

*my*  
**CONNECTION**  
Blueprint

*Leveraging creativity  
and purpose to co-create  
sustainable success  
with service and love*

**Jacqueline Shaulis**

# The Influential Introvert

*a love story  
about you*

Hey party people, Jacqueline Shaulis here your guide to embracing your awesome, and I'm ecstatic to be with you today because with all that's going on in our world, we all could use some excitement, some joy and connection, right?

Now before we start, let's handle a few pieces of business.

## SECTION SELECTION

- Get Ready, Get Ready, Get Ready
- Just the Facts, Ma'am
- Connected Disconnect
- Purposed Creativity
- Bust A Move
- The Asking
- The Looking
- The Trying
- Only The Willing
- The Rewind
- Making It Happen
- The A's to Your Q's
- About Jacqueline

# GET READY, GET READY, GET READY!

## UPLEVEL

First and foremost, I want you to give yourself the space and grace to focus on your uplevel. The burning world can wait for 20 minutes. So allow yourself to be fully present and open to receive whatever comes up for you and our time together.

## JOT GEMS

Secondly, ask all the questions. I'll be chatting live and answering as many as I can. Your complimentary connection blueprint will have notes from this presentation and answers to any questions that I get in chat. And I'll be available afterward and our video chat room to engage there. So make sure you ask in chat, any and everything that you want to get clarification on.

## BE OPEN

And lastly, be ready to joyously jot gems. Focus on capturing those ideas that will help you to embrace your awesome for your community. I want you to pick up what I'm laying down. So grab a notebook, or open a tab with your blueprint and capture those aha and inspirations.

01

# Just The Facts Ma'am

# 73%

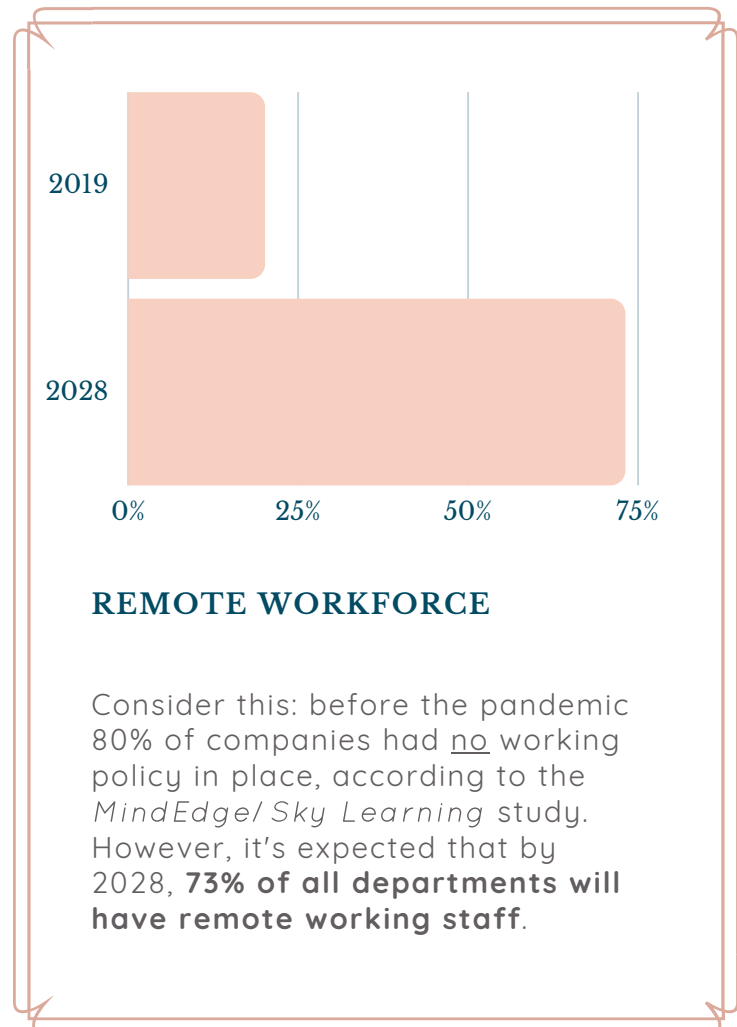
## EXPANDING REMOTE WORKING

According to the *2020 Gartner CFO Survey*, three out of four CFOs plan to **continue or expand their remote working policies** going forward, at least in part.

