

Business Resolutions Tips for Locals

TAMPA, FL - XXXX Resolution (n) the act determining upon an action or course of action, method, procedure, etc.; the act of resolving. (1) Every year 84% of Americans set New Years Resolutions. (2) And according to a small business survey from Inc.com, when asked their 2013 New Year's business resolutions, growing their client base and finding a marketing strategy that works topped the list. (3) Create a plan to ensure 2014 will be different and get out there!

An important part of marketing is word of mouth. What is an easy way to gain referrals by word of mouth? Networking. There are seven different types of networking organizations; four specific types of networking you can participate in to increase referrals in 2014.

1. Casual-Contact Networks consist of general networking groups, such as local chambers. For minimal cost and effort, consumers can utilize a local chamber's business directory to find a trusted dentist.
2. Strong-Contact Networks are comprised of one contact per profession. BNI is a perfect example of a Strong-Contact Network.
3. Community-Service Clubs can help expand your network by giving an opportunity for good public relations for your affiliation with the club.
4. Social/Business Groups, such as churches or Toastmasters, are great for expanding your network to a specific target group.

Word of mouth is the most cost effective form of referral. Participating in any or all of the following four kinds of networks can be vital to expanding your business.

About BNI and Tom Fleming:

BNI is the largest business networking organization in the world. BNI provides a positive, supportive, and structured environment to exchange quality business referrals. The organization offers members the opportunity to share ideas, contacts and most importantly, business referrals. BNI is a business and professional referral organization that allows only one person from each profession to join a chapter.

Tom Fleming is the Executive Director for BNI in West Central Florida and the Referral Institute. When Tom acquired the region, BNIWCF had one chapter comprised of 13 members. The region now has 45 chapters with 1,900 members passing over \$113 million in business to each other in the past year alone. Tom is sought out as a local, national and international speaker on the subjects of marketing businesses by referral and organizational development. He is a contributing author in two best-selling books on referral based marketing, and has been recorded on many educational CDs produced from his speaking engagements. Prior to beginning his career as an entrepreneur, Tom worked for various Fortune 500 firms, and earned an

MBA from Babson College, as well as a Bachelor's Degree in business from Boston University. Visit BNI West Central Florida at www.bniwcf.com.

- (1) Dictionary.com
- (2) <http://www.statisticbrain.com/new-years-resolution-statistics/>
- (3) Inc. January 17, 2013. "Small Business Survey: Best Ideas, Biggest Challenges, and New Year resolutions." <http://www.inc.com>

Media Inquires:
Tanya Cielo
Sky Strategic Marketing
954-682-75213
www.skystrategicmarketing.com

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