

THE
WIDEST
NET

ECOSYSTEM MINDMAP

BY PAMELA SLIM

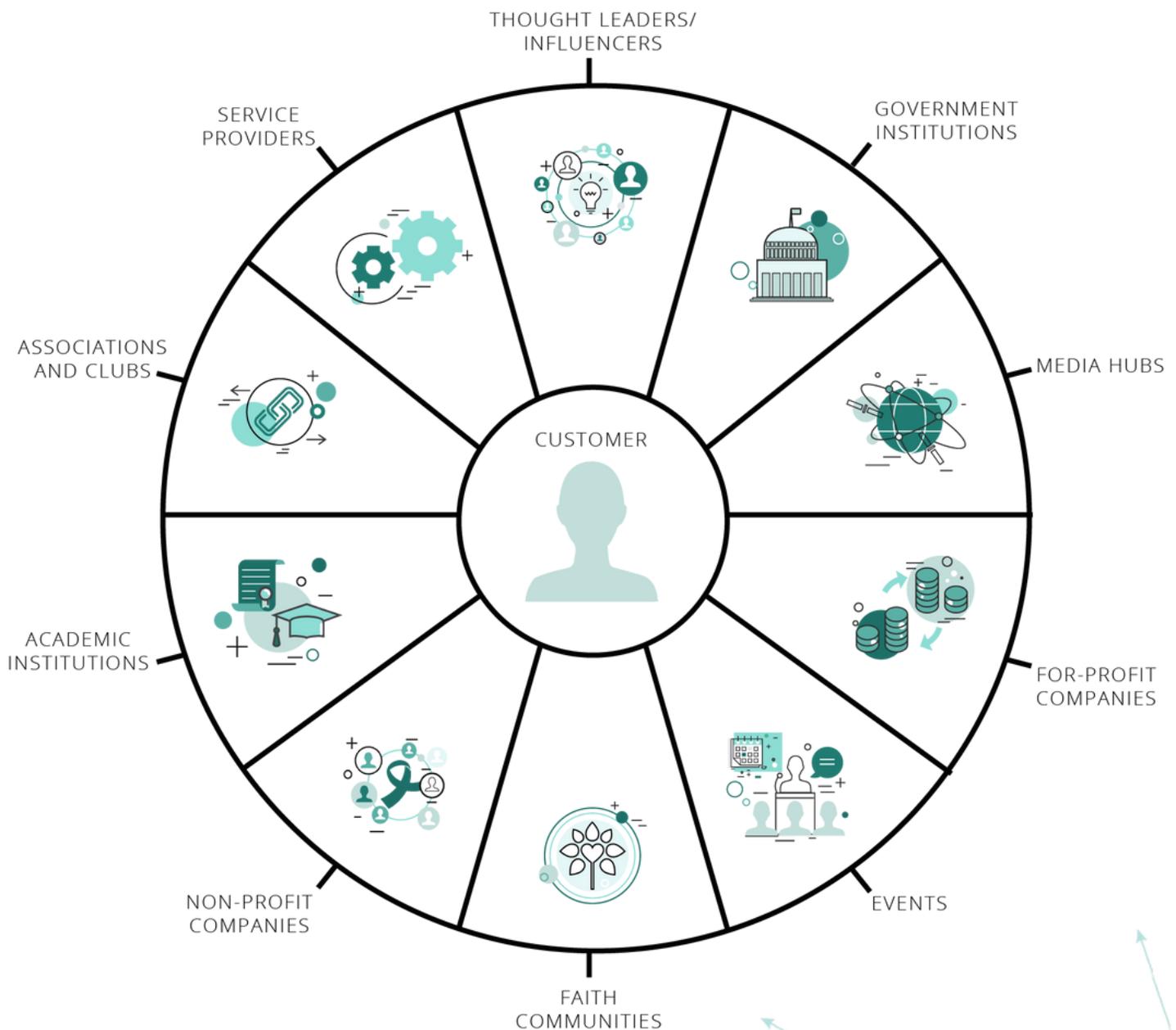
CREATE YOUR ECOSYSTEM MAP

STEP 1: My business mission (from Chapter 1):

STEP 2: My ideal customer, defined by problem, challenge or aspiration (from Chapter 3):

STEP 3: My customer journey steps (from Chapter 4):

STEP 4: Next, go through each of the sections of the Ecosystem Wheel and note specific people, places, organizations, or watering holes that would be good connections to reach your ideal customers.

