



## February 2015 Newsletter

There is an effective and inexpensive method to build your business. It is called networking.

Networking helps you get together with other business owners and workers. It allows you to build trust and relationships and these people become your walking advertising without the great cost other methods of advertising and marketing can cost.

However, unlike a print ad, it is not a onetime event. This is a process that takes time to develop the relationship. It is not an opportunity to pass out your business card. It takes time and practice. And remember helping others through "good" referrals is essential. People are very gracious in returning a referral when you give "good" referrals.

Joining a networking group will help you grow. However, having a "one on one" with someone will build your referral network faster.

To our affiliates ... how many of you have reached out to one another to build this network. Try it and watch your business grow.