

Speak Up

By Chuck And Sue DeFiore

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Another way to really become known in your area is to speak up. Make yourself available to talk to every civic, business and educational group that will have you. Stress your expertise, and, as with writing the newspaper column, never try to sell anything-except your reputation as a knowledgeable, trustworthy professional.

I know that many of you are saying. Not me! I hate talking in front of people. Well news flash - so do I. However, try a group like Toastmasters or small networking groups to start out and then work your way up. It's a great way to become known as an expert in your field, and for those of us in real estate a great way to sell our end user manuals for sellers and tenant buyers.

Be sure however, before you start going to networking group meetings that you have your 30 second commercial done.

A 30 second commercial tells someone what you do in 30 seconds or less. For example, we have two of them. When I'm at a networking meeting and introduce myself I say, "Hi, I'm Sue, I help sellers move their home in 30 days or less and help buyers get into a dream home today that they can purchase tomorrow, what do you do!" or "Hi, I'm Sue, I help people start the perfect home based business".

So get your commercial done and start networking and speaking! I know you can do it if you'll just give it a try!

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Interested in having your own successful, home based creative real estate investing business? Chuck and Sue have been helping folks start successful home based businesses for over 17 years, and we can help you too! To see how, visit <http://www.homebusinesssolutions.com> for the latest

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