



Chesapeake Professional Women's Network, Inc.  
Building Relationships. Growing Businesses.

# Newsletter

FEBRUARY 2010

## WELCOME ..

to the all new E-Newsletter! We welcome your input and ask that you send any feedback to the editor at [Melissa\\_harbold@ml.com](mailto:Melissa_harbold@ml.com).

Want the hard copy?? Just hit PRINT!

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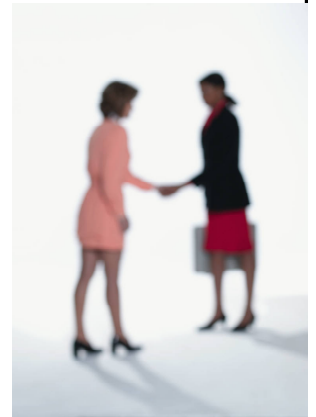
## Five Keys to Networking Success

Networking, whether through business associations or other means, is the most prevalent and cost effective way for small and home businesses to attract new and repeat sales. Networking and "word of mouth" advertising together are 7 times more likely to bring in business than all forms of traditional advertising and direct mail combined.

How does it work? More importantly, how can you make it work for your business? Here are five tips to get you started.

1. Select a few key associations or organizations and participate actively. Go to meetings as often as possible and work on one or two committees. Your goal: to be the first person everyone remembers and suggests when others ask, "Do you know anyone who...."

2. **Get to events early and plan to stay late.** You can't meet and talk to people while a meeting is in progress. Be sure you circulate, too. If you spend too much time with any one person, you can't meet others. You also prevent the person you've attached yourself to from circulating, and they may resent it. If walking away from a person or group makes you feel awkward, have a few exit strategies ready to use.



"Excuse me, I really need another cup of coffee this morning" works well for early morning meetings.

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## February Meeting Sponsor



**Coral Landis** is the owner of Allied-Philips, Inc Heating & Air Conditioning. The Philips family has been serving our community for over 45 years and because of customers like you, I know we will be in business for at least another 50!

Coral can be contacted at 410-679-5701 or [Coral@alliedphillips.com](mailto:Coral@alliedphillips.com)

# When Business Cards Aren't Enough:

7 Unusual, Uncommon and Unexpected  
Networking Secrets to Help Boost Business

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## EVENT CHECK IN

For record keeping purposes, please remember to check in at all events, even if you have pre-paid.

There comes a time in every small businessperson's life when common networking practices like handing out business cards, attending various meetings and schmoozing with potential clients only goes so far. Eventually, the same old techniques get overused to the point that they become insufficient.

When business cards aren't enough, alternative ways to develop and maintain mutually valuable relationships are your ticket to networking success.

### Don't Fear the Big Shots

You'd be surprised how approachable some of the so-called "Big Shots" are. Great example: At a National Speakers Association Convention in July of 2004, I had the pleasure of attending a session with Seth Godin, best selling author of *Unleashing the Ideavirus* and *Purple Cow*. Now, in addition hearing him speak, I've also been a frequent reader of his books and articles for years. And a few

months after seeing him live I thought, "What the heck...maybe I'll just drop him an email."

So it came to pass on October 8th, 2004, that I emailed Seth Godin. I told him how much I enjoyed his speech at the convention and that his work was a big influence on my own books and speeches. I also told him to check out my website, [www.hellomynameisscott.com](http://www.hellomynameisscott.com), for it was an example of the kind of idea he so passionately supported.

What did I have to lose, right?

To my surprise about a half hour later, he wrote me back. "Thanks for the kind words, Scott! I blogged your site. Good luck."

Little did I realize that Seth Godin publishes one of the top ten most frequently read blogs in the world. As a result, I received over 70,000 hits on my website in one day! This resulted in some great new contacts, several exciting business opportunities and the birth of my own blog, which is now a critical part of my business!

