



**ESBA**

NETWORKING IN THE LOCAL  
COMMUNITY

[illegible]

My number one takeaway from this video

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# REALTIME RELATING

Networking locally through organizations such as the Chamber of Commerce can hone you and your business very quickly. Your net worth = your network. Have you ever heard the saying, “It’s not what you know, it’s who you know?”

In-person relationships can create support and friction and test your Brand in real time. Friction can be a good thing! Through friction, pearls are made from sand.

## Contact versus connection

Understanding where friction comes from is important. If your sole purpose is to pitch your business to the everyone in the room, you’ll find yourself quickly annoyed and possibly ostracized, because people recognize disingenuity.

In today’s digital age, people think the more contacts you have, the better your business. But contacts do not equal connections. It’s the connections that make the business, the referrals and the sales. Good connections and relationships create friction that helps you grow - through feedback and idea-sharing from people invested in you.



Consider these points for connection vs. contact:

How will you represent your brand in person<sup>1</sup>? In appearance? Social manners? Eating in public<sup>2</sup>? How are you memorable?

How do you stand out from other owners? \_\_\_\_\_

<sup>1</sup>A great example of this is the business owner who dresses in Brand colors or a logo-embroidered shirt versus cut-off sweats and wrinkled shirt.

<sup>2</sup>A lack of table manners can kill a business deal faster than many other things.

How do you support other owners? \_\_\_\_\_

Do you consistently show up to help or to be helped? \_\_\_\_\_

Do you share knowledge or dispense knowledge<sup>3</sup>? \_\_\_\_\_

<sup>3</sup>Note: The difference between sharing and dispensing in this context can be likened to talking with someone versus talking at someone. Helping versus running your mouth about all you know.

How do you address those in similar business as you? \_\_\_\_\_

How do you receive feedback or criticism? \_\_\_\_\_

How well do you listen to how others are growing their business and apply it to your own?



**Are you willing to share some of your biggest wins with the group? Why or why not?**

Small groups can provide you a platform for pouring into others by creating real relationship for you as an entrepreneur. They can also provide real-time testing of products and services and feedback before you spend hours and money developing them.



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