

# Reintroduce Yourself to Your Network & Unlock More Opportunities



You've built a career full of experience, expertise, and results. But now that you've stepped into consulting, there's a new challenge: **Your network still sees the "old you."**

- [Maybe they remember you as the marketing manager who ran email campaigns](#)—not the Fractional CMO driving revenue strategy.
- [Maybe they knew you as an operations director](#)—not an independent consultant helping companies scale.
- [Maybe you even switched industries](#)—and now, they don't know how to place you at all.

**Here's the problem:** If people don't know what you do now, they won't refer you.

**The good news?** You control the narrative.

**This 4-part toolkit** will show you exactly how to reintroduce yourself to your network, reposition your expertise, and make it easy for your network to send you the right opportunities.

Here's what you'll learn:

- ◆ **Part 1:** Why Your Network Needs to Meet the New You  
→ The hidden reason you're not getting referrals—and why your old job title might be holding you back.
- ◆ **Part 2:** If Your Network Still Sees the "Old You," Here's How to Fix It  
→ How to bridge the gap between who you were and who you are now—so people instantly understand your value.

◆ **Part 3:** 5 Tools to Reintroduce Yourself as an Independent Consultant  
→ The five must-have assets that position you as a sought-after expert (and make it effortless for people to refer you).

◆ **Part 4:** Making the Ask Without Feeling Awkward  
→ How to ask for referrals in a way that feels natural—and actually works.

💡 By the end of this series, you'll have a complete roadmap to repositioning yourself and getting more referrals—without feeling salesy or starting from scratch. **Let's dive in.**

👉 **First up: Why your network still sees the “old you” (and why that’s a problem).**

## Part 1

# Why Your Network Needs to Meet the New You

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You've spent years building your career—switching industries, leveling up your skills, and deepening your expertise.

**But there's a problem:** Your network still sees the old you.

- The operations leader who kept everything running smoothly.
- The marketing manager behind those HubSpot campaigns.
- The junior dev who once coded in COBOL.

**But today?**

- ✨ You've pivoted.
- ✨ You're consulting.
- ✨ You bring deeper expertise than ever before.

And yet, if your network doesn't know who you are now, they can't send the right opportunities your way.

## Why This Matters

### 📌 Perception = Opportunity

People refer based on the version of you they remember. If they see you as “the marketing guy,” they won't think of you for a high-level strategy role.

### 📌 Your Value Has Evolved

You solve bigger problems, bring sharper insights, and play at a higher level. Your network needs to understand what you do now.

### 📌 Networks Have Short Memories

People move on. Job titles change. If you don't remind them, they won't remember to send referrals your way.

## Time to Reintroduce Yourself

**The good news?** You control the narrative.

Over the next few pages, I'll show you exactly how to reposition yourself, reconnect with your network, **and make it easy for them to send the right opportunities your way.**

**👉 Next up: How to fix it if your network still sees the “old you”.**

## Part 2

# If Your Network Still Sees the "Old You", Here's How to Fix It

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AP Coordinator

Chief Financial Officer

You've made the leap into consulting—but your network hasn't caught up, yet. They still think of you as the person you used to be, not the expert you are now.

### How to Fix It: Tell a Story That Bridges the Gap

Instead of just announcing your new role, connect the dots for them:

#### **Pivot Example:**

One of Gig Wisely's clients spent years in product marketing at T-Mobile. Today? He runs a successful business specializing in local SEO for law firms. Sounds like a big leap, right? Here's how he reframes it:

*"I know we worked together on product marketing back in the day. Now, I help law firms generate more leads using content marketing and local SEO. It's the same foundation—identifying growth opportunities, crafting messages that resonate, and driving measurable results."*

#### **Career Advancement Example:**

Another client had a 20-year career in marketing, rising from manager to VP. But her network still saw her as "the manager who ran email campaigns." Here's how she reframed it:

*"Back when we worked together, I focused on execution—running campaigns and optimizing performance. Today, I help companies scale by building full-funnel marketing strategies that drive revenue. The same data-driven mindset, now at a leadership level."*

## See the pattern?

They didn't just share a new job title. They:

