments, and shares from within the group, which in turn helps your content reach a broader audience.

How-To:

1. **Request** access to the LinkedIn Secret Influencer Group. Click [HERE](#).
2. **Create content:** Share business updates, blog posts, or videos related to your expertise.
3. **Tag** relevant members to engage them with your content.
4. **Amplify posts:** Engage with other members' posts by liking, commenting, and sharing, and ask them to do the same for yours.
5. **Monitor engagement** and adjust your content strategy to see what resonates most with the group.

Worksheet

Boosting Your LinkedIn Visibility

- What content (blogs, videos, newsletters) can you share in the LinkedIn group?



- Who can you tag to engage with your posts?



- How often are you sharing content on LinkedIn?



- What content has received the most engagement? Why do you think that is?



#4. Shoutouts

Shout-outs allow you to publicly thank and acknowledge others in the network. This creates goodwill and helps establish stronger relationships. By recognising others, you also promote yourself and your values.

How-To:

1. **Identify members** who have supported you, provided value, or done something worth recognising.
2. **Create a post** in the Facebook group or on LinkedIn thanking them for their support or collaboration.
3. **Be specific** about what they did and how it helped you.
4. **Follow up:** Let the person know you gave them a shout-out and encourage others to connect with them.
5. **Repeat regularly** to build a culture of gratitude and positive engagement.

Worksheet

Building Connections Through Shout-Outs

- Who have you received support from recently that you can publicly thank?



- What's one positive interaction or collaboration you had last week?



- How many shout-outs have you given this month?



- **Set a goal:** How many shout-outs will you give next week?



#5. Attending Events

District32 events provide opportunities for networking, learning, and business promotion. Whether it's ladies' or men's events, maxi meetings, or speed networking, attending and participating regularly helps increase your visibility and allows you to build connections face-to-face.

How-To:

1. **Review the District32 event calendar:** Choose relevant events such as Maxi Meetings, Speed Networking, or themed events.
2. **RSVP and prepare:** Think about your elevator pitch and how to present your business to others if you are scheduled for a 10-minute presentation.
3. **Bring business cards** or digital contact details for easy follow-up.
4. **Be an active participant:** Engage with new people, share your story, and ask questions.
5. **Follow up** with connections you made at the event.

Worksheet

Maximising Event Attendance

- How many District32 events did you attend last month?



- What was your biggest takeaway from the last event you attended?



- What upcoming events can you commit to attending?



- How will you introduce your business at the next event (elevator pitch)?



#6. Business Prophet magazine

The **Business Prophet Magazine** offers a unique opportunity to share your milestones, achievements, or advertise your services. With a wide audience, appearing in the magazine can significantly increase your business exposure.

How-To:

1. **Submit milestones or achievements:** Share business growth, new partnerships, awards, or services for potential publication.
2. **Consider advertising:** Reach out to the editorial team to discuss ad placement options.
3. **Write your story:** Pitch an article or interview that positions your business as an expert in your field.
4. **Follow up:** Check if your submission was accepted, and share the publication with your network.

Worksheet

Promoting Through the Business Prophet Magazine

- Have you shared any milestones (awards, partnerships) recently?



- What story or achievement could you pitch to the magazine?



- What type of ad would best showcase your services or products?



- **Set a deadline:** When will you contact the magazine team to discuss opportunities?



#7. Sponsor an Event

Sponsoring an event allows you to speak directly to attendees about your business, showcase your products, and connect with others on a deeper level. It provides an opportunity to make a lasting impression on a large group of business owners.

How-To:

1. **Identify events** where your target audience will be present.
2. **Reach out to District32** to discuss sponsorship options, costs, and benefits.
3. **Prepare your sponsor presentation:** Have a clear message, call to action, and materials to showcase your business.
4. **Engage attendees:** Network during the event and promote your brand.
5. **Follow up:** Reach out to attendees who showed interest in your business.

Worksheet

Becoming an Event Sponsor

- What event aligns best with your target audience?



- What would you showcase during your 10-minute sponsor presentation?



- How would you leverage the attendee list after the event?



- What is your budget for event sponsorship?



#8. Ten-minute Presentation and/or Education Spot

Offering a 10-minute presentation at events is a fantastic way to educate the network about your business. It's an opportunity to showcase your expertise and share valuable insights that position you as a leader in your field.

How-To:

1. **Book your spot** by reaching out to District32 to schedule a presentation slot.
2. **Prepare your content:** Choose a topic that's informative and valuable to the audience, and align it with your expertise.
3. **Practice** delivering the presentation within the time limit.
4. **Engage your audience:** Use questions, visuals, or interactive elements to keep them interested.
5. **Follow up** with attendees who want more information or expressed interest in your business.

Worksheet

Planning Your 10-Minute Presentation

- What key message do you want to convey in your presentation?



- What problem can you solve for the audience?



- How will you demonstrate your expertise?



