

## Networking Guide

*Life is Better when Business is Good. <sup>tm</sup>*

Network in advance at [www.SmallBusinessNoVA.com](http://www.SmallBusinessNoVA.com)

<p><b>Pre-Event Homework:</b></p> <ol style="list-style-type: none"> <li>1) Research Attendees in advance by checking out their profiles:             <ol style="list-style-type: none"> <li>1) Profiles and Social Media</li> <li>2) Niches</li> <li>3) Causes/Passions/Purpose</li> </ol> </li> <li>2) Think SMACK.</li> <li>3) Connect at event – bring ideas, opportunities.</li> <li>4) Follow up.</li> </ol>	<p><b>People You'd Like to Connect with:</b></p>
--	--

## SMACK stands for **Strategic Marketing Alliance Connect and Kickoff.**

Review the list of ways that you can connect with other network Businesses TODAY and create ways to benefit BOTH of your businesses. And then show up for our next Networking Event or SMACK Talk to put those ideas into action.

### Potential Focus/Niches:

<ol style="list-style-type: none"> <li>1) Realtors</li> <li>2) Home owners</li> <li>3) Medical (Dentists, Doctors)</li> <li>4) Health and Wellness</li> <li>5) Parents</li> <li>6) Restaurant Owners</li> <li>7) Teachers/Administrators</li> <li>8) Education/Enrichment businesses</li> </ol>	<ol style="list-style-type: none"> <li>9) Tradesmen</li> <li>10) B2B Businesses</li> <li>11) Brick and Mortar Businesses</li> <li>12) Bankers</li> <li>13) Financial Advisors</li> <li>14) CPA/Bookkeepers</li> <li>15) Attorneys</li> <li>16) Mid-sized businesses</li> <li>17) Businesses with employees</li> </ol>	<ol style="list-style-type: none"> <li>18) Family Businesses</li> <li>19) Retired</li> <li>20) Military</li> <li>21) Gov't Contractors</li> <li>22) Company HR</li> <li>23) Managers</li> <li>24) Businesses w/o employees</li> <li>25) New businesses</li> </ol>
---	---	---

*You're welcome and encouraged to share this content; we just ask that you share where you found it so we can have a BIGGER impact – more BIG businesses sharing their gifts, more client problems solved and lives improved, more communities strengthened and causes served.*

## Some SMACK Ideas

- Get or give an endorsement/testimonial
- Co-sponsor customer appreciation events
- Connect to create publicity worthy events
- Introduce them to your list and vice versa
- provide article content for them to use in their customer communication
- offer discounts/coupons that they can offer to customers/prospects
- co-author a book together
- share testimonials
- interview each other for podcasts/video
- co-produce a show
- co-create compelling (and viral) video content
- create a local businesses display at your place of business
- formalize a preferred business provider relationship
- co-host a business networking event for your business networks
- Add the person to your business referral network

## Where to Share Your Gifts, Have an Impact, and Grow Your Business – YOUR COMMUNITIES and NETWORKS

1) Business Networking Groups/Chambers	5) Affinity Organizations
2) Professional Associations	6) School, School PTA
3) Church	7) Alumni Association
4) Social Service Organization/ Charity	8) Neighborhood, Neighborhood Association

Activate the “Business is Good” Business Networking Directory for your Community to connect with other local businesses and share your gifts in your communities and networks.

*You're welcome and encouraged to share this content; we just ask that you share where you found it so we can have a BIGGER impact – more BIG businesses sharing their gifts, more client problems solved and lives improved, more communities strengthened and causes served.*

## **BIG Stuff – Vehicles for Sharing Your Gifts more widely, wisely**

Create business breakthroughs – authority, credibility, leverage, awareness, enhanced value – by finding NEW, DIFFERENT, MORE ways to share your gifts.

<ol style="list-style-type: none"> <li>1) E-Book</li> <li>2) Video</li> <li>3) Your BIG Book</li> <li>4) BAIT (Big Advice, Information, Tools)</li> <li>5) Video coaching</li> <li>6) Client/Customer/Member Handbook</li> <li>7) Intake and Conversion Sequence</li> <li>8) Operations Handbook</li> </ol>	<ol style="list-style-type: none"> <li>9) Member/Niche Association</li> <li>10) Niche Marketing/Client Support Materials</li> <li>11) Special Program/Marketing Initiative</li> <li>12) Industry/Niche Award</li> <li>13) Media</li> <li>14) Email Series</li> <li>15) Articles</li> <li>16) Trusted Partners Guide/Handbook</li> </ol>
---	---

Have an idea? Want help? Need some focus?

Ask Frazier about upcoming “Share Your Gifts” focus workshop or “stuff creation” working session (Wed, May 24<sup>th</sup>)

## **Think BIGGER - Join the BIG Network and access additional benefits:**

<ol style="list-style-type: none"> <li>1) Enhanced Profile on Directory</li> <li>2) Introductions/Connections</li> <li>3) Discounts on Products/Workshops</li> <li>4) Resource Handbook of Tools and Strategies and People to connect with</li> </ol>	<ol style="list-style-type: none"> <li>5) Opportunity to be featured in our BIG Guides, distributed to new businesses</li> <li>6) Audio/Video from BIG Business Workshops</li> <li>7) Get Support championing your Causes/Communities through Network</li> <li>8) Activation and Sponsorship of BIG Business Networking Directories</li> </ol>
---	--

*You're welcome and encouraged to share this content; we just ask that you share where you found it so we can have a BIGGER impact – more BIG businesses sharing their gifts, more client problems solved and lives improved, more communities strengthened and causes served.*