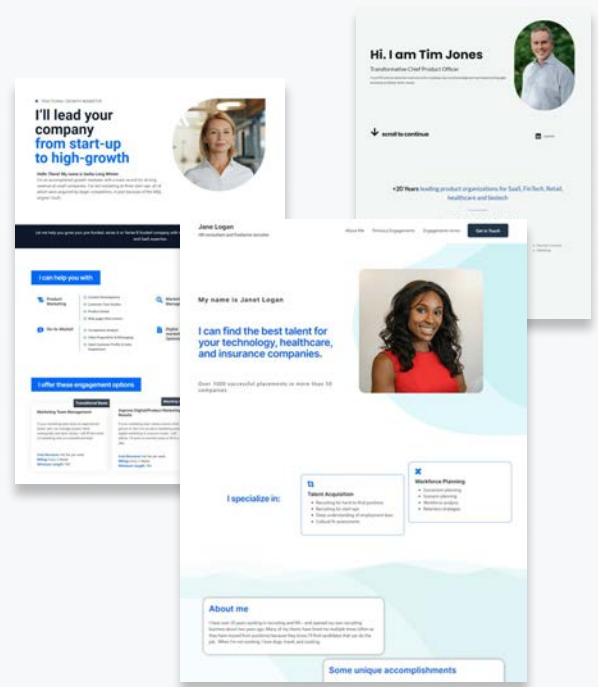
- ✔ Made it familiar by linking past strengths to current expertise.
- ✔ Reinforced credibility so their network didn't feel like they were taking a risk referring them.
- ✔ Made it easy for people to understand and explain their value.

👉 **Next up: The 5 tools you need to effectively reintroduce yourself.**

## Part 3

# Five Tools to Reintroduce Yourself as an Independent Consultant

Reintroduce Yourself to Your Network & Unlock More Opportunities



Referral-Ready Websites

By now, you know why reintroducing yourself is critical and how to frame your expertise, so your network sees the connection between your past and present.

Now, it's time for that strategic reintroduction. Putting the right pieces in place before you start pinging old friends. If you reach out before you're positioned correctly, you risk confusing your network—or worse, missing out on referrals altogether.

The good news? You don't have to figure it out on your own. These five tools will help you position yourself clearly, make your expertise obvious, and ensure your network knows exactly how to refer you.

## 1 Update Your LinkedIn to Position You as a Problem-Solver (Not an Employee)

Your LinkedIn profile should make it instantly clear what you do now.

### Update your:

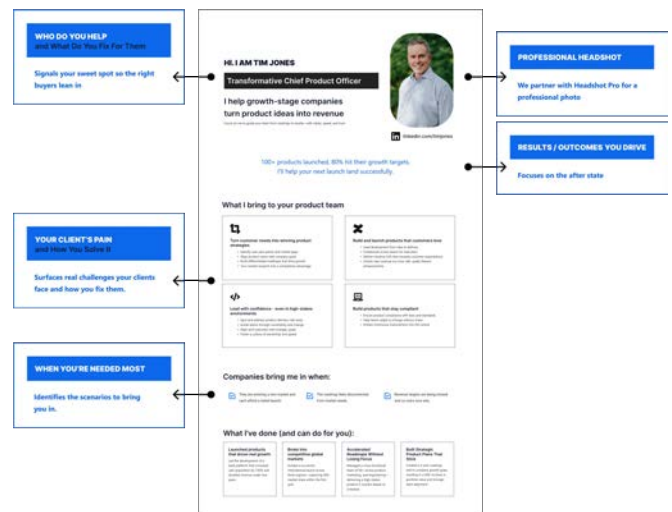
- ✓ Headline to showcase your expertise, (e.g. Fractional CFO | Driving Profit Growth & Cash Flow Optimization for Scaling SaaS & Professional Services Firms)
- ✓ About section to focus on the problems you solve, not just your career history
- ✓ Featured section with proof—case studies, testimonials, or valuable content

**Pro tip:** People refer based on the version of you they remember. If they see you as “the marketing guy,” they won't think of you for a high-level strategy role.

## 2 Create a Sales Tool (One-Page Website) that Shows Your Value as a Consultant

While your LinkedIn may provide an introduction, it isn't equipped to explain your value as a consultant. A one-page website can fix that by clearly and visually showing:

- ✔ The problems you solve - and for whom
- ✔ The outcomes you deliver
- ✔ Your service options (fixed price, hourly, retainer, etc)
- ✔ When clients should bring you in



Example of a one-page website

When all of that lives in one branded place, you've created a sales tool that both you and your network can use.

You get a clear way to articulate what you can do for a client. And your network has a professional one-pager they can share with confidence, without having to fumble through the details or risk misrepresenting your expertise.

Your site does the heavy lifting—so they can say, **"I know just the person for that."**

**💡 Don't have one yet?** Gig Wisely builds personal websites for independent consultants in just two weeks. We build your value story from your resume, LinkedIn, and our positioning questionnaire and then bring it to life in a professional one-page website. It's all done for you, and two revisions are included. View examples: [gigwisely.com/templates](https://gigwisely.com/templates)

## 3 Reconnect with a Warm Outreach Strategy

Your best opportunities will likely come from people who already know you—but you need to remind them.

**✉ Example message:** "Hi [Name], it's been a while! I wanted to reach out because I've stepped into [your consulting focus]—helping [target audience] with [problem you solve]. If you come across someone struggling with this, please send them my way! Here's a quick link to my site—it explains exactly what I do."

