

The WhatsApp Relationship Framework

WhatsApp is where most women entrepreneurs in India actually do business — yet almost everyone uses it incorrectly. They either become too promotional or disappear for weeks, then suddenly start selling.

This is not "WhatsApp Marketing." This is the **Trust-Based WhatsApp Strategy** — how to stay visible without becoming spam.

RADICALEDGE GROWTH SERIES

Give First. Build Trust. Grow Naturally.



Why WhatsApp? The 80:20 Rule

Why WhatsApp Works

People open WhatsApp multiple times a day. Unlike social media, it feels personal, has high visibility, and reaches people directly.

The challenge? Most entrepreneurs only message when they want to sell. Trust is built *between* sales messages.

The 80:20 Rule

80% Value

Tips · Checklists · Insights ·
Inspiration · Customer
stories · Industry trends

20% Business

Workshops · Launches ·
Services · Events ·
Invitations

If every message is promotional, people mute or leave your list.

The Weekly WhatsApp Rhythm

Instead of sending messages randomly, follow a predictable rhythm. Your audience begins to expect value rather than promotions.

- 1** — **Monday**
Business Tip
- 2** — **Wednesday**
Story / Client Learning
- 3** — **Friday**
Free Resource
- 4** — **Once a Month**
Invitation or Offer



The 5 Types of WhatsApp Broadcast Messages



Teach Something

Short, useful, easy to save. E.g., "3 questions every entrepreneur should ask before reducing prices."



Inspire

Tell a short founder story. People remember stories far longer than facts.



Share a Tool

Founder Energy Tracker, CEO Routine, Brand Psychology, Decision Matrix — this becomes your signature style.



Celebrate Others

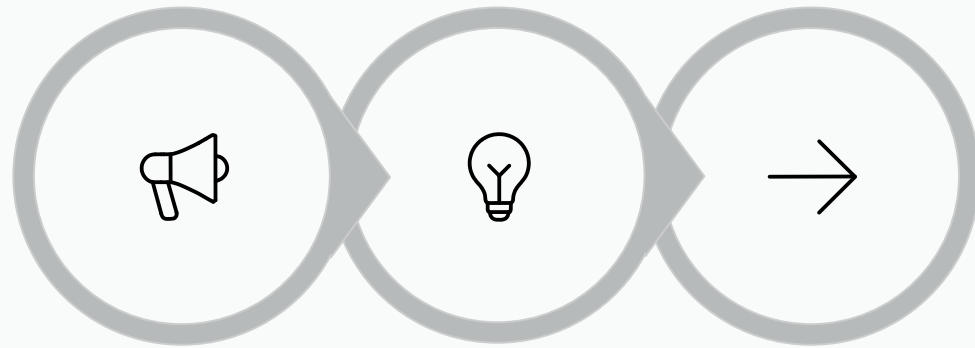
Congratulate clients, community members, award winners. People notice generosity.



Invite (Gently)

Not "Register Now!" — instead: "We've created something that may help. If it feels relevant, we'd love to have you join us. No pressure."

The Perfect WhatsApp Message Formula



Hook

Value

Action

Ideal broadcast length: 50–120 words. If it takes longer than a minute to read, turn it into a PDF.

The DOs

- Be consistent and useful
- Keep paragraphs short
- Include one takeaway
- Share free tools in your own voice
- End with one simple question occasionally

The DON'Ts

- Good Morning images or daily promotions
- Long essays or too many emojis
- Forwarded messages or fake urgency
- Multiple messages in a row

Sample Weekly Broadcast & The 5:1 Trust Formula

Monday 🌱

"What problem am I solving for my customer today?" Simple questions often lead to better business decisions. — Vanitha

Wednesday

This week's free resource:
Founder Energy Tracker (Attach PDF)

Friday

One lesson from a recent client conversation: *Clarity attracts better clients than clever marketing.*

- 📌 The 5:1 Trust Formula — Before making one business offer, ask: Have I shared at least five pieces of genuine value? If yes, your invitation feels natural. If not, keep giving.



The Radicaledge WhatsApp Philosophy

Don't build a broadcast list. Build a community that looks forward to hearing from you. People don't unsubscribe from value. They unsubscribe from noise.

30-Day WhatsApp Content Calendar

Week	Monday	Wednesday	Friday
1	Business Tip	Founder Story	Free Tool
2	Leadership Insight	Customer Success	Resource
3	Reflection Question	Quick Framework	Checklist
4	Book Recommendation	Industry Trend	Event Invitation

📌 Branding this as "The WhatsApp Relationship Framework" shifts the mindset from marketing to relationship building — perfectly aligned with Give • Build Trust • Grow Naturally.