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Growing Your Business Through Networking by Jessica Evans

Article published on December 7th 2011 | Business

It can sometimes be tough in the world of small business but networking can provide you with that extra support, help improve your business performance, gather leads and even boost your reputation.

The principal idea of any networking event is to give and receive business-to-business referrals and leads. Networking events are also a great way to bounce ideas around and share experiences with other members while allowing you to meet others in industries you wouldnâ€™t normally be exposed to. Youâ€™ll also gain knowledge fundamental to all businesses such as training and recruitment, talent management, new products and markets, industry laws, regulations and new developments.

There are three main types of networking events; industry based groups where you can learn from those in your industry; charity based groups such as Lions or Rotary; and finally, probably the most common, referral based groups.

Networking is all about keeping your name, your face and your business out there, and that takes a regular commitment. Try to commit to 1 networking event per week, and no less then 1 per month. You could even make yourself known by volunteering on the committee or helping out on the registration table at larger events. This will give you even more exposure (and for free!!). For some businesses, networking is their main marketing activity as referrals and word of mouth can often have greater returns than spending money on advertising.

The culture and focus of each group is different, so do a little bit of research and join several groups to ensure youâ€™ve spread your web far and wide! Networking should be part of every business development strategy but if youâ€™re worried you donâ€™t have the time to commit or feel bogged down with other administration duties, free up time for networking by engaging with an outsourcing company which can take care of your everyday office administration, such as website management, general office duties, answering phones, invoicing and much more. They may even be able to research the best networking groups suited to you and your business.

There are a huge number of networking meetings/breakfasts/seminars and groups. The best way to find events in your local area is to contact the local Chamber of Commerce or do a simple search engine search. Many networking events have guest speakers, often experts in their field, sharing invaluable advice and opinions.

Finally, remember â€˜what goes around comes aroundâ€™. By sharing ideas and business contacts, youâ often get the same, if not more in return!

Article Source:
http://www.articleside.com/business-articles/growing-your-business-through-networking.htm - Article Side

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Virtual Admin Angel supports many local businesses to maintain their administration needs in an efficient, reliable and convenient way. Our team are on standby to answer your phone, invoice your

clients, create your business website, manage your diary, chase your debtors, type and proof read, create your business brochures and presentationsâ€¦and much more! We are your virtual personal assistant or online secretary. We operate as if we were sitting in your office on a full time basis. We can create a website for you, as well as perform all your website optimisation requirements. Our â€˜virtualâ€™ or online administration assistants are also specialised in Search Engine Optimisation and can improve traffic to your site as well as improving conversion rates from visitors. Visit our website http://www.virtualadminangel.com.au or call us today on +61 (2) 8977 4085 for a free initial consultation.

Article Keywords:
networking for small business, networking events sydney, networking, small business, virtual office admin, virtual admin, virtual assistant

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