

THE SYSTEM BUILD



RELATIONSHIPS CREATE OPPORTUNITIES

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OPPORTUNITIES DON'T COME FROM NOWHERE



This week reinforced something I've seen over years.

Most opportunities don't come from cold outreach.

They come from people who already know you.

In construction, relationships are built over time.

But they're also forgotten over time.

And the difference between the two...

Is whether you stay in touch

PEOPLE YOU'VE WORKED WITH.
PEOPLE YOU'VE SPOKEN TO.
PEOPLE WHO REMEMBER YOU.

WHAT THIS WEEK LOOKED LIKE

This week wasn't about
progressing work on site.

It was about reconnecting.

Calling people I haven't spoken to
in months.

Visiting suppliers without needing
anything.

checking in with past clients.

having conversations without an
agenda.

No immediate deals.

No direct outcomes.

Just keeping the
connection alive.

Because most
opportunities don't
come from asking.



THEY COME FROM BEING
REMEMBERED AT THE RIGHT TIME.

PEOPLE WORK WITH PEOPLE THEY KNOW

Skill matter.

Experience matters.

But in the most cases..

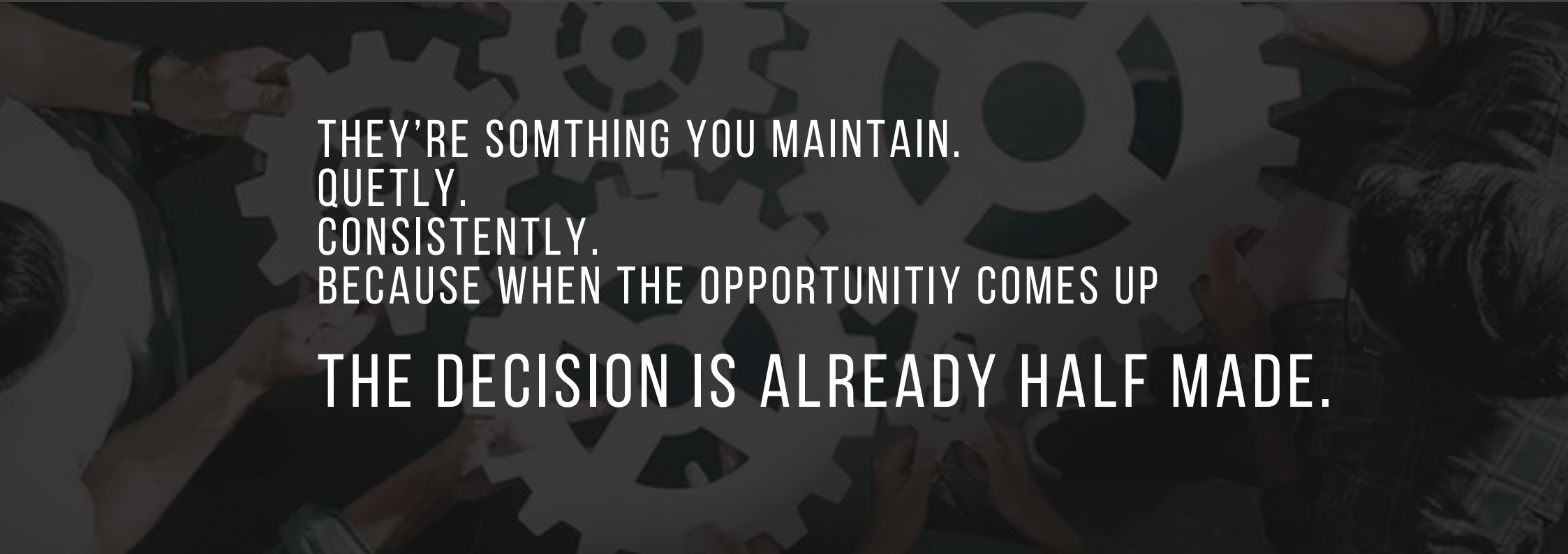
People choose who they're comfortable with.

Someone they're seen before.

Someone they're spoken to.

Someone who feels familiar.

That's why relationships are not something you build once.



THEY'RE SOMETHING YOU MAINTAIN.
QUETLY.
CONSISTENTLY.
BECAUSE WHEN THE OPPORTUNITY COMES UP
THE DECISION IS ALREADY HALF MADE.

WHERE RELATIONSHIPS FIT IN

The work gets you in the room.

Visibility keeps you relevant.

Relationships builds familiarity.

And familiarity builds trust over time.

This is what most people miss.

They focus on getting the job...

BUT NOT ON STAYING CONNECTED AFTER IT'S DONE.

THAT'S WHY THEY KEEP STARTING FROM ZERO

THE CALL THAT COMES LATER

Months go by after a project
is finished.

No contact.
No updates.

Then a new project comes
up.

One person hasn't been
seen or heard from since the
last job.

The other stayed in touch.
Checked in.
Stayed visible.

When the decision needs to
be made...

One name feels familiar.

The other feels distant.

THAT'S THE DIFFERENCE.

NOT SKILL.

CONNECTION.

STAY CONNECTED

Most people think the job ends when the work is done.

In reality...

That's where the next opportunity starts.

Relationships take time to build.

But they take effort to maintain.

And the ones who do it consistently...

Are the ones who don't have to chase work.

Next week, I'll break down something that ties everything together:

HOW CONTENT, VISIBILITY, AND RELATIONSHIPS COMBINE INTO A SYSTEM.

BECAUSE ON THEIR OWN, THEY'RE USEFUL.
BUT TOGETHER...

THEY CHANGE HOW YOU OPERATE COMPLETELY.