



The Three Keys To Building Relationships

Good day! My name is Casanova, I am an award-winning author, high-energy keynote speaker, and entrepreneur, and Host of this DreamNation Podcast.

I'm passionate about helping people and showcasing how building a bulletproof mindset & meaningful relationships can help anyone succeed in Life and in Business.

We want to bring you top performers in different and wide-range of topics that educate, inspire and deliver results. Our guest's anecdotes and insights are explosive strategies you can leverage to obliterate any obstacle getting in the way of your personal or business success.

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We've put together for you this guide on **The Three Keys To Building Relationships** that will lead you to your end goals in life or in business.
Let's go!

P.S.: Are you on Instagram? Shoot me a quick DM and lets connect. You'll find me at @casanova_brooks

Do you feel like you're trapped in your lifestyle right now and can not see growth in your future? Do you find yourself asking "Why am I in this situation?" or "How can I change this?" Well, we got the answers for you!

The best question to ask yourself is "am I with the right people?". You are in that situation because you've been surrounded by the wrong people but the beauty of it is you can change this by focusing on building relationships with the right people.

Imagine the people who share their success stories They all talk about the process they went through and on their journey, they have people to thank because they helped them become successful. If you think about it, building relationships is the #1 key to find more opportunities in life or in business. It is essential to your success.

Your journey in building relationships is similar to a marathon and can be simplified into a 3 step formula.

The three keys to building relationships that will lead you to your end goals in life or in business are:

1. Sprint

This is your starting point where you set your mind on gaining new contacts that will be part of your journey towards your goal. You give your time and effort in knowing another person and building your circle.

a. Make a list

It's very important that you make a list of the people that you think can help you reach your goals. The ideal ones are the people who directly want (or need) the product/service you have to offer OR the people who influence the ones who want or need your product/service.

b. Communicate effectively

This is doable through active listening and focusing on others interests, not your own. Let them talk first and talk more about themselves.

One great tip is to listen for any challenge they might bring up so you can look for solutions or connections to others who can offer solutions to them.

2. Maintain

This is where you assess where you currently are in life and business and how content you are with your situation. I would imagine if you're here and reading this, you know you want more out of life and really want to become the best version of yourself. The thing is, it's hard to do that if your closest relationships and environment are content and there's no accountability and mutual pushing of goals and execution. Think of all the relationships you have for years, that you know the love will always be there but the excitement and want to get uncomfortable is not. This means you have to assess and prepare to release... How?

a. Get clear on your destination

Nothing moves without true clarity. Remember you don't have to love the journey but you must be married to the destination. This means you have to assess where exactly are you trying to go and are you on track to get there right now. If not, do you have the relationships in place to push you to get there in the next 3-6-12 months?

b. Evaluate your current sphere

Have conversations with your close friends and family and share some of your B.A.G (Big Audacious Goals). Encourage them to share theirs as well. Be genuinely interested in listening and hearing theirs. You will soon start to notice if they are not willing to express them or execute on their goals, or even if they continuously make you feel like you're wrong or crazy for constantly talking about "dreams and goals". Eventually you will see they will weed themselves out and if not you must be intentional about moving forward.

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3. Accelerate

This is the part where you focus on execution and taking action. The reality and truth about this phase are just like on the backstretch of a marathon or race. To become victorious, you must push yourself to go faster and often comes with separation from the rest of the pack. This is where you become a leader, a mover, and a success to yourself. How?

a. Think bigger

Instead of being comfortable with what you already have, look into another level of progress. There's always a way to improve yourself and your way of life if you put your mind to it.

b. Surround yourself with experts or like-minded people

The people that surround you, influence you. If you want to do more, then you should choose the people who have the same mindset as you or people who have something better or bigger in mind. They say you are the sum of the 5 people you surround yourself with the most. Choose them wisely.

c. Influence Others

You can influence people by giving them what they want or giving them a reputation to live up to. The key here is to think about them and connect with their emotions. Remember, people don't remember what you say, they remember what you do and how you made them feel.

So there you have it! A lot of people think the great movers and shakers in this world are successful because of their talents or skills but that most often is never the case. They are successful because they understand the importance of building relationships. Relationships lead to more opportunities and exposure to new levels in life.

*These are some of the key tips on what you can do to start building relationships with the right people to lead you to success. Remember we all have to start somewhere and just like them, you can **build meaningful relationships, grow your impact and reach your goals.***