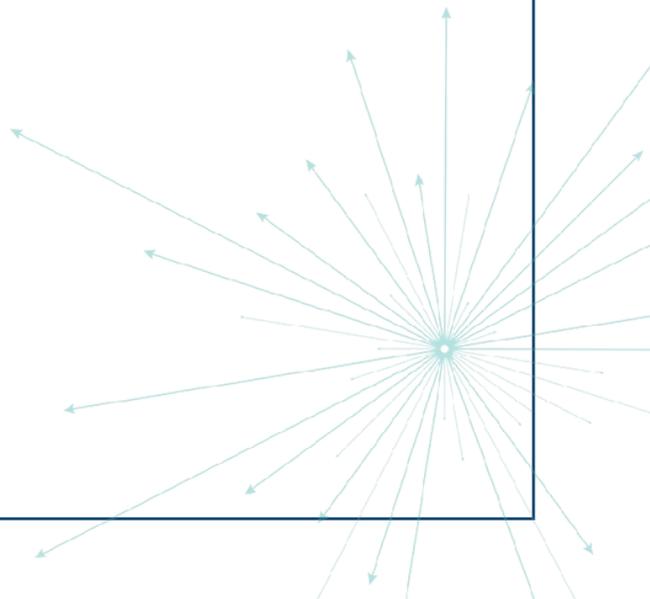


SERVICE PROVIDERS



Service providers provide a complementary service to your exact ideal customer. Their service is critical for your ideal customer to completely solve their problem.

If you are a graphic designer working with a business owner, your ideal customer likely needs a photographer and a copywriter to completely solve their problem. If you are a wedding planner, your ideal client also needs an event planner, makeup artist, photographer and caterer. List the service providers that provide complimentary services to your ideal customer below.



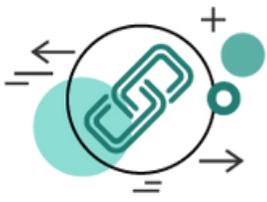
THOUGHT LEADERS / INFLUENCERS



Thought leaders are experts in the fields critical to the success of your customer. Some might be in your direct field of expertise, and others in a complementary area of expertise. From a traditional lens, some could be viewed as your competitors. Your ideal customers are likely following their work, liking their posts, reading their books, watching their TED talks, and listening to their podcasts. List the thought leaders and influencers your customers pay attention to below.

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ASSOCIATIONS AND CLUBS



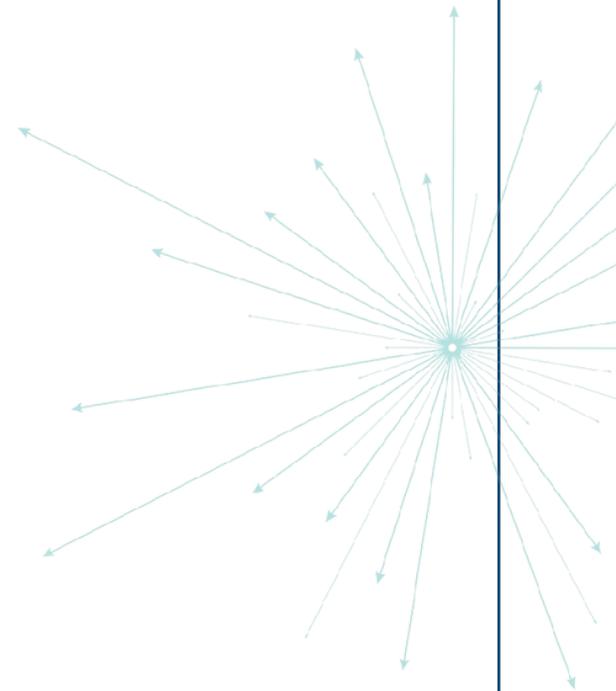
Associations are amazing watering holes for ideal customers. They are organizations focused on a specific profession for the purpose of professional and personal development. Many have publications, conferences, and member directories. There is even an Association of Associations (ASAE: The Center for Association Leadership at <https://www.asaecenter.org/>). Clubs are very similar, but they can be organized around more personal fan topics. These could be celebrity fan clubs, athletic groups, or local civic organizations like the Rotary Club. List the associations and clubs your ideal customer spends time with below.

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FAITH COMMUNITIES



Faith communities are important gathering spots where their members learn more about their religion or tradition, pray, and share fellowship. Increasingly, they also are places that provide a much broader array of supportive services like parenting, marriage, finance, and business support. List the faith communities your ideal customer is a part of below.

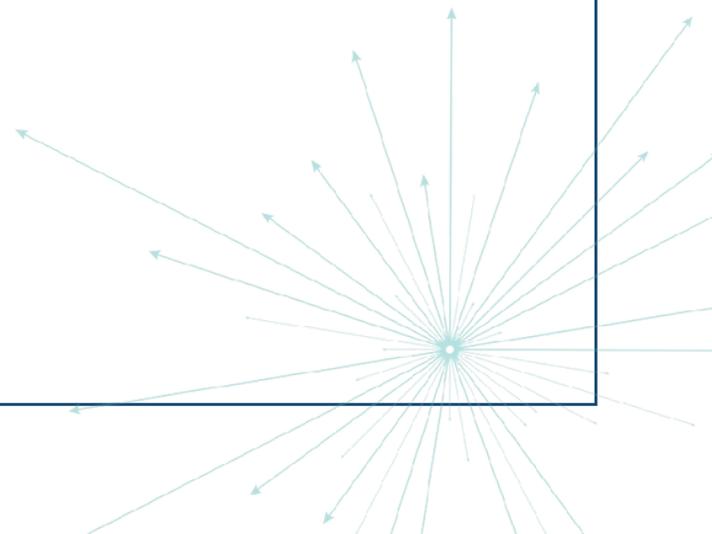


MEDIA HUBS



Media hubs include all the places where information is professionally written, recorded, or shared. It includes television, radio, newspapers, magazines, podcasts,

blogs, and social media. Depending on the audience you are trying to reach, you may target them differently. List the media hubs your ideal client pays attention to below.



