

## **ROTARY MEANS BUSINESS POST NETWORKING EVENT**

### **FIRST STEPS\***

This communication is designed to setup the beginning of the activities that will give you the maximum impact from last night's networking event. Yes, some of the activities will be reminders to reconnect with the people you met last night and one other is designed to give you an opportunity to improve on your performance. In a couple of weeks, we will reach out to those who attended the networking event to ask for what interactions have occurred as a result of the event. We hope that many of you will be able to share some positive results.

The first action to take today or as soon as you can is to communicate on an individual not group basis with the people you met last night. Please note that the spreadsheet containing the names, clubs, businesses and updated contact information should facilitate your reaching out by phone, text, or email to acknowledge them and authentically express what it was like getting to know them.

In addition, if you didn't schedule the appointment for the next step last night, you could initiate this process by trying to set up a breakfast or lunch appointment in the near future with the purpose of exploring the feasibility of doing business or just to exchange mutual referrals. This should be in addition to any automated structures you have in place.

Additionally, keep in mind the connections you made last night so as opportunities arise you can refer people you meet or within your circle of contacts that might need their services to them.

As regards improving your elevator speech, if you have not already done so, please go to the RMB link on the District 7390 website's home page and open up the appropriate Tier Pics & Docs page. You will find there the information paper "How to Craft an Elevator Speech". Please review it and follows its guidance. This should result in an even more effective talk at your next RMB networking event.

In this regard, I attended a talk in California last March given by Buddy Burke the great teacher of how to deliver a pitch to someone. He indicated that pitch of your voice (high or low), pace (fast or slow) and pausing at times were all elements you have to keep in mind when delivering your pitch to a group of investors or for selling a new product, fundraising or driving attendance at an event. He also said you should start with some kind of "hook" to capture their attention.

Remember, Rotary began as a business, service, and social club. The vision of RMB is to bring business back in some rational measure as an important component of Rotary. As Paul Harris, our founder, indicated in his 1911 article for the National Rotarian titled Rational Rotarianism "Life in Rotary should be some rational mixture of business, civic activities, and good fellowship."

\*Much of the above was taken from Deputy RMB Chair for the Eastern Tier, Rob Gallagher's, First Step guidance to attendees of his April 28, 2016 RMB networking event in Lancaster.