# 61%

## HIRING REMOTE WORKERS

And similarly, *The Future Workforce Report* shows that 61% of hiring managers expect to have a **larger remote workforce than pre-COVID**.

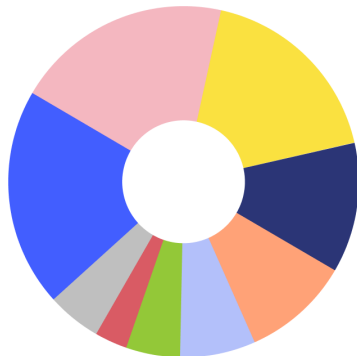


# 02

# Connected Disconnect

Perhaps unsurprisingly, the *State of Remote Working report* found that of people working remotely **40% feel disconnected**, with loneliness and a lack of communication and collaboration being the biggest challenge to working from home

## What's your biggest struggle with working remotely?



- 20% ● Collaboration and communication
- 20% ● Loneliness
- 18% ● Not being able to unplug
- 12% ● Distractions at home
- 10% ● Being in a different timezone than teammates
- 7% ● Staying motivated
- 5% ● Taking vacation time
- 3% ● Finding reliable wifi
- 5% ● Other

State of Remote Report 2020  
[buffer.com/state-of-remote-2020](https://buffer.com/state-of-remote-2020)



*What's been the biggest challenge for you or your business recently?*

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*How are you coping with that challenge? How are you finding relief?*

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## CONNECTION cont.

Now, if you're a freelancer or digi-preneur, these statistics might not come as a surprise to you.

But for a number of your clients and customers, this can be quite a shift in perspective.

Yet, there's one thing that's been left out of nearly every conversation...

...and that's the need for connection. People risk their lives for connection.

The state of one's mental and emotional health hinges on connection.

As creators and service providers, our living livelihoods rely on connection.

Everything depends on your ability to have and leverage connection.

