

## Filling Your Pipeline

As an entrepreneur, it is easy to get caught up in the hustle and bustle of daily life, often finishing up project after project. But what happens when that last project wraps up and there's nothing lined up? Having a strong pipeline means filling it with ongoing opportunities, relationships, and leads to tap into whenever your current work winds down. Even when you are busy, it is important to make time to secure your future plans. Here are some practical ways to fill your pipeline and keep full:

- **Identify Opportunities:** Find and focus on people who serve the same target market as you. These peers can become strategic alliances who refer you or partner with you. Often, you can start establishing this connection by going for a coffee chat.
- **Engage Consistently:** Attend local networking events, chamber gatherings, and industry meetups. Join a business or service club; this will keep you visible and connected. The relationships you build when you consistently engage with your community, whether through workshops, panels, or conferences, are important and can often lead to referrals.
- **Build Genuine Relationships:** Avoid making every interaction a transaction; sometimes, longstanding connections can help your business without directly interacting with it that way. Make sure that you are approachable, helpful, and consistent in your relationships with others. Focus on understanding and listening, not just selling your product.
- **Use Social Media with Intention:** While we know that LinkedIn is important for business engagement, we often overlook other platforms such as Instagram and Facebook. Try to spread your business's content on as many platforms as you can to increase engagement and views. Focus on sharing helpful content, commenting on others' posts, and joining groups where your target audience spends time.
- **Revisit Past Clients:** Your next opportunity may come from someone you have worked with before. Be sure that you are sending checks in emails, sharing updates, and setting up catch-up meetings. Be sure to use your online resources; not every meeting has to be in person. Keep a simple tracking system to manage these contacts and follow-ups.

Filling your pipeline takes intention, not just time. Make it a habit, so you are not scrambling every time an opportunity ends. Even dedicating one hour a week to relationship-building and visibility can give you big returns. Your future self will thank you for taking action.

**References—read the following articles to learn more:**

[Sales Pipelines: A Comprehensive Guide for Sales Leaders and Reps](#)

[Creative Ways to Build Genuine Business Relationships Without Feeling Pushy.](#)