

THE ENL COLLECTIVE

ENL

The ENL Guide to Building Better Connections

Practical ways to build the relationships that grow
your business, from the team behind the ENL
Collective.

EAT . NOURISH . LOVE

WELCOME

Welcome

Every business I've built, and every business I've watched grow around me, has come back to the same thing: relationships. Not tactics, not funnels, not luck. The right conversation, at the right time, with the right person.

Eat Nourish Love started as an events business. Over thirty years of building it, one thing became obvious — the real asset was never the event itself. It was the network. The people in the room, the trust between them, and the opportunities that came from putting the right people together.

That's what this guide is about. Not theory. Practical, specific ways to build the kind of relationships that actually move a business forward.

Why most founders build alone

Most founders and business owners are doing this without a network that works for them. They're in the wrong rooms, or no rooms at all. They're networking widely instead of connecting deeply. They're waiting to be introduced instead of making the introduction themselves.

None of that is a character flaw. It's just what happens when nobody's shown you a better way to do it. So here's a better way.

Five ways to build better connections

One

Give before you ask.

The founders with the strongest networks are the ones who introduce, recommend and share first, without keeping score. Before you ask someone for something, look for one thing you could offer them — an introduction, a piece of information, a genuine compliment on their work.

Two

Be specific about what you need.

"Let me know if you hear of anything" gets forgotten by lunchtime. "I'm looking for an introduction to a wellness brand doing under 2 million in revenue" gets remembered, because it's actionable. Specific requests get specific results.

Three

Follow up within 48 hours.

Warm leads and warm introductions go cold fast. A message sent the same day, or the next, lands completely differently to one sent a week later. Build the follow-up into your day rather than treating it as an afterthought.

Four

Find the curated rooms, not the crowded ones.

A room of 20 people who've been carefully brought together will do more for your business than a room of 200 strangers. Quality of connection matters more than volume of contacts. Look for the events, groups and communities that are curated, not just open to anyone.

Five

Say yes to things outside your usual circle.

The most valuable connections often come from outside your usual industry or immediate network. A conversation with someone in a completely different field can open a door your usual circle never would.

What this looks like inside the ENL Collective

The ENL Collective was built around these five principles. It's a curated, high-quality network of founders, brands and experts, focused on growth, collaboration and commercial opportunity — not a directory, not a passive membership, but a relationship-led growth platform.

Digital Member — 125 pounds a year

Online access, content and the directory — a scalable way to stay connected to the network.

Full Member — 495 pounds a year

For active founders who want events, workshops and closer support alongside the network.

Brand Member — 750 pounds a year

The B2B layer, built for visibility, placement and promotion in front of the wider ENL audience and brand pipeline.

NEXT STEP

Come and put this into practice

The fastest way to put everything in this guide into practice is to be in a room where it's already happening.

Elevate at Benham Park, Wednesday 30 September 2026, brings together the UK's leading voices in women's health, wellbeing and business with more than 30 exceptional independent brands, in the grounds of a 130-acre Georgian estate one hour from London.

Get your ticket: buytickets.at/eatnourishloveltd/2285996

Want to talk about joining the ENL Collective before then? Email caroline@eatnourishlove.com.

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