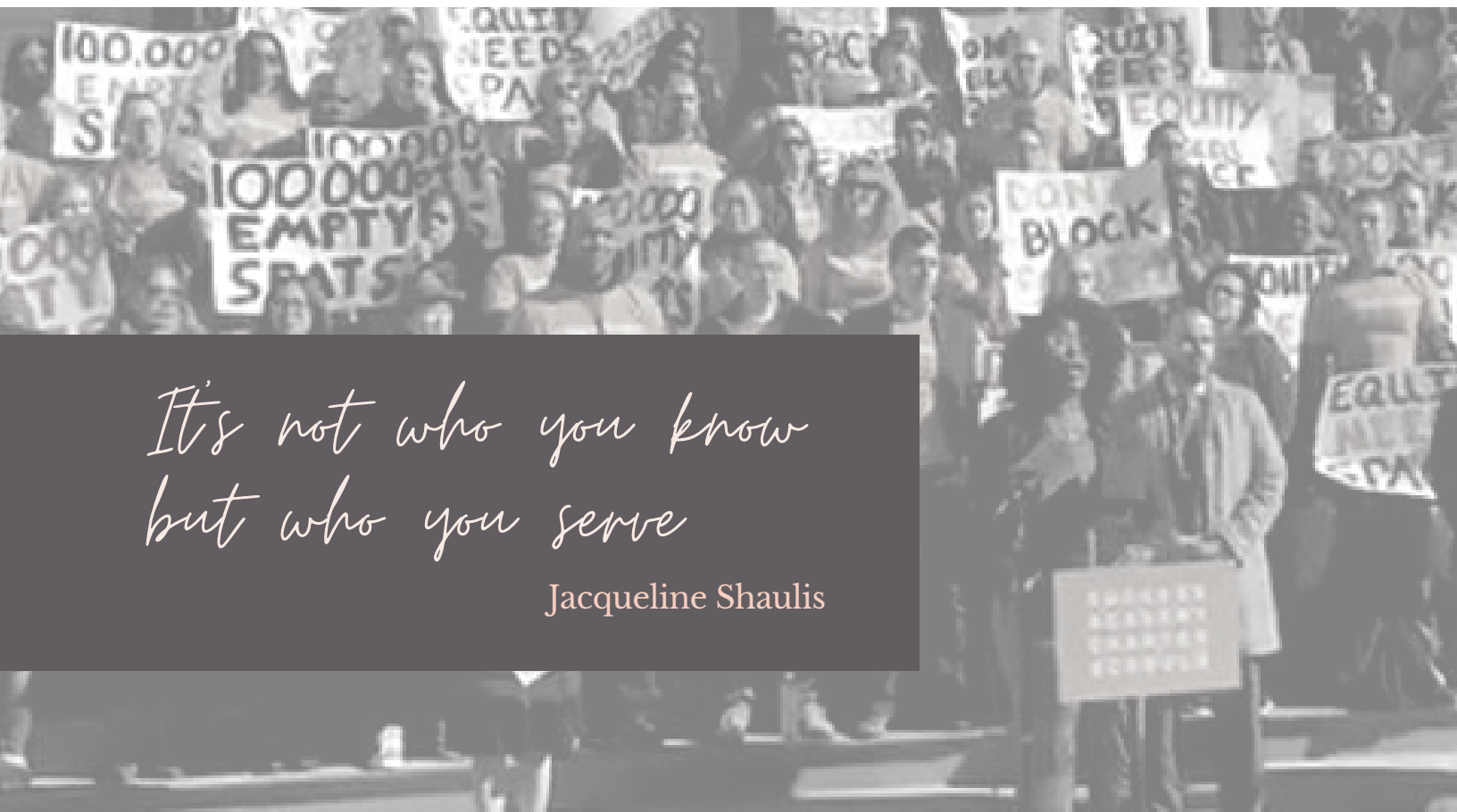


*Businesses need to find creative ways to support workers and navigating the personal and professional. Regardless of when they return to the office, many employers will find an altered workplace with a greater reliance on digital communication. They would be well served by planning for that change landscape now.*

Jefferson Flanders, CEO of Mind Edge Learning



## 03

*Purposed*  
**Creativity**

*It's not who you know  
but who you serve*

Jacqueline Shaulis

Well, it's going to take creativity and purpose. This rising passion economy of our current times is inviting us to rethink what it means to live your passion. It means repositioning ourselves and our business to reimagine normal and leverage creativity and purpose to shift connection into co-created sustainable success. If this era had a mantra, it would be this:

*"It's not who you know, but who you serve".*

This sentiment is the essence of embracing your awesome: sharing your Amazing Works of Expression Serving Others with Maximum Enjoyment. It's not about you or me. It's about WE.

## Purposed Creativity cont.

Ken Lin, the founder of Credit Karma but it in these terms:

"This is an unprecedented time and all Americans are being impacted. As a business owner, your customers and their trust are paramount."

In other words: **My Solution + Their Faith = OUR FORTUNE**

How can I facilitate connection when we're forced to be separated?

How can I expect people to connect my company and my solutions when the world is in flames, especially as an introverted creator-provider-Business Owner.

So you may think, well, what can I do?

“

*This is an unprecedented time and all Americans are being impacted. As a business owner, your customers and their trust are paramount.*

Ken Lin, Founder of Credit Karma

”

**MY SOLUTION + THEIR FAITH = OUR FORTUNE**



# Bust a Move

## ***SERVE WITH LOVE***

Strategic action for ourselves and our businesses so that we can progress and continue to serve our customers with love. Now, that doesn't mean that you'll love all of your customers, nor does it mean that they'll even care about you personally.



## ***STRATEGIC ACTION***

THE BRIDGE BETWEEN  
POSSIBILITY AND REALITY

## ***POSTURE AND POSITION***

But it does mean that you are putting yourself in a posture of thinking of "how my customers are doing, and how my solutions accelerate and amplify their wins?" Or to think of it another way, "how do my products and services lighten their load, so that they can have easier lives both now and going forward?"

## ***BUST A MOVE***

And when you have that answer, you take action and make it happen, Captain. Now you may think, yeah, that sounds great. But how do I do that? The way to solve a problem is to solve a problem. And if you want to take action, you gotta bust a move. So in the case of cultivating connection using creativity and purpose means that you have to answer the three following questions.

## Bust a Move cont.

*Did you ask? Did you look? Did you try?*

Yes, it really is that simple. This is the spot to joyously jot gems, because your strategy for connecting is coming directly from these answers.

*Three questions you must answer:*

*DID YOU ASK?*

*DID YOU LOOK?*

*DID YOU TRY?*

*Yes, it really is that simple.*

Now for each question, I'll provide some context, then give you a few paths to actually implement. Choose one, get it done. Let's dive a little deeper in these, shall we?





