

# February Prep Sheet

January 2026 | Week 4 | Get Ready for "Network Effect"

## Preparing for February: Network Effect

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**Theme:** Strategic networking, relationship-building, and the power of proximity

**Focus:** Expanding your network, optimizing LinkedIn, mastering informational interviews, and building sustainable relationship systems

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### What February Is About

February shifts from **internal work** (vision, goals, mindset) to **external work** (relationships, connections, opportunities). You'll learn to:

- Build authentic professional relationships without being transactional
- Leverage LinkedIn as a thought leadership platform
- Conduct informational interviews that open doors
- Create systems to maintain your growing network

**The Big Idea:** Your network is your net worth. But only if you build it strategically and maintain it consistently.

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## Pre-Work: Complete Before February 1

###  LinkedIn Profile Audit **\*\*Action:\*\*** Review your LinkedIn profile with fresh eyes - Is your headline compelling? (Not just your job title) - Does your summary tell a story? (Not just a resume) - Are your featured posts/articles current? - Do you have a professional photo? - Is your contact info visible? **\*\*Goal:\*\*** Your profile should position you as a builder, not just an employee.

###  Network Inventory **\*\*Action:\*\*** Map your current network - Export your LinkedIn connections (Settings → Data Privacy → Get a copy of your data) - Create a simple spreadsheet with 3 columns: Name | Relationship Strength (Strong/Weak/Dormant) | Last Contact Date - Identify 10 dormant connections worth rekindling **\*\*Goal:\*\*** Know who's in your network before you expand it.

###  Networking Goals **\*\*Action:\*\*** Set specific February networking targets - How many new connections do you want to make? - How many informational interviews do you want to conduct? - How many dormant relationships do you want to rekindle? - What industry events or communities will you engage with? **\*\*Goal:\*\*** Make networking measurable, not just aspirational.

###  CRM Setup **\*\*Action:\*\*** Choose a relationship management system - Simple: Google Sheets or Notion database - Intermediate: Airtable or Coda - Advanced: HubSpot (free tier) or Streak (Gmail integration) **\*\*Goal:\*\*** Have a system to track connections before you make them.

## Key Dates & Events for February

### Week 1: Strategic Relationships (Feb 3-7) - \*\*Mon, Feb 3\*\* — Network Effect Launch (Office Hours) - \*\*Wed, Feb 5\*\* — Connection Challenge begins - \*\*Thu, Feb 6\*\* — Guest Expert: "Hidden Job Market"

### Week 2: LinkedIn Mastery (Feb 10-14) - \*\*Mon, Feb 10\*\* — LinkedIn Optimization Workshop (Office Hours) - \*\*Wed, Feb 12\*\* — Networking Spotlights - \*\*Thu, Feb 13\*\* — Workshop: "Authentic Networking" - \*\*Fri, Feb 14\*\* — Networking Accountability Check-in

### Week 3: Informational Interviews (Feb 17-21) - \*\*Mon, Feb 17\*\* — Informational Interview Scripts (Office Hours) - \*\*Wed, Feb 19\*\* — Success Stories - \*\*Thu, Feb 20\*\* — Panel: "Cross-Industry Networking"

### Week 4: Systems & Reflection (Feb 24-28) - \*\*Mon, Feb 24\*\* — Month Wrap-up (Office Hours) - \*\*Wed, Feb 26\*\* — Expansion Celebration - \*\*Thu, Feb 27\*\* — Workshop: "Networking Systems" - \*\*Fri, Feb 28\*\* — Relationship Check-in

## Materials to Prepare

### 1. Your Networking Pitch (30-Second Intro)

Draft a compelling introduction that leads with the problem you solve, not your job title.

**Template:** "I help [WHO] solve [WHAT PROBLEM] by [HOW]."

\*\*Your Draft:\*\*

## 2. Outreach Email Templates

Prepare 3 email templates:

- Reconnecting with a dormant connection
- Requesting an informational interview
- Following up after a conversation

**Template 1: Reconnection**

**Template 2: Informational Interview Request**

**Template 3: Follow-Up**

## 3. Target List

Identify 10-15 people you want to connect with in February:

**Names & Why They're Valuable Connections:**

## Mindset Shifts for February

### From Transactional to Relational **\*\*Old Thinking:\*\*** "I need to network to get clients." **\*\*New Thinking:\*\*** "I'm building relationships with people I genuinely want to help and learn from." ### From Passive to Proactive **\*\*Old Thinking:\*\*** "I'll wait for opportunities to come to me." **\*\*New Thinking:\*\*** "I'm actively creating opportunities through strategic outreach." ### From One-Time to Ongoing **\*\*Old Thinking:\*\*** "I'll connect with someone once and hope it leads somewhere." **\*\*New Thinking:\*\*** "I'm building a system to maintain relationships over time."

## Success Metrics for February

Track these monthly:

- **New Connections:** # of new LinkedIn connections or in-person meetings
- **Informational Interviews:** # of 30-minute conversations conducted
- **Dormant Rekindled:** # of old connections you re-engaged
- **Value Given:** # of introductions, resources, or help you provided to others
- **Opportunities Created:** # of potential projects, collaborations, or leads generated

**\*\*** 💡 **Pro Tip: The 5-5-5 Rule** **\*\*** Every week in February, commit to: - **\*\*5** new connections **\*\*** (LinkedIn, events, introductions) - **\*\*5** meaningful interactions **\*\*** (comments, DMs, emails) - **\*\*5** minutes of relationship maintenance **\*\*** (follow-ups, thank-yous, check-ins) This simple rhythm builds momentum without overwhelming you.

## Questions to Bring to Your GSD Pod

1. What's your biggest networking fear or block?
  2. Who's someone you've been meaning to reach out to but haven't? Why?
  3. What's your strategy for maintaining relationships at scale?
  4. How do you balance giving and asking in your network?
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## Final Checklist: Ready for February?

- LinkedIn profile updated and optimized -  Network inventory completed -  Networking goals set (specific numbers) -  CRM or tracking system chosen and set up -  30-second pitch drafted and practiced -  Email templates written and saved -  Target list of 10-15 people identified -  Calendar blocked for February events and activities -  GSD Pod scheduled for February check-ins -  Mindset shift: Ready to be proactive, not passive
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