

# NETWORKING

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### **Best way to spread the word**

Word-of-mouth advertising may be old-fashioned, but it is the time-proven method of selling, promoting and educating others about your product or service.

Today, successful businesses “network” with others in order to build mutually beneficial relationships with other business people and potential clients and/or customers.

Networking is a natural extension of any organization, but some groups focus specifically on events that let people learn about others. Chambers of commerce, business leagues, and networking groups have trade shows, forums and after-hours events designed to let you connect your product with people. Make certain your organization is a member of one of these groups so you are invited to the party!