



Connection Pros

In the world of advertising, everything is measured in impressions, which describes how many times people have seen or heard your message. In networking, everything is measured in impressions too but, instead of your message, it's based on how many times people see and hear YOU!!

One of the biggest misconceptions in networking today is that it's not necessary to regularly show up at networking functions. Many people feel that if they show up a few times, that should be enough to get their phones ringing and to keep them ringing. Nothing could be farther from the truth. The more times people see you and hear your message, the more likely they are to do business with you.

It can take as many 7-12 impressions before someone is willing to spend their money with you. If you only show up two or three times, how can you expect people to learn enough about you to make a decision whether to do business with you or not?

One of our fellow members who knows the importance of attending networking functions regularly is Allan Starr, founder of Marketing Partners, a strategic marketing, advertising and public relations firm. Allan has been a member of the Phoenix Chamber for 24 years and understands Woody Allen's idea that "90% of life is just showing up."

Allan states, "Networking activities have had a tremendous impact on our business, and me personally, through the development of close and valuable business relationships and friendships. Unfortunately, we are living in a world where mistrust is the norm, to the extent that most people don't trust most advertising."

"On the whole, in fact, people want to limit their business involvement, including purchases, as much as possible, to people whom they know and trust. When I network, I do so as much as a consumer as I do as a potential supplier of services. In a huge market such as the Valley, networking is the only practical way to "cut the market down" to a workable size. Rather than taking a hit-and-run approach, I like to concentrate on developing a few quality relationships."

Allan's is a perfect example of why attending regular networking functions is so important. People know him, not just his company. If you want people to get to know who you are, not just what you do, get out there and start showing up at more networking events. See you next month.