

Community Contacts Really Work

By Rozey Gean

Community Contacts Really Work

Rozey Gean
rozey@marketing-seek.com

Marketing-Seek <http://www.marketing-seek.com>

COMMUNITY CONTACTS REALLY WORK

By Rozey Gean

In establishing innovative and creative resources for new business, an entrepreneur will come to realize the value of community agencies, organizations, and businesses. While a form of networking, partnering with community resources is a specific area wherein an entrepreneur can focus on building and developing his/her business. Examples of these valuable resources are:

1. THE LOCAL CHAMBER OF COMMERCE

The Chamber of Commerce is a viable resource to the entrepreneur in that it extends to its members many opportunities to make contact with potential clients through seminars, monthly social functions, and membership directories. In many communities, the Chamber office will create a referral network among its members wherein it recommends the services of its members not only to other members but in response to outside inquiries, as well. By joining the local Chamber of Commerce, an entrepreneur can gain immediate access to the benefits the Chamber offers.

2. NON-PROFIT ORGANIZATIONS & POLITICAL CAMPAIGNS

Non-profit organizations and political campaigns provide the entrepreneur a place to volunteer. Yes, you work for free! Volunteering is an important aspect in achieving personal reward and an outlet for building new business relationships. To be most effective, your volunteer efforts should be closely related to your business. For example, if you maintain a business offering secretarial services, you may want to volunteer your services in creating a brochure, newsletter, or a database. A florist may volunteer to teach a class in flower arranging. An accountant may volunteer to help set up or manage the bookkeeping or financial end of things. By contributing in your area of expertise, you are establishing yourself as a professional and you are developing contacts for future business.

3. GOVERNMENTAL AGENCIES

Governmental agencies frequently accept bids on special projects. It would benefit the entrepreneur to contact government and community service agencies within the community and inquire about the requirements you may need to meet in order to place bids on projects that may from time to time arise in your area of expertise.

4. ESTABLISHING RELATIONSHIPS WITH GATEKEEPERS

Gatekeepers are influential individuals within the community who can open a world of opportunity through referring the entrepreneur to potential contacts and resources. By establishing relationships with influential citizens within the community, the entrepreneur can gain the benefits of the

gatekeeper's knowledge and influence. Gatekeepers are not necessarily politicians, government officials, or other individuals you deem out of your direct reach. The most effective gatekeepers to you may be a former employer, a teacher, a friend of the family, or even another local business owner. Always feel free to contact these individuals and be willing to follow their leads and embark upon their wisdom and influence.

5. SERVING AS A SPONSOR

Serving as a sponsor in community events is a unique but lucrative means of generating business contacts. Normally, in return for your sponsorship, you will have your business name printed on promotional and event materials. This may result in thousands of potential clients having your business name pass before their eyes.

Perhaps, you, as an entrepreneur, can think of numerous other creative methods that are worth exploring that will provide you with new contacts through community resources. By establishing a credible reputation within community agencies, organizations, and businesses, the entrepreneur increases his/her opportunities for business growth and development.

Copyright 2000, Rozey Gean, All Rights Reserved

Rozey Gean is the founder of the Marketing-Seek.com website where ezine publishers and writers are brought together in an easy-to-use, friendly interface.

<http://www.marketing-seek.com>

Email - <mailto:rozey@marketing-seek.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)