

# The Three C's to Stand Out in a Relationship Business

with Coach Deidre Mazzoni  
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## ❄️ Roll Your Snowball to Success ❄️

In relationship-based business, standing out is not about saying more—it's about being more present, more real, and more connected.

During the online forum, we built a 'snowball strategy' to help you excel in relationship businesses. The Three C's—Connect, Communicate, Cultivate—start small, add layers, and grow your impact. Use this worksheet to keep your snowball rolling and stand out fearlessly!

### ❄️ Connect – The Snowball's Base

Start in a way that subtlety catches attention and shows genuine interest. Approach someone (e.g., Greg at a networking event) by matching their distance and posture. Use a unique opener: 'Hi, I'm Deidre—I've wanted to meet you and hear about what you do.' Listen, ask 'Tell me more,' and memorize one personal detail (e.g., Greg's big presentation).

### ❄️❄️ Communicate – Grow the Snowball

Build trust and open your new connection to communicating with you by creating rapport. Match Greg's voice tone and speed (louder/softer, faster/slower within your range). Use non-verbal cues (e.g., mirrored posture) to lower resistance, especially in male-dominated settings. This opens them to your message—add this layer to shine!

### ❄️❄️❄️ Cultivate – The Top Snowball

Keep the connection and if possible, grow the relationship. Use that personal detail (e.g., Greg's presentation) to follow up genuinely: "Hi Greg, how did that big presentation go? Let's catch up over coffee." Avoid old-school 'follow-ups'—focus on them, not selling. This makes you top-of-mind!

## ❄️ Snowball Checklist ❄️

Roll your snowball by checking off each 'C' as you practice:

- [ ] Connect: Match distance, listen, memorize a detail.
- [ ] Communicate: Mirror posture/voice, build rapport.
- [ ] Cultivate: Follow up with care, stay top-of-mind.

## ❄️ Put Your Snowball to Work ❄️

### ❄️ Action Plan

Today: Pick one 'C' to try [or at your next event]. Note the response and how it made you feel.

Tomorrow: Email me [or right after the event] at CoachDeidreNLP@gmail.com with your experience—I can't wait to hear how your snowball rolls!

### ❄️ Bonus Tip: Eye Patterns

Control emotions during networking:

- Look down to access feelings or show an emotion response, such as empathy.
- Look straight for neutral focus, to stay engaged.
- Look up to reduce emotion, if a story gets too emotional looking up will curb the tears!

Try this with your 'C's practice!

### ❄️ Grow Your Snowball

Ready to master the Three C's and beyond? Join my classes at <http://bit.ly/Pro-Point-Coach> to boost confidence, refine rapport, and build unshakable client relationships.

Together Let's keep your snowball growing!