

MARCH 2020

IN THE CONNECTION



Springing Into New Connections



**WELCOME
NEW MEMBERS**

Applo Mobile App Solutions -
Brad Augustyniak

Thoughts From Brian J. Roush

How do you refer to someone, connect people together? I recently went to a networking event - nope not one of my own - and witnessed a variety of referrals "being passed." The most commonly known example was the, "I'll tell them to call you...." Does that even work anymore? Don't think so!! Personal connections is a key factor in making this successful!

There are several that work well, keep in mind it also has to work not just for you, but the two folks you are passing the referral to and from! My personal favorite by far is the text!! This allows them to reach out on their own time and not pressed, a bit more casual. We all know we don't leave home without our phones, ok, sometimes I have, those have been sad and lonely days!!

I have a fellow colleague that will personally call the person and pass the phone to the other part for a connection. E-mails work well too. What is critical in this being a warm referral is the personalize connection! Moreso when the two parties are not aware of one another having that third person navigate is less formal!

ONLY as a last resort can you use the "I'll have them call you....." Happy Networking! -Brian J. Roush

What's App?

We couldn't be more excited to be launching our NEW app soon. The app will be available for download on IOS and Android stores!

One of the biggest benefits of having a mobile app is that all the information is right at your fingertips. Through push notifications you're getting even closer to a direct interaction, and can easily be reminded whenever it makes sense. Even better - you have members for your immediate contact.

- Be Visible to Customers at All Times
- Create a Direct Communication Channel
- Provide Value to Our Customers
- Build Brand and Recognition of our Small Business Owners
- Improve Engagement
- Cultivate Relationships

Upcoming Events

March 2020

19 --- Mini Expo - How to Protect Yourself
31 --- NetworkNite Speed Networking (Toledo)

April 2020

1 --- NetworkNite Speed Networking (Findlay)

Also, catch us each week for

- Mid Day Minglers
- Concktails & Conversations
- Morning Meeters

Rebranding In Process...

Stay Connected with these members as they go through rebranding...

- Mathew Abel
- Russel Jackson



Mini Expo... Protect Yourself

WHY: Because sometimes as a Small Business Owner... You just don't Know!

Presented by New York Life, Personal growth workshops are designed to help you understand your own needs, desires, emotions, habits, and everything else that makes you who you are. The more you know about yourself, the better equipped you are to engage in healthy relationships and have an improved sense of self.

Companies presenting...

- AllStateHome/Auto Insurance
- Elite BookKeeping | BookKeeping
- Memory Lane Care Services | Brain
- New York Life | Financial Insurance
- Perkins Tech | Cyber Security
- UFORiA | Personalized Nutrition

[Register Here](#)

Member Spotlight Danberry Realty - Matt Fornwald

"I built and remodeled over 400 homes along side my father and brother, as well as owning and operating a home inspection company, in the Toledo and Southeastern Michigan areas, for almost 20 years. I also spent 5 years in the financial services industry , where I gained expertise in economic trend analysis, financial planning as well as print and digital marketing. These skills and experiences are what sets me apart from the vast majority of other realtors in our market. I use this passion to help my clients buy and sell homes with greater confidence that they have been educated and guided by an expert. I will exceed your expectations in knowledge, communication and process management. Homes are in my blood!

Phone (419) 466-3937

E-mail mattfornwald@danberry.com

 @mattfornwaldrealtor



Real Life: Networking Scenario...

Connecting Colleagues

I will introduce the two. I start with speaking to the individuals in the text. For example:

"Hi folks, I wanted to take a quick moment to reach out to you both (*I see a conversation about to happen.*)

Bob meet Jane. Jane is a contractor with ABC Contracting. I recall in our last conversation you stating you had some questions!! Jane cant most definitely answer all your questions. Jane, meet my buddy, Bob. He is this close to being done looking for a contractor for this little side project he has going on. I know from past experience - you are the person he needs to have in his corner!! Be well! Chat soon! "

You can see I did the following, introduced the two, specifically told the other person who they were being introduced to and gave a brief background on our conversation.

ONLY as a last resort can you use the "I'll have them call you..."



- Viewed on a Variety of Platforms

**includes Social Media, You-Tube, etc*

- Easy & Convenient Advertising

Keeping your brand Top of Mind



Sponsorship Opportunities

WHAT YOU GET MONTHLY:

- Social Media Mentioning/Advertising
- Top of Mind Advertising (App, Newsletter, & website)
- Logo Displayed on Connecting Communities Show

VALUED AT \$175

\$75