

Warm market – People I already know

Family and relatives									
Old school and uni friends									
Past and present work colleagues									
Neighbours									
Parents from kids schools and clubs									
People you interact with daily (Postie. Shop staff, hairdresser)									

Cooler Market – People you don’t know yet

Online

Scroll your feed and pick 5 people you don't interact with regularly. Comment on their post genuinely. This starts warming them up.									
Offline									

My quick notes