



Attendance is Crucial!

Regular attendance at networking events is crucial to building relationships with like-minded individuals. If you don't attend your chosen group regularly, your fellow members won't have the chance to get to know you as well. At each meeting, there is an opportunity to explain to your peers something new about your business - but if you're not there, you can't.

The relationships that are formed at networking groups are built on trust, understanding and regular interaction with group members. These relationships are of paramount importance when it comes to referrals. The more someone knows about you, the more information that he/she can give to the potential customer - presenting you in the best light.

There is also the element of 'out of sight, out of mind' to consider. Non-attendance at an event, in some cases, means that you are not represented and, more importantly, neither is your business. Remember why you are a part of the network group in the first place: to generate new business through new opportunities. If you are not part of those opportunities, it is your business that will lose out.

If you are serious about networking and it is a part of the marketing strategy for your business, it requires a commitment from you - just like other aspects of running your business.

Lots of people who leave networking groups say things like:

- "It didn't work for me."
- "They're the same people every week."
- "I have been there a month and never received a referral."
- "There weren't enough people at the group."

What they always fail to mention is that they:

- didn't interact with the group effectively - they were just there to see what they could get;
- never brought anyone new to the group;
- never gave any referrals or made anyone else feel like a referral was due;
- would only turn up now and again.

These are the people who are not serious about networking and are always the first to criticise networking events.

Make sure this doesn't apply to you. ATTEND!

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