



**BLONDES
IN BUSINESS**

Contact Spheres - A fast Way to Build Your Business

NY Times best selling co-author Dr Ivan Misner wrote his book *The World's Best Known Marketing Secret: Building Your Business With Word-of-Mouth Marketing* he defines a contact sphere as a group of business professionals who have a symbiotic relationship. They are in compatible, non-competitive professions, for example: The caterer, the florist, the photographer and the travel agent. He calls this the "wedding mafia"! If you put those four people in a room for an hour, they're going to do business together. Each one is working with clients that have similar needs but require different services. Hence, they're working that symbiotic relationship.

Here are some other examples of contact spheres:

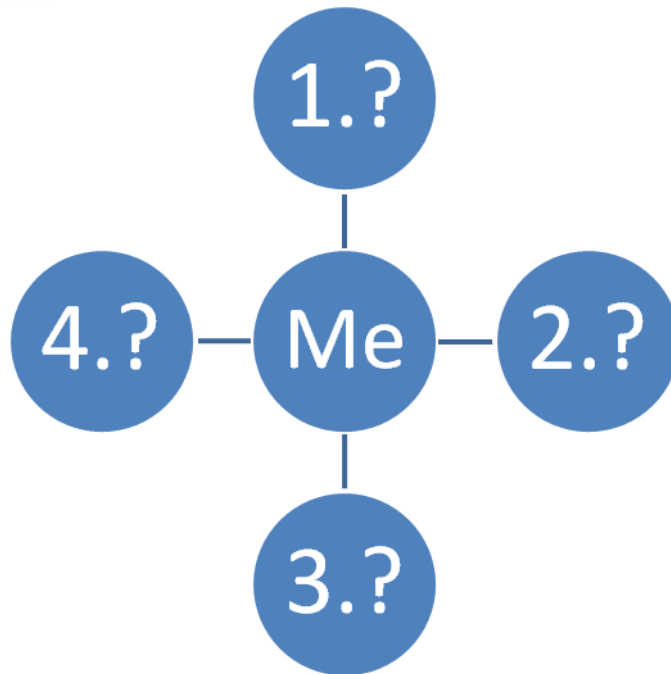
- IT trainer, soft skill trainer, e-learning companies, health and safety trainer.
- Painters, carpenters, plumbers, landscapers, electricians and interior designers.
- Residential and commercial agents, mortgage brokers, solicitors, builders.
- Printers, graphic artists, and marketing consultants.
- Chiropractors, physical therapists, acupuncturists and nutritionists.

To get the most out of your contact sphere:

- Identify as many professions as possible that fit within your company's contact sphere. Take a look at what professions your industry tends to work with. Create a list of these professions.
- Identify specific individuals who could fit into your contact sphere. Go to various networking groups and consult your business card file and database.
- Invite these people to participate in networking groups with you so you can formalise your relationships and have a way to stay in regular contact. Join BNI, Referrals Institute NRG. Maintaining the relationship is key. A good way to do that is to participate in groups that put you together on a regular basis.
- Evaluate the professionals in your contact sphere that you are presently referring. If they are not reciprocating, you may have the wrong profession or the wrong person. Fill the spot with someone who is willing to reciprocate.

Although developing a solid contact sphere will greatly increase your business, you must remember that it alone is not enough. Because contact spheres consist of small groups, you're not likely to gain exposure to a large number of individuals. Hence, work on developing your overall network of contacts at the same time you are developing your contact sphere. Contact spheres are a great way to start building your professional network.

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OK – what about the people that you know that are NOT in business? Do they need your services – do they know anyone in their network that needs your services? Do they know people who are in business?

What is your network? There are lots of variants of research done on this and of course there is the urban myth that we are all separated by 6 people. But on average it is estimated that the normal person knows about 250 people. Just check your phone and address book in outlook, your Christmas card list – you probably know more! And each of those people knows, in turn, another 250 or so people. This means that for each new person you meet, you gain access to a potential 62,500 people separated from you by just two degrees! Check out linked in as a business networking tool. www.linkedin.com.

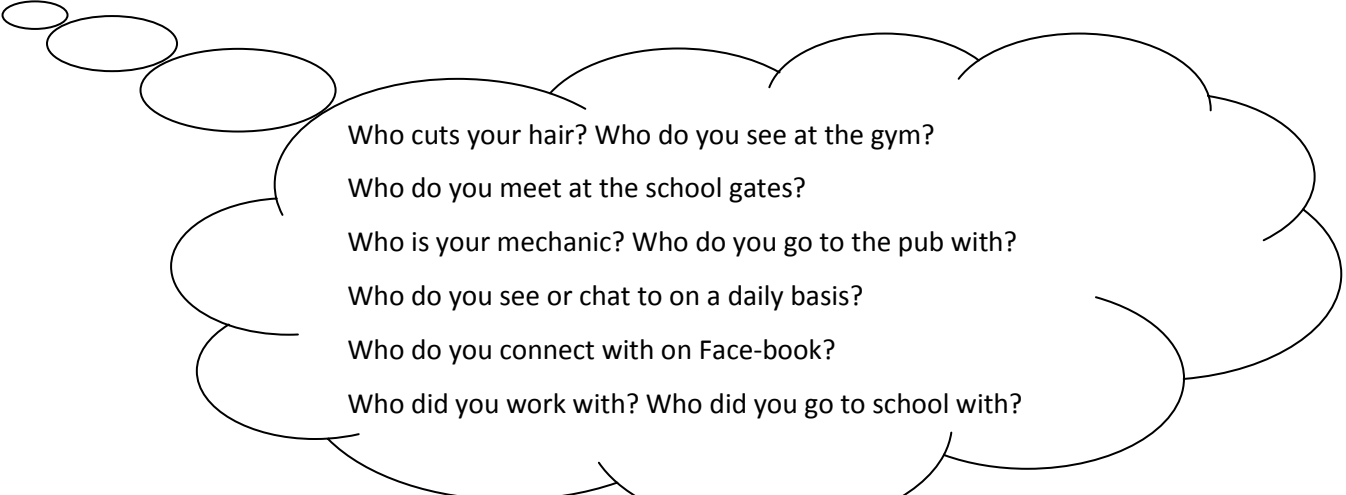
Sue is not a massive user of linked in – but needs to be – she has 89 first line contacts – through these 89 contacts she has 11,400 contacts and through these she has 1,142,300 – Yes over 1 million!! So sign up – contact Sue or Audra via linked in and you're off to a great start!

Check out ecademy – there is even a group on there called 'who do you know who' that helps people meet specific people! www.ecademy.com

Out of so many people, you would have to find one person who would be a client or information on how to get additional clients or customers, an investment opportunity, marketing help and much more. You'd probably find several!

Ok - so let's start building that network – who do you know?

Start making lists – set up a spreadsheet – build up your contacts in outlook – collect business cards – but start building that list!



Who cuts your hair? Who do you see at the gym?
Who do you meet at the school gates?
Who is your mechanic? Who do you go to the pub with?
Who do you see or chat to on a daily basis?
Who do you connect with on Face-book?
Who did you work with? Who did you go to school with?

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