

The First 90 Days: A Visibility & Relationship Building Blueprint for Starting Over in a New City

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INTRODUCTION

Hi, I'm Valentina.

Whether you are moving to a new city, starting a new role, launching a business, or rebuilding your visibility professionally, these are the exact strategies I would focus on during the first 90 days.

This is not about meeting everyone.

It is about intentionally becoming known, trusted, and remembered by the right people.



DAYS 1–30: OBSERVE, CONNECT, AND POSITION YOURSELF

- Update your LinkedIn profile location, headline, and About section to reflect your new market or focus.
- Follow local Chambers of Commerce, nonprofits, universities, networking groups, and business organizations.
- Identify 20–30 local professionals, connectors, speakers, sponsors, and community leaders to follow on LinkedIn.
- Pay attention to who is consistently tagged in event photos and community posts.
- Start engaging thoughtfully on LinkedIn posts instead of only posting your own content.
- Introduce yourself publicly online so people begin associating your name with the area.

Relationship Building Checklist

- Join at least one professional organization or community group.
- Attend 2–4 networking events, even if they feel intimidating.
- Focus on meaningful conversations with a few people instead of trying to meet everyone in the room.
- Ask people:
“Who do you think I should connect with locally?”
- Follow up with every meaningful connection within 24–48 hours.
- Connect with people on LinkedIn immediately after meeting them.

Mindset Reminder

You are not behind.

You are building intentionally.

DAYS 31–60: BECOME CONSISTENT AND MEMORABLE

Building Your Personal Brand

- Begin sharing lessons, experiences, and insights consistently on LinkedIn.
- Share photos or reflections from local events you attend.
- Highlight others publicly and celebrate their work.
- Position yourself around your expertise instead of trying to impress everyone.
- Create conversations online around your industry or specialty.

CONSISTENCY
CREATES A
STRONG
BRAND
IMPRESSION



INCONSISTENT CONTENT



Relationship Building Checklist

- Schedule virtual coffee chats or one-on-one conversations.
- Reconnect with people you met during the first 30 days.
- Send thank you notes, voice messages, or thoughtful follow-ups.
- Volunteer or join a committee where relationships naturally deepen.
- Start identifying which networking rooms energize you versus drain you.

Strategic Growth Checklist

- Look for speaking opportunities, panels, workshops, podcasts, or collaborations.
- Reach out before you feel fully ready.
- Stop waiting for invitations and start creating opportunities yourself.

Mindset Reminder

Visibility grows through repetition and trust, not perfection.

DAYS 61–90: CREATE MOMENTUM

- Host your own workshop, meetup, webinar, or educational session.
- Make it easy and approachable for people to experience your expertise firsthand.
- Share client wins, testimonials, or audience feedback.
- Continue showing up consistently online and in person.
- Focus on becoming remembered, not just noticed.

Relationship Building Checklist

- Deepen relationships with the people who consistently engage and support you.
- Continue following up weeks and months later.
- Send birthday cards, holiday cards, or small gestures of appreciation.
- Invest time into relationships before expecting business opportunities.

Strategic Growth Checklist

- Evaluate which groups, events, and environments actually align with your goals.
- Prioritize intentional communities over transactional networking.
- Invest in rooms where people are serious about growth and collaboration.
- Continue building visibility with purpose.

Final Reminder: Embrace Your Journey

You do not need to know everyone in a new city or industry.

You simply need to intentionally connect with the right people consistently over time.

Relationships compound.

Trust compounds.

Visibility compounds.

One meaningful connection can change everything.

If this ebook resonated with you, chances are you may be navigating your own season of growth, reinvention, or visibility building.

Helping professionals and organizations become more visible with purpose is exactly what I do through speaking engagements, LinkedIn strategy sessions, workshops, and visibility consulting.

Feel free to connect with me or explore my services at beyond-engagement.com.

- **VALENTINA**