By: Scott Ginsburg





# New Member Spotlight

## Hillary & Betsy Depman

### Coffee Coffee

### Hillary

**Q:** Do you like to be in pictures or would you rather be the person holding the camera?

**A:** In pictures

**Q:** What do you do in your 'me' time?

**A:** Pilates and take my puppy for a run

**Q:** Have you ever traveled abroad?

**A:** I have traveled abroad to France & Great Britain

**Q:** What is your favorite vacation spot?

**A:** fave vacation spot.. the Jersey shore

**Q:** If you had a choice of one super power, what would you choose and why?

**A:** teleport- then i would never have to sit in traffic!

### Betsy

**Q:** What was the last book you read?

**A:** Last book was Tender at the Bone by Ruth Reichl

**Q:** What do you do in your 'me' time?

**A:** "me time"... go for a walk with a friend

**Q:** What is your favorite vacation spot?

**A:** The mountains, especially Vermont

**Q:** If you had a choice of one super power, what would you choose and why?

**A:** the ability to "apparate" like they do in Harry Potter (to move instantly from one place to another

**Q:** If you were a crayon, what color would you be?

**A:** Mocha!!



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Membership Dues: \$85  
Meeting Sponsorship:  
\$125  
plus door prize

[www.cpwnet.org](http://www.cpwnet.org)



**MEMBER NEWS & ITEMS OF INTEREST**

**HR Solutions  
HR Business Breakfast**

February 18, 2010  
8:00 - 10:00 AM

The Open Door Café, Bel Air  
Social Media in the Workplace



\*Five million people are on Facebook/Twitter right now!

\*How many of your employees are wasting your time during the work day?

\*Can your business benefit from social networking?

\*Have you thought about recruiting through social networking sites?

REGISTER NOW! <http://www.hrsolutionsllc.com/classes-seminars>

**Harford Family House Luau:**

The Spring Fling Luau to benefit Harford Family house is Friday March 26th. Your investment in this fun evening is only \$45 per person and includes a buffet with steamed shrimp and UNLIMITED Beer. If you want to get a table of ten the price is \$425. Contact Lisa Fuller for more info: 410-914-5467

**Family and Children's Services of Central Maryland Annual Wine Tasting**

Fundraiser is on Sunday March 28th at Bulle Rock. FCS is one of the oldest private, non-profit social service agencies in Maryland. For more than 48 years, this agency has assisted Harford County's most needy and at-risk children and families. For details please contact Andrea Kirk at 410-569-9694.

**Harford Family House & SARC joint fundraiser  
Harford's 1st Annual Most Beautiful Baby Contest**

Currently looking for sponsors and advertisers for a special insert in the Aegis. Contact Renee McNally - 443-243-4031.

A lot has changed in **treating diabetes**. Take an easy 5-week long online course to stop your diabetes in its tracks. For more information contact Greta Brand at the website: [www.gretabrand.com](http://www.gretabrand.com). Or call Greta at 410-399-2001.

Please submit you Member News and Items of Interest to:

[Melissa\\_harbold@ml.com](mailto:Melissa_harbold@ml.com)



## Women in Business have Unique Challenges

When it comes to the sexes, men and women in business have different ways of going about it, and techniques for men don't always work if you are a woman in business.

In my research I've discovered the top issues that women need to overcome if they are going to be successful.

The first issue that women have with business is their target market. Most women do not want to limit themselves to one target person or group. They feel that will limit their income and they may be missing someone that could use their services or products.

While that is a valid point, the opposite is true. By focusing your time and energy on one target market you will make the most income. If other people are not in your target market, they will either come in or you will never be able to sell them on what you offer.

I'm reminded of a chiropractor in my business networking group. Each week he would stand up and say his perfect client was "anyone with a spine." So in trying to think of a good referral for him, the vision was quite broad and all I could think of was the masses - not an effective way to communicate about your services.

Later I met a chiropractor who claimed a target market of being able to help high school athletes, in particular, football players. He himself had played varsity football when in school. Now this got me thinking about my son who played ball and got crunched around, as well as several of his friends, and I was able to provide him so repetitive business based on the vision he painted for me of his target niche.

Of course the same chiropractors could provide services to others, and he did, but he got his customers in the door with one main focus.

When you focus your time on your target market you will be able to find them and be in the different places that they are, you will be able to focus your time on marketing your business and you will be able to help them out and build trust with them. This is the best way to make sales no matter what you offer.

Sometimes women don't know who their target market is. You need to sit down and look at what you offer and who would use it. If you have a product or service that can be used by a number of different groups, you need decide who you want to work with. For example, if you are a business coach, your target market could be men or women. If you enjoy working with women and helping them reach their goals, then your target market would be women in business. With that, you need to put yourself in front of that group. Don't target a group that you don't like to work with because all that is going to do is make you unhappy and you won't reach your own goals.

Deciding on your target market and focusing on that group can be difficult to do. But, it's something you need to do to be successful with your own business. Women have a hard time doing this because they want to reach out to everyone. Just because you are a woman doesn't mean you need to help everyone. You need to help yourself and that means you need to focus on a specific target market.

