

# Your Business Matters!

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## Services offered at the BRC:

- Business Retention & Expansion Strategies
- Single point of contact for business info and resources
- Free consultations
- Workshops/Seminars
- Business Registration/Renewal
- Legal & Accounting Mentorship Program
- Networking



THINKING

STARTING

GROWING

EXITING

## TAKING THE WORK OUT OF NETWORKING!

In today's economy, many of us are running around trying to find that next opportunity, using our networking skills to find what we seek.

Statistics show that networking effectively has a significant impact on income. According to Donna Messer, author speaker and coach, when you network you get work.

### Five skills that were identified as "must haves" were:

- Learn to maintain ongoing contact
- Proactively build relationships with mentors and advisors
- Identify, research and add new connections to your network
- Gather meaningful introductions to key contacts
- Evolve relationships from contacts to close connections.

The key to effective networking is to find common ground with other attendees and to become comfort-

able building relationships without the need to sell yourself or your products. Its not the quantity of business cards you collect, rather the quality of the relationship you built that will give you measurable results.

### What is the answer?

Imagine a networking event where you never had to tell anyone what you do or give your 30 second pitch. If you choose to speak to someone, you could talk about what you are going to do for your summer vacation, or where you grew up. You eat great food, enjoy some live music, learn something new that can help you grow your business, and at the end of the night, you have a pile of warm leads in your hand, not just business cards, but the business cards of people who genuinely think they can help you. Sound too good to be true?



This is reality with the upcoming Please Take My Card networking event co-sponsored by the Business Resource Centre. There is one catch though - you do have to be there!

On May 5th, at the Bodega In from 5-8 p.m. Brantford and Brant County business owners are invited to attend and extend your network. Advance tickets only \$35 per person. Limited space available. Register online at [www.pleasetakemycard](http://www.pleasetakemycard) or cal 519-512-0009. You do not want to miss it!

For more information, resources & helpful tips visit: **Business Resource Centre** 519-756-4269 [www.businessresourcecentre.ca](http://www.businessresourcecentre.ca)  
**Royal Bank Business Centre** 519-758-2500 [www.rbcroyalbank.com](http://www.rbcroyalbank.com)