## Did You Ask

### BEFORE YOU START, CONSIDER:

*Have you asked your customers what they need?*

*Have you even asked how they're doing?*

*Have you acknowledged your own fears and concerns and emotions?*

*Have you given yourself the permission to breathe and grieve all that happening and its effect on your business?*

These are all things to keep in mind, because asking is not just about another survey or another quickie poll. It's about actually taking the time to personally ask because asking allows them to get ready to say yes to you.

### *Your three paths are: Share, Say, and Select*

And I know it's *\*people\** but choose one of these three paths and actually connect with them. Here are your three paths: Share, Say, Select.

# 05

# The Asking

## ASKING ALLOWS THEM TO GET READY TO SAY YES TO YOU

Asking is about taking the time to personally ask

Now remember, for these three paths, you're only choosing one to **start**. There are potential three paths to get your answers:

### PATH 1. SHARE

Path one is SHARE - you're going to share how things are going (or not going) in your newsletter or as a blog post. And then you're going to ask your audience to share their experiences. So you start off by being vulnerable on what's happening in your world and ask them to do the same.

## Path to ASKING

### PATH ONE: SHARE EXPERIENCES IN NEWSLETTER OR POST

YOUR STORY  
TO SHARE

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LESSON TO  
DISCUSS

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# ASKING ALLOWS THEM TO GET READY TO SAY YES TO YOU

Asking is about taking the time to personally ask

## PATH 2. SAY

Path two is SAY. Now for this one, for about a dozen or so followers are going to slide into their DMs and ask how can you be of service to them. Choose the platform that your people are most active and you're going to select only 12 or so to reach out to and specifically asked, "How can I help you? What can I do to make your load lighter?"

# Path to ASKING

### PATH TWO: PRIVATE MESSAGE 10-12 FOLLOWERS

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

# ASKING ALLOWS THEM TO GET READY TO SAY YES TO YOU

Asking is about taking the time to personally ask

## PATH 3. SELECT

Path three is SELECT. For this one, you're going to select a handful of past clients and call them to ask them how your business can be of service. Now, I know, it's a call instead of a DM or a newsletter post. But listen, these are people that you have worked with before. You already have rapport with them. They've paid you money and you've delivered the goods. So having a conversation with these five people should not be the typical monumental task. And you're going to ask them from a place of service: how can you best help them.

# Path to ASKING

### PATH THREE: CALL 5-6 PAST CUSTOMERS/CLIENTS

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____



## Did You Look

### BEFORE YOU START, CONSIDER:

*Are you creating what your customers want and need?*

*Are you letting yourself even consider that there's a need for change?*

*Are you aligning yourself with other co-creators to make something that benefits both of your amazing communities?*

*Are you seeing the possibilities of different ways that you could reposition your current offerings?*

When you are looking, it's not about getting a quick fix or slapping a bandaid on anything. This is about making the effort to get it done and get it out. Remember, the name of the game here is done is better than perfect. Shout out to my recovering perfectionists. Looking engages you to get steady for undiscovered opportunities.

### *Your three paths are: Review, Reassess, Reach*

Let's look at the three paths we can take for this one: Review, Reassess, Reach. This section is a class unto itself. And we go into this very deeply in the [Supercharge Your Impact](#) program. But for now, let's look at these three paths and how you can use them to look.



# The Looking

## LOOKING ENGAGES YOU TO GET STEADY FOR UNDISCOVERED OPPORTUNITIES

Looking is about making the effort to get it done and get it out

Now remember, for these three paths, you're only choosing one to **start**.

### PATH 1. REVIEW

Path one is REVIEW. Reviewing is looking at content that you haven't used. So when you're looking at this unused content, put it now be used as a blog post or a guest article. Could it be used as a free resource or an opt in? Could you make an infographic and then use that as a freebie? Or could it be a bonus to an existing offer or to an affiliate offer? If you're partnering up with other people that some of this unused content be used to sweeten the pot?

### Path to **LOOKING**

**BLOG POST / ARTICLE**

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**FREE RESOURCE**

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**INFOGRAPHIC**

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**BONUS**

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# LOOKING ENGAGES YOU TO GET STEADY FOR UNDISCOVERED OPPORTUNITIES

Looking is about making the effort to get it done and get it out

## PATH 2. REASSESS

Path two is REASSESS. Reassessing is looking at your previous products and services to see what could be reused. So for each of your prior offerings, which can be repurposed as a new or different offering? You could repackage a previous product or service and give it a different name or market it to a better audience segment. You could relaunch an offering and make a 2.0 version of what you've offered before or a follow-up. You could refresh an offering by revising or updating the content so that it's more relevant.