Jane Morrison has been a leader in the field of personal and professional development for the past 20 years. She has practiced success principles with results in her own life and business, and has dedicated her life to teach others. Her clients achieve confidence and skills to live their dreams with prosperous outcomes. Check out [www.smartsavvysuccess.com](http://www.smartsavvysuccess.com) and [www.womenconnectionsnetwork.com](http://www.womenconnectionsnetwork.com) to find support to live your best life.



# 10 Ways to Schmooze Your Way to Success

Everybody knows that in this day and age, it's not always about what you know, it's *who* you know. During trying economic times like these, the key to landing your dream job is to stand out from the competition by showcasing both your talent *and* personality.

For a quick and painless networking experience, follow a few tips that will help you leave a lasting impression:

1. A **handshake** can make or break a first impression, so practice, practice, practice! Demonstrate your self-confidence and genuine interest by executing a firm shake.
2. **Don't be shy!** Attend events related to the industry that you're interested in and mingle. Whether you're waiting in line at the coat check or sitting up at the bar, you just never know who you might meet.
3. While chatting it up with people you've just met, be sure to **talk about topics other than the industry you're trying to break into**. Listen and ask questions. It's important to showcase your personality, and who knows, maybe you'll find out that you share common interests!
4. **Don't be too pushy**. When meeting someone new, don't simply shove your resume/ business card at them. Everyone knows you're talented, so establish a friendship first. After all, no one likes to feel as though they're being used.
5. When attending events, don't forget to **ask for a person's business card** or contact information at the end of a conversation. People love to know that others are interested in what they do, so chances are, they would love to continue talking with you, even if it's just via email.
6. That being said, be ready to **hand out a business card of your own!** Some may think that business cards are outdated, but it's a lot easier to remember to contact someone with a concrete reminder sitting in a coat pocket.
7. **Stop apologizing**. Too often, inexperienced networkers tend to apologize to those they're reaching out to. If you don't think you're worth their time, why would they? And more importantly, networking doesn't have to be a burden...just think of it as building new relationships!
8. People receive tons of emails each day, so it's easy to miss one. To make a more lasting (and tangible!) impression, **send a handwritten note** when saying "thank you." Even if it's a coffee date with a friend of a friend, a handwritten note adds a personal touch as you thank someone for their time.

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# Welcome New Members

Danielle Calhoun  
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## Five Keys to Networking Success

Continued from the Front Page

**3. Greet people you've met in the past.** Ask how projects they are working on are going, mention news articles you've seen about them, and congratulate them on any recent successes they've had. Sales grow out of relationships, and this is a good way to establish relationships with key contacts and prospects. Be sincere, though. If you're not, you'll be written off as an opportunist.

**4. Follow up on leads.** All the leads in the world are worthless if you don't follow up on them. Make that phone call or send the information you promised. Then, at the next meeting you attend, ask if your contact got what you sent.

**5. Be generous about sharing business tips, referrals and leads with noncompetitors.** You'll be remembered for your help, and may get business or referrals as a result later on. (You win in another way, too. Helping others become successful is as rewarding as being successful yourself.)

## 10 Ways to Schmooze Your Way to Success

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**9. Follow up.** Again, potential prospects/employers meet new people every day, so it's important to stay on their radar by sending an email or making a call every few months.

**10. And finally, take a risk.** Many people fear networking because they're afraid they'll be rejected. Such a fear will prevent you from meeting interesting (and interested!) people.

<http://shine.yahoo.com/channel/life/10-ways-to-schmooze-your-way-to-success-560867/>



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## CPWN MEMBER BENEFITS

Monthly meetings to network and promote your service or product.

Advertising in our online membership directory with website and e-mail links.

Varying meeting dates, times, and locations to meet your busy schedule.

Topical speakers on issues pertaining to women and business.

Opportunities for women to support and mentor each other in both business and personal aspects of our lives.

Special events & Meeting Sponsorship

A monthly newsletter with calendar of events, networking tips, member updates, and articles of interest.

## Upcoming Events

**February 9, 2010**

**Networking**

**Bellissimo**

**11:30-1:30**

**Networking**

**Sponsor: Coral Landis**

**\$20/\$25**

**March 9, 2010**

**Reality Based Advice**

**Maryland Golf & County Club**

**11:30-1:30**

**Speaker: John Herman**

**Sponsor: Lisa Fuller**

**\$20/\$25**

**April 13, 2009**

**Woment's Night Out**

**Maryland**

**Golf & Country Club**