- When is your next opportunity to present? Schedule it!





NETWORKING

#9. Invite Guests

Inviting guests to District32 events is an excellent way to introduce them to the network while also showcasing your involvement. It's a non-intrusive way to promote your business by demonstrating your connections and engagement within the community.

How-To:

1. **Identify potential guests:** Think of business owners, colleagues, or clients who could benefit from District32.
2. **Choose an event** to invite them to, based on their interests.
4. **Send a personalised invitation** via email or phone, highlighting the value they'll get from attending.
5. **Follow up** before the event to confirm their attendance.
6. **Introduce them** to others at the event and help them make connections.

Worksheet

Guest Invitations

- Who in your network could benefit from joining District32?



- What upcoming event would be a great introduction for them?



- How will you extend the invitation? (Email, phone call, etc.)



- **Set a goal:** Invite at least two guests to an upcoming event.



#10. Give Referrals

Giving referrals strengthens relationships and fosters reciprocity. When you recommend another business, you're helping your network grow, and often this comes back to benefit you as well.

How-To:

1. **Listen for opportunities:** Pay attention to your clients' needs and identify how others in District32 can help them.
2. **Make an introduction:** Connect your clients or contacts with the appropriate District32 member via email or in person.
3. **Explain the value:** Let both parties know how they can benefit from the referral.
4. **Follow up** to see if the referral led to a successful connection.
5. **Ask for referrals** in return when appropriate.

Worksheet

Giving Referrals

- Who can you refer to someone in the network today?



- How many referrals have you given this month?



- Is there anyone who referred business to you that you need to thank?



- **Set a goal:** Give at least one referral this week.



#11. One-to-One Meetings

One-to-one meetings are powerful opportunities to build relationships and discuss mutual business opportunities. These meetings allow for deeper conversations about how you can support each other's businesses.

How-To:

1. **Identify members** you'd like to know better or collaborate with.
2. **Reach out to schedule a meeting:** Use the member directory or app to send them a message.
3. **Prepare questions** about their business to understand how you can support each other.
4. **Discuss mutual opportunities:** Look for ways to collaborate, refer clients, or support each other's growth.
5. **Follow up** with a thank-you note or next steps for collaboration.

Worksheet

Optimising One-to-One Meetings

- Who are three members you would like to schedule a one-to-one meeting with?



- What's your main objective for each meeting?



- What questions will you ask to understand their business better?



- How will you follow up after the meeting?



#12. Partnerships and Collaboration

Forming partnerships with members who have a similar target audience can expand your reach significantly. Collaborating on projects or events can create mutual growth opportunities.

How-To:

1. **Identify businesses** in District32 with complementary services or similar audiences.
2. **Reach out** to discuss potential collaboration opportunities.
3. **Propose a partnership:** Offer to co-host events, create joint marketing efforts, or bundle services.
4. **Outline the benefits** for both parties and agree on clear terms.
5. **Execute the collaboration** and monitor its success.

Worksheet

Exploring Partnerships

- Who in the network could you potentially partner with?



- What services or products could you offer in collaboration?



- How will this partnership benefit both parties?



- **Reach out:** Schedule a meeting with a potential partner.



#13. Low Barrier to Entry Product

Offering a low-cost or free product or service allows potential clients to experience your expertise. It's an easy way for others in the network to refer you confidently, knowing the quality of your work.

How-To:

1. **Create an introductory offer:** Develop a low-cost or free service/product that provides value and showcases your expertise.
2. **Promote it** in the member directory, Facebook group, LinkedIn group, and at events.
3. **Encourage referrals** by offering the product to District32 members to share with their contacts.
4. **Gather feedback** from those who use the product and use it to improve your main offerings.
5. **Convert them into paying customers:** Once they experience your value, offer your full services.

Worksheet

Creating a Low Barrier Product

- What product or service could you offer at a low cost or free to introduce your business?



- How will this product demonstrate your expertise?



- What's the easiest way for clients to access this product?



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Set a goal: Launch your low-barrier product by [specific date].



#14. Attend Challenges (e.g., 32 Ways in 32 Days)

Participating in challenges like "32 Ways in 32 Days" keeps you engaged with the community and helps build relationships. Every day offers an opportunity to promote your business and connect with like-minded business owners.

How-To:

1. **Sign up for the challenge** through the District32 platform.
2. **Engage daily:** Complete each day's task, whether it's posting, sharing content, or networking with a new member.
3. **Track your progress** and make sure to stay active throughout the entire challenge.
4. **Celebrate small wins** by acknowledging each new connection or promotional opportunity you gain during the challenge.
5. **Reflect and follow up** on leads and opportunities created by participating.

Worksheet

Maximising Challenges Participation

- What challenge can you commit to participating in this month?



- What's your goal for participating in this challenge (e.g., visibility, connections)?



- How will you promote your business during the challenge?



- How many new connections do you want to make by the end of the challenge?