### Why this works:

- ✔ You're reconnecting without feeling salesy.
- ✔ You're making it easy for them to refer you.
- ✔ You're providing a referral-ready website they can share in one click.

## 4 Nail Your Quick Value Story

When someone asks, don't stumble. Keep it clear and compelling:

"I spent years leading marketing teams. Now, I help companies scale their demand generation strategies—without the overhead of a full-time CMO."

**The key?** Make it easy for others to repeat. If your network can confidently explain what you do, referrals will follow.

## 5 Make Your Email Signature Work for You

**Every email is a chance to reinforce your new role. Make sure your signature includes:**

- 📌 Your consulting focus ( (e.g Contract Project Manager | Cloud Migrations Specialist)
- 📌 A link to your personal website
- 📌 A clear CTA (e.g., "Need help with [problem you solve]? Let's chat.")

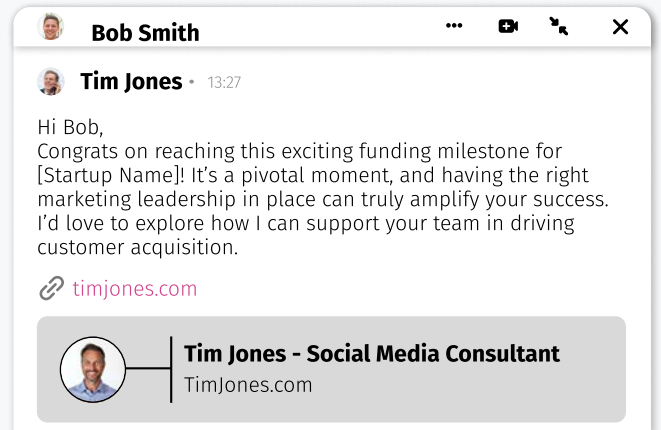
💡 **Bonus tip** A branded domain name makes your referral link even stronger. Instead of "yourname.wixsite.com," Gig Wisely provides professional domain names like YourNameConsulting.com—so your expertise looks polished and referral-ready.

👉 **Next up: How to make the ask without feeling awkward.**

## Part 4

# Making the Ask Without Feeling Awkward

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Get referrals without sounding salesy, add your referral-ready site to your LinkedIn message

Ever hesitated to ask for referrals because you didn't want to seem salesy?

### You're not alone.

That awkward feeling—"What if I sound pushy?"—can stop you from tapping into one of your biggest growth engines: referrals.

But here's the truth: People like helping people they trust. The key is making it easy for them to refer you—without pressure, awkwardness, or guesswork.

### Here's how:

#### 1 Focus on the Value You Offer

People don't refer you because you need work. They refer you because you solve problems. So instead of making them figure out how to explain what you do... make it effortless.

#### ⊘ Instead of:

"Hey, do you know anyone who needs a consultant?"



#### ✅ Try:

"I help [target clients] solve [specific problem]. If you know someone dealing with this, please send them my way—here's a quick link to my site: [your website]."

Now, instead of hoping they can explain your work, you've given them a clear, easy way to refer you.

## 2 Let Your Network Know the Right Time to Refer You

People refer you when they recognize a need, not because you ask for work. So, instead of saying you're available, give them a way to recognize the right situation to send your way.

 **Instead of:**

**"Let me know if you hear of any companies that need someone like me."**




 **Try:**

**"I know a lot of [your audience] struggle with [problem]. I help solve that. If you ever hear of someone dealing with this, I'd love to help!"**

This shifts the focus from "I need business" to "Here's how I can help someone you know."

## 3 Personalize the Outreach

A generic request won't get traction. A personalized, natural message will.

 **Example:** "Hi [Name], I saw [something relevant to them—recent job move, project, etc.] and thought I'd check in! I recently stepped into consulting, helping [target audience] with [problem you solve]. If you ever come across someone struggling with this, I'd love an introduction. Here's a quick link to my website—it explains exactly what I do and who I help, so it's easy to share."

- ◆ Feels natural—you're reconnecting, not pitching
- ◆ Gives them an easy way to refer you—your website does the heavy lifting
- ◆ Makes them look good—because you've made it effortless

## 4 Stay Top-of-Mind (Without Being Annoying)

Most referrals don't come from a single ask—they happen because you're top-of-mind when the right opportunity comes up.

**Here's how to stay visible without spamming your network:**

- ✓ Share helpful content—Post insights, case studies, or industry tips that reinforce your expertise.
- ✓ Engage naturally—Comment on posts, celebrate people's wins, and check in occasionally.
- ✓ Give first—Make introductions, share job leads, or offer advice. When you help others, they'll think of you when an opportunity arises.

**The Bottom Line?** Make Referring You a No-Brainer. Your network wants to help. The easier you make it for them, the more referrals you'll get—without ever feeling pushy. 🚀