



Networking Journal: Track and Record Your Networking Marketing Activities (Paperback)

By Becky B Norwood

Createspace Independent Publishing Platform, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.As an entrepreneur, networking is an important activity that is critical to both my personal growth and the development of my business. Growing a small business is all about networking, building relationships and taking action. Networking properly will build a successful business. It is not something that happens overnight. It takes, time, drive and organization. The organizational aspect of networking is why this journal was created. It was created to help you track your marketing goals as well as sales goals. It was created to help avoid the pitfalls of treating networking as an afterthought. We've all heard the saying, What gets written down gets done. Networking, if done strategically and exceptionally well, has the potential to generate business, the best kind of business, word of mouth, which basically becomes referral marketing. Using networking as a strategy to attract new business is the key. I am a member of BNI (Business Networking International) and have served in different capacities of responsibility. I have also been a member of a variety of other networking groups, including my local...



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