



Relationship Capital 101

*How to become the name people remember — and refer
— when you're not in the room.*

01 What relationship capital actually is

It's one of the quiet assets that make up Invisible Capital — and it's the one that keeps working for you even when you're not in the room.

Most of us were taught to chase visibility — more followers, more stage time, more people who've heard of us. Visibility gets you known. It rarely gets you chosen.

Relationship capital is different. It's built one specific, well-remembered exchange at a time, and it pays out quietly — as the referral you didn't ask for, the introduction that lands you the client, the name that comes up when someone asks "do you know anyone who...?"

VISIBILITY

Being seen by many people, briefly. Grows reach. Fades fast without follow-through. Feels good, converts slowly.

RELATIONSHIP CAPITAL

Being remembered by fewer people, specifically. Grows trust. Compounds quietly over time. Converts into referrals.

You don't need to be remembered by everyone. You need to be unforgettable to the few who can open a door for you.

The founders who seem to have an easier time getting chosen usually aren't doing more outreach — they've simply banked more of this. This guide walks through how it's built, and what tends to get in the way.

A SIGN YOU'RE RUNNING ON VISIBILITY ALONE

People recognise your name but couldn't say, specifically, who you help or how — so they admire quietly instead of referring.

A SIGN YOU'VE BUILT RELATIONSHIP CAPITAL

Someone mentions your name in a room you're not in, attached to the exact problem you solve — and means it as a recommendation.

02 The relationship capital funnel

Most relationships stall at the top. Referrals only happen once someone has moved all the way through.

MET

You crossed paths — once

A conversation, an event, a mutual introduction. Nothing has been asked of them yet.

REMEMBERED

They recall who you are and what you do

Not your name alone — what you actually help with, in a sentence they could repeat.

TRUSTED

They'd vouch for how you work

Built from consistency they've witnessed, not claims you've made about yourself.

REFERABLE

They know exactly who to send your way

Vague admiration doesn't travel. A clear, specific "who this is for" does.

REFERRED

They actually do it — unprompted

The moment relationship capital converts. This is what compounds into a pipeline.

Each stage narrows because each one asks something different of you. Getting "met" takes an introduction. Getting "referred" takes everything above it, done consistently, over time.

03 Five ways to build it deliberately

None of these are grand gestures. They're small, repeatable habits — and they might be worth trying one at a time.

01 Follow up with a specific, not a "let's catch up"

Reference the actual thing they mentioned. It signals you were listening, not networking.

02 Make an introduction before you ask for one

Relationship capital often flows toward whoever moves first — many of us wait to be given something instead.

03 Remember the detail that matters to them

Not their job title — the thing they're actually working on, worried about, or proud of right now.

04 Give credit publicly, where they can see it

A tag, a mention, a thank-you in front of others — it tends to be remembered longer than a private one.

05 Stay in touch between the asks

If every message has a request attached, you're withdrawing from an account you never deposited into.

The most reliable marketing plan is often the simplest one

Being the person people can't help but mention when the right conversation comes up. If you'd like structured support turning relationship capital into a repeatable system, you're welcome to explore **Prosper** at lisechew.com.