### Path to **LOOKING**

**REPURPOSE**

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**REPACKAGE**

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**RELAUNCH**

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**REFRESH**

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# LOOKING ENGAGES YOU TO GET STEADY FOR UNDISCOVERED OPPORTUNITIES

Looking is about making the effort to get it done and get it out

## PATH 3. REACH

Path three is REACH. This is reaching out to old clients and customers segments to see if they can be reengaged. You could regularly engage in different modes or more frequently. You could refer previous clients to complimentary goods or services that would be a better fit or to connections within your network that would be a mutual benefit. You could release prior clients or customers that may no longer be in alignment with where you are or where your business is going, or perhaps you are can no longer aligned to meet their needs (and that's okay).

### *Path to* **LOOKING**

**RE-ENGAGE**

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**REFER GOODS**

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**REFER PEOPLE**

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**RELEASE**

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## Did You Try

### BEFORE YOU START, CONSIDER:

*Will you let your market tell you what they want or need and are willing to pay for?*

*Will you put forth your best effort into delivering value for your community?*

*Will you champion the best solutions for your customers needs, even if it's not yours (yet)?*

*Will you celebrate the paradise that you've created for your community and for yourself?*

Trying is not about sitting on your laurels and kicking up your feet. It's taking the time to enjoy what you've done together so that you can then serve them deeper and better. Trying allows them to get happy about the fruits of their effort through the solutions that you provided.

### *Your three paths are: Help, Highlight, Hallelujah*

And you're both celebrating the co-created outcomes that you've generated. So let's choose a path to walk: help, highlight, and HALLELUJAH.



# The Trying

## TRYING ALLOWS THEM TO GET HAPPY ABOUT THE CO-CREATED OUTCOME FROM THE SOLUTIONS YOU PROVIDED

Trying is about taking the time to enjoy what you've done together so that you can then serve them deeper and better

Now remember, for these three paths, you're only choosing one to **start**.

### PATH 1. HELP

The first path is HELP. By helping, you make others' dreams come true. You can follow up on the progress of a customer or client you recently contacted. A simple scheduled note on how their project or goal is coming along can help them tremendously. You can keep them in mind when engaging other members of your community or networking amongst your spheres of influence. You can be a voice of encouragement because sometimes we just need that little reminder saying "you got this!"

### Path to TRYING

FOLLOW UP	CONNECT	ENCOURAGE

# TRYING ALLOWS THEM TO GET HAPPY ABOUT THE CO-CREATED OUTCOME FROM THE SOLUTIONS YOU PROVIDED

Trying is about taking the time to enjoy what you've done together so that you can then serve them deeper and better

## PATH 2. HIGHLIGHT

The second path is HIGHLIGHT. This is about showcasing wins for your tribe and yourself. For example, a shout out or recognition of a community member in your newsletter or on social media. You can let your tribe know about your own progress on a juicy project and recognize the milestones together. You can highlight engagements and resources that could serve your larger community, or past clients that have resources that would benefit their peers.

### Path to TRYING

SHOUT OUTS	RECOGNIZE	COLLABORATE
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

# TRYING ALLOWS THEM TO GET HAPPY ABOUT THE CO-CREATED OUTCOME FROM THE SOLUTIONS YOU PROVIDED

Trying is about taking the time to enjoy what you've done together so that you can then serve them deeper and better

## PATH 3. HALLELUJAH!

Path three is HALLELUJAH (my personal favorite). Time for poppin' bottles of gratitude and making it rain joy. You did it and you didn't die! That deserves a drink in my book - so how are you celebrating the things you're accomplishing? Hallelujah is all about having a celebration in mind to mark your milestones, and then continue on the path. So once you reach that milestone, take a moment to celebrate and recognize how far you've come and what you've accomplished along the way. And then you continue on the path so that you go from win to win to win.

## Path to TRYING

*In the next 90 days or by the end of the QUARTER, I will:*

MILESTONE	METRIC	KUDOS	CONTINUE ON
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<i>i.e., grow IG followers 30%</i>	<i>i.e., 1750+ followers</i>	<i>i.e., 90mins massage+facial</i>	<i>i.e., quarterly challenge</i>

*In the next 30 days or by the end of the MONTH, I will:*

MILESTONE	METRIC	KUDOS	CONTINUE ON
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
<i>i.e., double social media posts</i>	<i>i.e., autopost 2x daily w/ Buffer</i>	<i>i.e., sleep till noon on 1st Sat</i>	<i>i.e., reply to comments 3x wkly</i>



08

# Only the Willing

THE EXTENT  
THAT YOU ARE  
WILLING TO  
ANSWER THESE  
QUESTIONS AND  
IMPLEMENT  
THOSE ANSWERS  
IS THE EXTENT  
THAT YOUR  
BUSINESS WILL  
**THRIVE**

Especially in a time when businesses and economies are retreating and upheaval.

