

# Some People Still Do Not...



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What is networking about? Is it about handing out your business card to as many people as possible? NO. You might as well stand

on the corner and say to everyone passing by 'Hi, I sell product A, call me...'

It is about saying 'Hi, my name is Yvonne, how was your day?' Make contact and let people get to know YOU and not just your business name, your product and what you or your product can do for somebody.

When you receive someone's business card, write the date and the name of the event where you received them on the back. It makes it so much easier when you look at them again tomorrow or next week. It makes a difference when you try to remember where you met this person. Even better: write a little note on the back of the card about the person.

Of course it is very important to have the right business card. A card that shows who YOU are, what you stand for and what your business has to offer. It is important to HAVE a business card. Period. It often happens that people say 'Oh, I do not have a business card' (yet)?

How do you expect us to remember you a month from now? Just coming to a meeting and mentioning your name will not make us remember you. Yes, if you come back over and over again we will remember you, your name and your face. What about when I meet someone who can use your services a

month from now? How am I to remember your phone number or email address when I do not have your card? How am I going to refer you to someone when I do not have your info on hand?

## What is a business image?

It defines how others perceive what you do and who you are. Simply said, it is your business identity. Would you personally go out in public without being properly groomed? I doubt it. The same holds true with your business.. While you may think that being fugal, pinching a penny here will cut your bottom line, they may interpret this seemingly insignificant act to mean that you may not be in business the next time they need your services.

Take a step back from your business; look at it through your customer's eyes. Once you have decided on the image, use it through your entire business. When you have a complete business identity it ensures that your customer will easily recognize who you are, what you do.

I challenge you to define or review your current business image. Ask for customer feedback.

Do you need a little help creating your elevator speech? Try filling out these questions and see how your pitch looks: <http://www.15secondpitch.com/new/>

Good luck and see you at the next networking event ;-)

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<http://www.meetup.com/LongIslandEntrepreneurs/>