



The 5 Minute Fix

◆ MEMBER RESOURCE ◆

THE ALLY AUDIT MATRIX

Know exactly who to reach out to (and feel good doing it).

HERE'S THE GIST...

Let's talk about your network for a second.

Somewhere in your contacts, your Facebook friends, your old work colleagues, and yes, even that person you've been low-key fangirling over on Instagram, there are people who could genuinely help your business grow. Real help. Introductions, opportunities, expertise you don't have.

And you've never asked a single one of them.

Not because you don't care about growing your business. Because you've never actually stopped to figure out who's who. You've got one giant, undifferentiated pile labeled "*people I know*," and somewhere in your head is a much smaller, scarier pile labeled "*people I could never ask*." Most of the time, that second pile is wrong.

This worksheet fixes that. You're going to score everyone who could plausibly help you on two things: **how much they could actually help**, and **how willing they'd likely be to help**. Once you plot that out, you'll know exactly who deserves your first move this week, who's worth warming up first, and who to stop feeling weird about not asking.

One important thing before you dive in: this isn't a manipulation tool. You're not "using" people. You're just being honest with yourself about where your energy is best spent, so you can show up for the right relationships instead of spinning your wheels

on guesswork, or avoiding the whole thing because it feels too vague to tackle.

Let's sort this out.

STAY MAGICAL! ✨

Pam Langord, Simply Magic Marketing

◆ SIX STEPS ◆

HOW TO USE THIS WORKSHEET

- 01 Brain-dump everyone who could plausibly help you grow, known contacts and aspirational dream connections both
- 02 Mark each person **Known** or **Aspirational**
- 03 Score them on **Can They Help**
- 04 Score them on **Will They Help**
- 05 Plot them into their quadrant
- 06 Start with your **MVP Allies** this week

CAN THEY HELP?

Score every person 1 to 5 based on their actual position to help your business, not how much you like them.

- 5 **Directly connected.** Same industry, overlapping audience, or an introduction they could make right now.
- 4 **Strong potential.** Adjacent industry or audience, likely knows the right people.
- 3 **Some overlap.** General business savvy or a few useful connections.
- 2 **Limited.** Different world than yours, but some untapped network.
- 1 **Unclear.** You genuinely don't know what they could offer yet, and that's fine.

WILL THEY HELP?

This one splits depending on whether you actually know the person.

FOR PEOPLE YOU KNOW

- 5 Would drop what they're doing to help you right now
- 4 Genuinely generous, responds fast, shows up
- 3 Friendly but a bit unpredictable, depends on timing
- 2 Polite but not proactive, you'd have to really ask
- 1 Unlikely to prioritize this right now, and that's okay too

FOR ASPIRATIONAL CONTACTS

People you haven't really connected with yet. Skip the assumption that they're too busy or too important for you. That assumption is almost always wrong, and it's the reason most of us never even try. Score based on real signals instead.

- 5 Publicly known for helping people who reach out, responds to comments and DMs
- 4 Engages regularly with their community, seems genuinely approachable
- 3 Some signals of accessibility, but inconsistent
- 2 Mostly closed off publicly, but not impossible
- 1 No visible signals either way. This is an honest unknown, not a rejection. Treat it as an experiment worth trying, not a door that's already closed.

THE FOUR QUADRANTS



MVP ALLIES

HIGH CAN + HIGH WILL

Your top priority. These are the people positioned to genuinely help you AND likely to say yes. Reach out this week with a direct, warm ask.



UNTAPPED ASSETS

HIGH CAN + LOW WILL, OR UNCERTAIN

Worth real investment. They have exactly what you need, but the relationship isn't warm enough for a direct ask yet. Lead with genuine value first.



CHEERLEADERS

LOW CAN + HIGH WILL

Don't underestimate this quadrant. On paper, these people can't move the needle. Wrong industry, wrong audience, no obvious connections. But here's what the scoring can't capture: you have no idea who's in THEIR orbit. The most unlikely person in your life can be one conversation away from exactly the connection you need. Treat your Cheerleaders with real gratitude, keep them in the loop on what you're working on, and let them surprise you.



LONG SHOTS

LOW CAN + LOW WILL

Not where your energy belongs this week. No judgment, just not the priority right now.

◆ FILL IT IN ◆

THE WORKSHEET

Copy this table into a Google Sheet, or use the tracker setup below.

NAME	KNOWN / ASP.	CAN 1-5	WILL 1-5	QUADRANT	FIRST ACTION
Jamie R.	Known	4	5	MVP Ally	Send Direct Ask email this week
[Industry Leader]	Aspirational	5	3	Untapped Asset	Engage with 2 posts, then send Aspirational First Move
Aunt Carol	Known	1	5	Cheerleader	Send Cheerleader Appreciation message

GOOGLE SHEET SETUP NOTES

Column headers: Name | Known/Aspirational | Can They Help | Will They Help | Quadrant | First Action | Date Contacted | Notes

Data validation for Known/Aspirational: Known, Aspirational

Data validation for Quadrant: MVP Ally, Untapped Asset, Cheerleader, Long Shot (or set up a formula to auto-calculate from your two scores)

Conditional formatting: Highlight MVP Allies in gold, so they jump out every time you open the sheet

Freeze the top row so your headers stay visible as your list grows

◆ FOUR OF THEM ◆

PROTIPS

Don't overthink the scores. Gut reactions are usually right. You can always adjust later.

Revisit this quarterly. Relationships shift. Someone who was a Long Shot last year might be an MVP Ally today.

Aspirational doesn't mean unrealistic. Some of the best business relationships start with someone deciding to just ask.

Cheerleaders deserve real gratitude, not just a spot on a spreadsheet. Thank them. Update them. Let them cheer.



Ready to actually reach out? Head to the **Reach-Out Scripts** (by quadrant) and the **AI Prompts** to make the words easy.

STAY MAGICAL! ✨



PAM LANGORD

Founder, Simply Magic Marketing

Pam Langord is the founder of Simply Magic Marketing, where she helps entrepreneurs simplify, streamline, and scale their businesses with smart marketing strategy and a healthy dose of AI magic. She's the creator of the 5-Minute Fix series, weekly actionable business improvements designed to build real momentum, five minutes at a time.

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