

Atomic Agents | Community vs Cold Leads

1. The Proximity Advantage

Reality Check Prompts:

- Where do I already show up weekly? _____
- Am I recognizable there or just present? _____
- Who do I see repeatedly but haven't connected with yet? _____
- Where could I become a "regular"? _____
- Would someone there think of me for real estate? _____

Action:

This week I will consistently show up at _____ and start conversations with _____.

2. Events Create Gravity

Planning Prompts:

- What is a simple event I could host? _____
- Who would I realistically invite? _____
- What setting would encourage conversation? _____
- Who could I partner with? _____
- What would make this feel fun instead of formal? _____

Action:

I will host/co-host _____ on _____ for _____.

3. The Local Business Loop

Connection Prompts:

- What local businesses do I already support? _____
- Which businesses serve my ideal clients? _____
- Who already has strong visibility locally? _____
- How can I promote or support them first? _____
- Who could become a referral partner over time? _____

Action:

I will connect with _____ and collaborate by _____.

4. Pop-Bys That Actually Work

Strategy Prompts:

- What season or event can I tie into? _____
- Would this feel thoughtful or forgettable? _____
- Does this create a moment or just deliver a thing? _____
- Who am I delivering this to specifically? _____
- What message would make it personal? _____

Action:

I will deliver _____ to _____ by _____.



5. "Please Don't Make Me People" Strategy

Self-Awareness Prompts:

- What type of interaction feels natural to me? _____
- Do I prefer 1:1, small groups, or behind-the-scenes? _____
- Where do I feel most comfortable engaging? _____
- How can I deepen relationships instead of adding more? _____
- What does authentic connection look like for me? _____

Action:

I will focus on connecting through _____ with _____.

6. "I Don't Have Time" Reframe

Reality Prompts:

- What am I doing that feels productive but isn't producing? _____
- Where am I spending time with low return? _____
- What could I reduce or remove this week? _____
- What could I replace with a relationship-based activity? _____
- Am I busy or effective? _____

Action:

I will replace _____ with _____ this week.

7. Your Simple Community System

Clarity Prompts:

- Where will I show up weekly? _____
- What is one monthly activity I can commit to? _____
- What is one memorable experience I can create this quarter? _____
- Who are the 5-10 people I want to stay connected to? _____
- What is currently missing from my system? _____

Your Plan:

- Weekly touchpoint: _____
- Monthly activity: _____
- Next event idea: _____

This Week's Commitment

The ONE action I will take this week:

