










<p>Legacy [ˈlegəseɪ] NOUN</p>		<p>an amount of money or property left to someone in a will; a thing handed down by a predecessor</p>
		
<p>Brand NOUN</p>		<p>a particular identity or image regarded as an asset; a torch; a sword</p>
		
<p>Leader [ˈliːdər] NOUN</p>		<p>the person who leads or commands a group, organization, or country</p>

## CREATING CONNECTION “EVENTS”

*An event is something that triggers a pre-determined response.*

In this case, we’re creating events on social media that will trigger responses from us as business owners.

ProTip: All connection events work best when we can see WHO connected.

Here’s a list of each connection event on social media:

- [ X ] Views (stories)
- [ X ] Likes (Posts and stories)
- [ X ] Comments
- [ X ] Direct Messages
- [ X ] Requests to join groups
- [ X ] 3rd Party (through a mutual connection or other party on the platform)
- [ X ] Share
- [ X ] Friend Request
- [ X ] Follow

List any other connection events you can think of:

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In order to determine how we will respond to these events, we will need to know where we will lead the people we are connecting with.

Refer to your Buyer's Journey in Section 2.4 to figure out where we will lead prospects.