



#100in100

The #100in100 Challenge

GETTING STARTED

[100in100challenge.org](http://100in100challenge.org)

## FIRST THINGS FIRST

If you haven't yet, go and register at [100in100challenge.org](https://100in100challenge.org)

- We'll send you updates on our collective progress
- You can choose to receive weekly reminders, and
- You'll be registered for the prize pool to be drawn at the end of The Challenge (visit [100in100challenge.org](https://100in100challenge.org) to see the list of prizes). Note: You must also complete your donation to confirm your entry in the draw.

Also check out the Getting Started video at [100in100challenge.org](https://100in100challenge.org) in which Adam Houlahan gives us a free masterclass on how to make meaningful connections over LinkedIn the right way.



Nicky Mih

1 June is Free To Shine's 8<sup>th</sup> birthday and International Children's Day, so the perfect day to start The Challenge.

By participating and making your donation you'll be helping to secure a child's safety and education.

—Nicky Mih, Founder Free To Shine

## WHO TO CONNECT WITH

The idea is not to connect with just anybody, but to make meaningful connections that expand your professional network.

LinkedIn started with the idea that you would connect with people you had met physically. However, most LinkedIn users today follow the LION (LinkedIn Open Networker) principles, acknowledging that meaningful connections can start online and grow from there.

Connect with those in your industry or in your target market niche. Those you might **learn from**, **partner with**, **buy from** or **provide value to**. You don't need to have a plan for the relationship set in stone, sometimes serendipity plays a part, however it helps to have an idea of where the relationship might head.

### Adam's tip

Connecting with people 'at random' will dilute your network. For example, when you post content you want it to be relevant to as much of your network as possible so it gets as much interaction as possible compared with your total number of connections. When this ratio is high your content will be promoted further by LinkedIn. So you want to keep your network 'focused' around your industry, niche or theme.



Adam Houlahan

## REACHING OUT

When reaching out, always send a **personalised connection message**. The more personalised, the better, but you only have so many characters to play with so it can't be too long.

You can use this as a starting point.



Hello **Firstname**

I like to connect with like-minded professionals and we seem to have shared passions around **passion1** and **passion2**.

I look forward to getting to know you better and helping you with your mission where I can.

Sincerely **Your Name**



Remember, at this stage we don't want to mention The Challenge. Our intention is to connect with this person anyway, so the focus needs to be on them and your common ground. The Challenge is then a nice surprise once you connect.

## THANKYOU MESSAGES

Once they accept your connection, you can consolidate and start building the relationship by sending a thank you / welcome message.

This is a great time to mention the #100in100 challenge and the impact you've made together as a result of connecting successfully.

Use the example message as a starting point. Again, you can personalise each message, and you might like to put your own spin on this to give it your tone and personality.



Adam Houlahan

### Adam's tip

Some people network only to advance their own agenda. You need to show people that's not you. Sending a thank you message is a great opportunity demonstrate that you're about the connection and positive things you can do together that don't have to benefit you directly.



Hi **Firname**

Thank you for connecting with me.

As a result something really cool happened, we have helped prevent the sex-trafficking of a child in South East Asia.

I'm participating in the #100in100 challenge this year, and for each new connection I make, a donation goes to Free To Shine to break the cycle of abuse. Not only have you given a child access to much needed education, but this empowers them to find meaningful work in their communities and avoid the sex-trafficking industry.

I believe we all have the power to make a positive difference, and that small impacts add up. If you're interested to find out more about the challenge you can visit [100in100challege.org](http://100in100challege.org)

So again thank you, not just for connecting here on LinkedIn, but for also making a huge difference in a child's life.

Sincerely **Yourfirstname**



You can also send this message to those who reach out and connect with you. Why not! What better way to make a positive first impression.

## BUILDING THE RELATIONSHIP

Now that you're connected, you can start to get to know your new connection better. Avoid 'selling' to them, or pushing your agenda. In 2018 this is not a technique that works well and may result in your connection blocking you.

Instead, focus on starting a conversation, learning from them, providing free advice if they ask for it or seem open to it.

When you have something valuable to share that you believe is relevant and may be of use to them, you might offer it to them as a free gift. Often a PDF Whitepaper or Guide make a good gift. Or you might be able to offer a free place at an upcoming event you're holding (either in person or online).



Remember "givers get", and "your network is your net worth".

## AFTER THE CHALLENGE ENDS

Tally up how many new connections you made during the 100 days. The easiest way to do this is if you record the number of connections you have on 1 June, then subtract that from your total connections at the end of the challenge.

If you don't remember, you can count them manually by visiting LinkedIn and clicking on 'My network', then 'See all' under 'Your connections'. The 100 days spans across 4 months, so count from the top down until you see 'Connected 5 months ago', then you know you can stop counting.

Visit [100in100challenge.org](http://100in100challenge.org) and **donate \$1 for each new connection you made** to the cause of your choice. Donations are collected directly by B1G1 Business For Good and 100% of your donations are distributed to the Free To Shine cause that you choose.

By **making your donation by 16 September 2018** and completing the competition entry form, you will also be in the running for some [fabulous prizes](#) donated by our ambassadors, which will be announced by 30 September 2018. Winners will be announced via the email mailing list, so make sure to stay subscribed and add [contact@100in100challenge.org](mailto:contact@100in100challenge.org) to your email address whitelist to ensure the email gets through to you. Winners will have until 26 October 2018 to respond and claim their prize and book in a time to receive it.



# THANKYOU FROM THE FOUNDERS

G'day challengers!

Thank you for joining in with hundreds of other challengers from around the country to make 2018 our biggest year to date!

By taking part in the challenge this year you're giving yourself a leg-up in business and your professional career. After all "your network is your net worth".

You'll also be making a significant difference to the children in South East Asia who are under constant threat from the sex-trafficking industry. This is the wonderful work that Free To Shine do and there are many ways to look at the benefits.

Altruistically, it's such a powerful and important cause. No one (let alone children) should be subjected to this kind of psychological and physical abuse. But also consider that by improving conditions in other parts of the world, we lift the world up as a whole. This has been seen in faster rates of innovation and positive development all round.

Life is not a zero-sum game, in making meaningful connections and creating abundance for others, we create more for ourselves, and the world around us.

Happy connecting, and enjoy the challenge!

Sincerely,

Tim and Andrew



Tim Heinecke



Andrew Ramsden



[100in100challenge.org](http://100in100challenge.org)

