

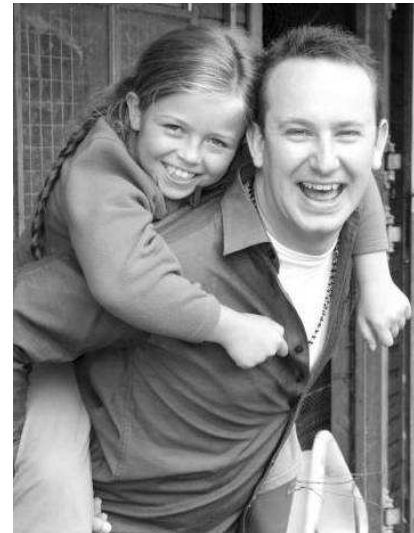
Networking, is just a posh word for chatting over coffee!

Networking is what we all do when we have a chat in the pub, or stop and speak to someone we know in the street. It's that simple.

Speaking to people is how we make friends, meet our future partners and how we make money, or should I say: How we can make more money?

Networking has been around since the year dot – I think we all still generally know the expression of: "it's not what you know, it's who you know" – yes? Well, this is still the case, but the thing is that this statement actually applies to you and me, not just the perceived privileged few.

What I am trying to say is the more you chat and meet new people, the greater your chances of increasing your business profitability, because more people know who you are and what you do, and therefore they will think of you the next time they need what you have to sell.



I, and maybe like you, we have and still do attend a number of networking meetings – why? Well it's because I'm looking to make new contacts, make friends and yes, meet new customers for my business, and if I didn't get off my chair and go out to meet these wonderful people, then I will be missing out, with less business coming across my desk. It's that simple!

Networking should be fun – if it's not and you're not getting any positive business or output from it then reassess – you may be doing the right things, but just in the wrong place.

The best networking events are the ones with chatty people, wanting to talk about your business.

Milk No Sugar? – is a free networking group, meeting between 11am and 12:30pm at the Hop Pole pub and restaurant in Bewdley, every 2nd Wednesday of the month. You can read more about the group on our News and Home pages – organised by Nigel Tinsdale of Tinsdale Investment Management, this group is new, lively and already doing great business with each other over a hot cuppa. Why not join us? Email Nigel to say your coming: info@tinsdale.co.uk

So breakfast, mid-morning, lunch or evening networking groups – there's loads to choose from, but choose one that makes you feel like you've spent your time wisely, and don't be put off networking all together because you've chosen the wrong group to network in, or you've chosen a time of day that actually doesn't fit in with you and how you work.

I'll be happy to chat about all things networking, your area or mine. You can contact me, Kathryn Watts, on 01299 266149 or call my mobile: 07970 547469 or email me: k.watts@evopr.com