EVENTS



Live events gather people under a theme and main promise. They include attendees, speakers, producing partners, media partners, and sponsors. Virtual events, which became very popular during COVID, can also be extremely powerful. They include the same players as live events. But connecting with people in a virtual event requires more pre-planning, research, and follow up, since you don't have the luxury of bumping into someone in the hallway and having a great spontaneous conversation. List the events your ideal client attends (both live and virtual) below.

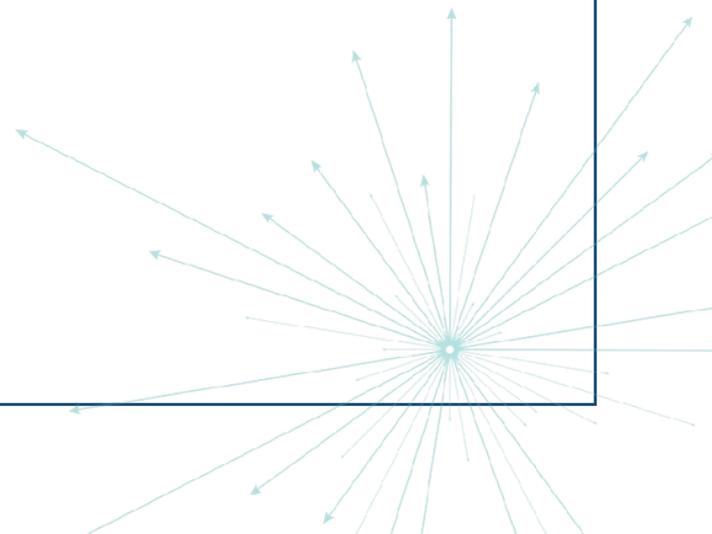
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NON-PROFIT COMPANIES

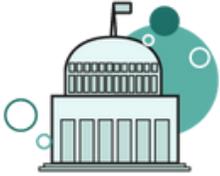


Non-profit organizations are mission-based organizations designed to solve a particular social problem. They come in all shapes and sizes, and some

have significant financial resources. List the non-profit organizations your ideal customer is involved and/or interested in below.



GOVERNMENT INSTITUTIONS



Governmental institutions are funded by public dollars and include staff and departments covering a wide range of topics and services, including economic

development, health and human services, and many others. Local governments often partner with businesses on specific initiatives, lending their reach and communication access to their residents and constituents. List the government institutions your ideal client engages with below.

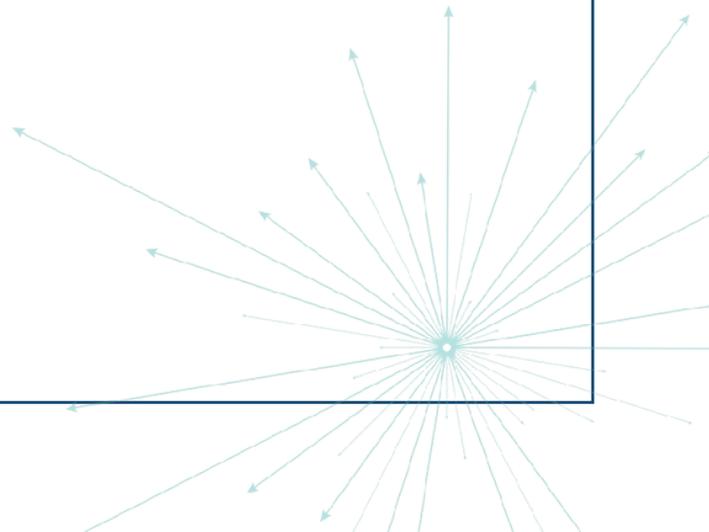
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ACADEMIC INSTITUTIONS



Academic institutions, especially at the college level, have a variety of departments charged with doing deep research in many areas related to business. They

also have career programs for students and adult education departments for the general public. Increasingly, they are partnering with businesses to develop civic projects, joint ventures, and incubators. List the academic institutions your ideal client engages with below.



FOR-PROFIT COMPANIES



For-profit companies sell a product or service to your ideal client. They can be small mom-and-pop shops or large multinational corporations. Larger companies are

connected to thousands and sometimes millions of customers that can be an ideal fit for your product or service. They also partner with experts, thought leaders, and influencers to produce marketing content for their customers. List the for-profit companies your ideal client buys from and engages with below.

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STEP 5: After you do your first pass based on what you know, select three of your ideal customers (or people who fit the description of your ideal customers) and ask them these five questions centered around the problem you solve for them in your business:

1. What was the most helpful book you read that helped you solve your problem?

2. What kind of software or products do you use (“in your business” where relevant, or “to solve your problem” in the case your business is in another area, like health or personal finance)?

3. What was the best event you ever attended, and why?

4. What publication (magazine, blog or newspaper) do you read on the regular? Who is your favorite columnist?

5. What other service professionals or businesses do you work with besides me?



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