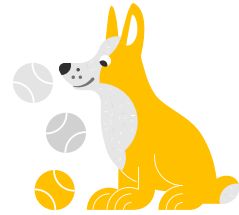


THEME – NETWORKING

Networking...why should we all make time to do this???

Networking is the process of building mutually beneficial relationships with other business owners or pet owners.



It's not a one-way street and I always recommend giving before you get!

“Help make connections”

The main purpose of networking is to help cross refer, help make connections (let's face it being self-employed can be lonely) and help get your name out there to get potential new clients.

NETWORKING...I JUST DON'T GET IT?!

"what's the point?"

"I don't have enough time"

"My business has enough clients already"

"I'm not very social"

"I fear for the competition"

"What's the point?"

Networking is the key to reaching out to other businesses and potential clients. Those of us that have a common goal can work together and refer each other.

A real win - win situation!

Networking creates opportunities, allows you to share ideas. Reach out.

Networking is fun - yes fun, when I talk to likeminded people it gives me a warm fuzzy feeling inside. I know they have similar interests as me and I know they will understand what I'm going through.

"I don't have enough time!"

Give yourself a set time of the day where you check your social media platforms, even if it's just 5 minutes; that 5 minutes could lead to something phenomenal! Make time for networking, even if just a community event.

Just 1 new connection a week could bring a real amazing relationship. Reach out, suggest a virtual coffee.

"My business has enough clients"

Yes, you may be busy now, but you should always plan for the future. We all have quiet periods, if I was to say I can get you 5 more new clients in 7 days would you say no? Would you say, "I don't want more clients"? Most likely not! It's always good to have a waiting list. If you are busy, help someone else and refer on. There's enough cake for everyone!



"I'm not very social"

Networking is not all about surrounding yourself with hundreds of people. Small groups can be just as beneficial. A study buddy, small group zooms online.

"I fear for the competition"

Some of us have been burnt in the past, it's hard to trust and build new relationships. Always go by your gut feeling. If someone doesn't feel right, then maybe that's not the best connection.

Do your research, who else are they connected to? How do they represent themselves on social media? Look at the way they respond to online questions conversations?

In my opinion there is enough cake for everyone. I sometimes need to refer work on and have a very specific niche. That means it's unlikely others are like me/provide a similar service.

NETWORKING...GET IT YET?