



## **DECEMBER 2014 NEWSLETTER**

We encourage our affiliates to build their business through many different avenues. Chambers of Commerce and weekly networking groups are ideal. But you need to figure out your strategies within these groups and what you hope to accomplish. Networking does not result in direct or referral business immediately. Like baseball the first objective is to get on base. That is the initial meeting. But you will never get to second base unless you stop selling and build your social capital with learning more about the person you are talking to and first see how you can help them. People need to get to know you feel your sincerity and you need to build that trust. My first networking experience took eight months to result in a referral. Once the first one came, word was spread that my product, service and integrity was of the highest standards and referrals and business resulted.

Don't forget to refresh and reshape your networks as needed. But be patient!