

THE ONE OF ONE METHOLOGY™

What
are you
missing?

MOLLYB.
TOWNSEND

Before We Begin

Most people believe their next opportunity is waiting somewhere they haven't reached yet.

A new client.

A new introduction.

A new market.

A new strategy.

After years of coaching top-producing agents, founders, executives, and entrepreneurs, I've noticed something different.

The biggest breakthroughs rarely begin with finding something new.

More often, they begin by seeing something familiar with fresh eyes.

This exercise isn't really about networking.

It's about perspective.



Grab a pen.



Turn off your phone.



Give yourself twenty uninterrupted minutes.

Don't worry about being organized.

Don't worry about getting it "right."

Just start writing.

Build Your First Circle

Put yourself in the center...

Everything Starts Here.

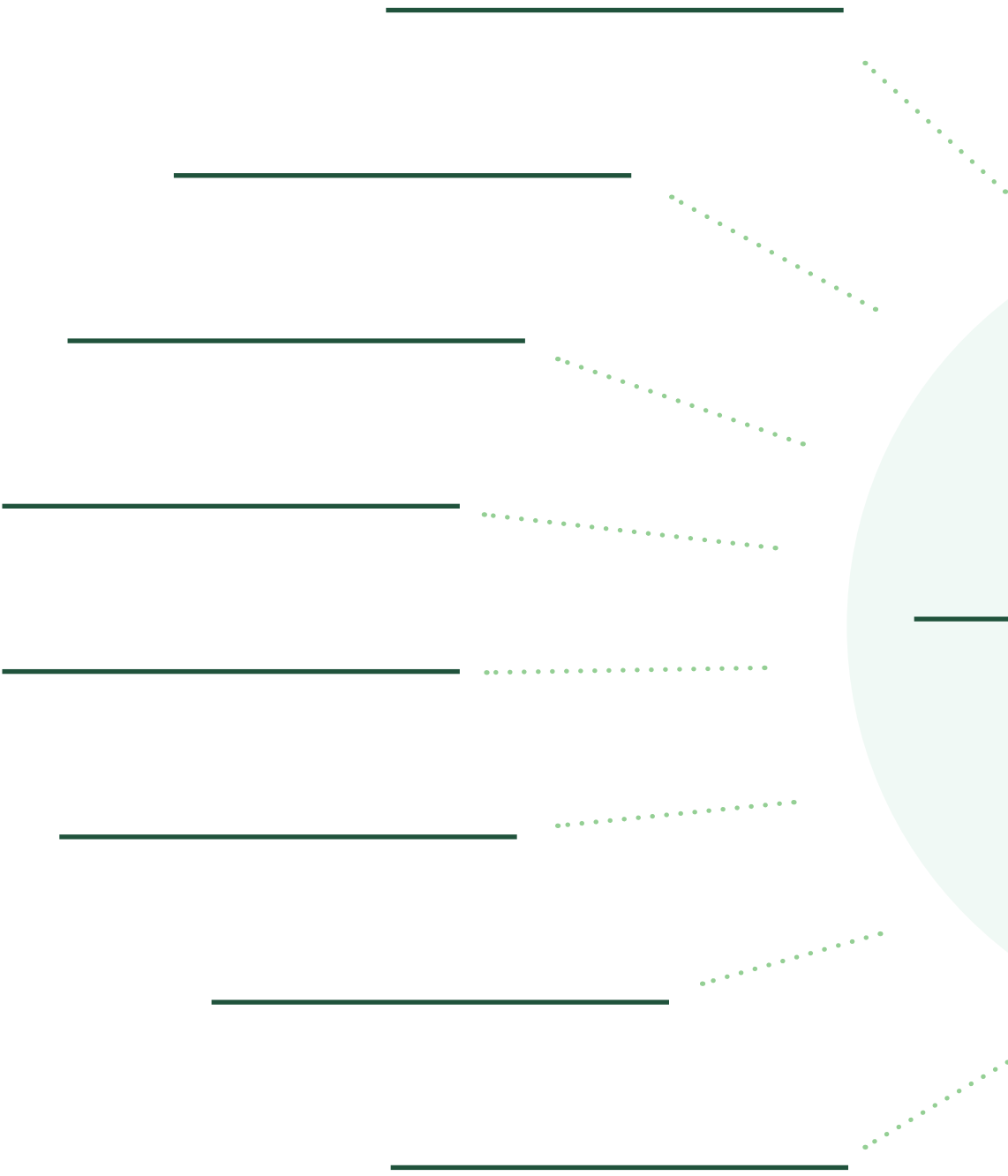
Write down everyone you know.

*Don't Filter
Don't Rank
Don't Judge*

Include:

- Current clients
- Past clients
- Friends
- Family
- Neighbors
- Architects
- Builders
- Designers
- Attorneys
- CPAs
- Financial Advisors
- Former Colleagues
- School Parents
- Club Members
- Local Business Owners
- Mentors
- Former Bosses
- People you've helped
- People who have helped you.

Fill the page. Leave plenty of room around each name.



Your J
Everything

Name

starts here.

When you think you're finished...

Most people stop here. Most people think this is the exercise.

It isn't...

Ask One More Question

Instead of asking.

Who do I know?

Ask:

Who do they know?

Nothing changed. Only your perspective.



Write out all of the connections. Use the blank space.

Who they know #2

Who they know #1

Who you know

Who they know #3

Your

Name

Pause

Don't make any calls. Don't send any emails.
Just study the page.

Look for:

- Repeated names
- Unexpected connections
- People you've forgotten
- Industries you hadn't considered
- Relationship clusters
- Gaps
- Patterns

*Sometimes insight comes
before action.*

Reflection

Complete these sentences.

The relationship I've underestimated is:

The person I've been meaning to reconnect with is:

Someone who probably knows the person I'm trying to meet is:

The biggest surprise on this page is:

Three Conversations

Choose only three people.
Not ten. Three.

PERSON ONE

Why Them?

How will I reconnect

When?

PERSON TWO

Why Them?

How will I reconnect

When?

PERSON THREE

Why Them?

How will I reconnect

When?

Expand beyond Relationships

This exercise works because it exposes something much bigger.

Not only do we underestimate our network. We actually underestimate almost **everything** we're close to.

- Our experience.
- Our reputation.
- Our resilience.
- Our wisdom.
- Our community.
- Our business.

Familiarity has a way of disguising value.

Where else have you stopped seeing what's already there?

Coaching Corner

Take one more look at the life you have already built.

- The relationships.
- The trust.
- The experience.
- The reputation.

Ask yourself one question:

What have I been overlooking simply because it's become familiar?

“We're remarkably good at scarching for what's missing. We're much less practiced at recognizing what's already there. Maybe your next breakthrough isn't waiting somewhere else. Maybe it's waiting for you to see what you've been overlooking all along.”

- Molly B.



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