The  
**Influential**  
INTROVERT

Not who you  
know but who  
you serve

**01**

Connection is queen for  
sustained success as  
remote working  
becomes the norm

**02**

Creativity + Purpose x  
Strategic Action = Service <sup>LOVE</sup>

**03**

Ask to get them  
ready for yes

**04**

Look to get  
yourself steady  
for opportunities

**05**

Try to get happy  
about co-created  
successes



# Making it Happen

## SO YOU WANNA BE A MILLIONAIRE...OR EVEN A THOUSAND-AIRE. GREAT!

You know the drill: Ask the questions. Get the answers. Make it happen Cap'n!

Here are your next steps to leverage your introvert insights and embrace your AWESOME!  
Choose your paths to implement for each question and the baby-step action you'll take by when.

I will start ASKING by \_\_\_\_\_ (PATH SELECTED)

My baby step action is to \_\_\_\_\_ (IDEA FOR YOUR PATH)

by \_\_\_\_\_ (DATE TO COMPLETE BY)

I will start LOOKING by \_\_\_\_\_ (PATH SELECTED)

My baby step action is to \_\_\_\_\_ (IDEA FOR YOUR PATH)

by \_\_\_\_\_ (DATE TO COMPLETE BY)

I will start TRYING by \_\_\_\_\_ (PATH SELECTED)

My baby step action is to \_\_\_\_\_ (IDEA FOR YOUR PATH)

by \_\_\_\_\_ (DATE TO COMPLETE BY)

Go to [TheInfluentialIntrovert.com](http://TheInfluentialIntrovert.com) for the latest and greatest on ways to maximize your introvert/ambivert nature for your personal and professional growth





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# The A's to Your Q's

## SO YOU WANNA BE A MILLIONAIRE...OR EVEN A THOUSAND-AIRE. GREAT!

You know the drill: Ask the questions. Get the answers. Make it happen Cap'n!

Below are answers to guide your understanding, implementation, and celebration. Keep them coming. so we continue to grow and glow together for ourselves, our communities, and clients.

### *How do I decide which path to choose?*

Go with your gut and initial reaction. If it feels fuzzy, think "what would be the most joyous for me?" and go with that one to START. You can do them all - but start with one.

### *How do I get further support?*

To get more gems about connection, visit [uKnowLikeTrust.me](http://uKnowLikeTrust.me) for the Rapport in An Instant program (short, sweet, and jammed packed with goodness).

To learn more about communicating with authority and impact EVEN (especially) as an introvert, go to [SuperchargeYourImpact.com](http://SuperchargeYourImpact.com) for the course that dives deeper into all these topics.

### *How can I work with you?*

Let's chitty chat and see how we can play together - book a [Boost of Awesome](#) touch base



# WHO'S THAT GIRL?



## ABOUT THE INFLUENTIAL INTROVERT

Guiding introverted professionals to co-create transformative experiences that sustains their careers, nourishes their spirits, and activates their gifts by knowing their worth, showing their expertise, and glowing in sacred shine.

## ABOUT AWESOME ENTERPRISES LLC

We guide & equip professionals to tap into their transformative powers within four key areas of expression: communication, leadership, motivation, and spirituality to answer the query: "how can I best embrace my AWESOME, engage my gifts, and empower my world?"

## ABOUT JACQUELINE

Known for her "energy, enthusiasm, and flair", best-selling author Jacqueline Shaulis has wowed audiences on five continents with her message to Embrace Your Awesome™ by communicating with wholeness and boldness at work, home, and beyond! As an international speaker and trainer, Fortune 500 companies and top-tier organizations trust Jacqueline to deliver motivational yet practical guidance on getting seen, heard, and respected to their emerging and established leaders. Jacqueline brings fresh, unique perspective gained from her background as an award-winning performer, past newspaper columnist, broadcast journalist, and college instructor (all by voting age!). She is the Founder and CEO of Awesome Enterprises LLC and proud mom & aunt of 9.

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