Networking & Small Business in Richmond Metro Presentation for Career Prospectors March 2009

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Business Stats: 35,000 entities (explain) in Rich Metro area
1.  2 % have more than 100 ee’s
2.  5 % have more than 50 ee’s
3.  95% or 33250 have less than 50.
   Meaning -- this equals Small Business opportunities

AMA Event: 4 Entrepreneurs Presented Indicating:
   Usually a surge of start up business in a turn down.

Personal Experience helping people find jobs. My Process is to understand an individual’s objective before I will refer them.
A couple of basics for Job Seekers.

1. Always have a supply of cards. No funny email addresses
2. Carry a resume.
3. Give out cards, get cards and send resumes’.
4. Focus is very important. Make it easy for someone to help you.
5. Create a list of family and friends as access to your target companies.
6. Create a list of companies that meet your criteria. You may have multiple lists. Use Henrico Public library as a source, Reference USA.
7. Networking! One letter away from Not Working
8. Don’t pass up a chance to network.
9. Lead with business cards and ask for cards. Use the person’s name!
10. Ask contacts about their business. What will help them?
11. Offer to help if you can. Small businesses also need information.
12. See if they can help you.
13. Consider starting a JNI Explain BNI. If you do, use the group for reality check as well as introductions.
14. Keep plugging Persistence pays!