

The Greater Leander Chamber of Commerce has been promoting its members businesses since 1946.

Business News and Resources to Strengthen Leander's Economic Development One Entrepreneur at a Time

## Networking Your Way to Success

Business networking, or network marketing, can be a gold mine for home-based entrepreneurs, small business owners and independent agents. It is relatively easy to do, fit into your schedule and more affordable than the cost of direct mail or print advertising.

What is business networking? It is a marketing strategy with far reaching benefits from publicity to business development and increased sales. It is a process where business people come together with a mutual intent—to build business by building business relationships.

How does business networking lead to your success? The short- and long-term goals of business networking are similar turn the business relationships into referrals—to you as well as from you. Referrals are leads, potential customers. Each potential customer can become a client or lead to more referrals. Are you getting the picture? Introducing yourself to one person in



**“ Introducing yourself to one person in a network group is often compared to introducing yourself to 250 potential customers. ”**

a network group is often compared to introducing yourself to 250 potential customers (based on the assumption that everyone knows at least 250 people).

Before attending a business networking event prepare and rehearse a 30-60 second business commercial (introduction) and professional-looking marketing materials. At the very least you want to take plenty of business cards to exchange. Finally, adopt the attitude of giving to receive. When

the event is over, plan a follow up strategy to continue networking with the people you meet. Remember, you are building relationships to build your business.

Networking for success is about quality, not quantity. Take time to listen to each other. Exchange business contacts, information and ideas to build respect and trust. In doing so, the likelihood of leads turning into customers giving testimonials can be exponential. **eye ON**



**The Greater Leander Chamber of Commerce**  
512-259-1907

### Join the Chamber and Grow With Leander

The explosive growth in the community and school district is reflected in the chamber. In less than two years, the chamber has grown from 100 members to over 250—a 150% increase! The Greater Leander Chamber of Commerce kicks off its 2006 year-end membership drive with a bang, setting a goal of 300 members by Dec. 31, 2006. If you know anyone whose business could benefit from exposure to community decision makers, investors, potential customers and new residents, contact the chamber office today at [www.leandercc.org](http://www.leandercc.org) or 512-259-1907.



### FREE Business Networking in Leander

Leander's City Economic Development Director and Chamber of Commerce co-sponsor a free monthly business network meeting for local home-based entrepreneurs, the Leander Business Circle. The focus is to support the economic development of Leander one entrepreneur at a time. Leander has a rich history of successful entrepreneurs such as Aquatic Industries, Inc., a leading luxury whirlpool bath company known nationwide. Any business that has a product or service to benefit home-based entrepreneurs is encouraged to attend and sponsor the business circle in some capacity. These businesses include service providers like banks, telecommunications, restaurants and other primary employers. Call 512-528-2852 or 512-259-1907 for more information.

**Oct. 12, 2006 – 8:30 to 10 AM (Pat Bryson Hall, 201 N. Brushy St.)**

### Don't Miss IT!

**2007 Greater Leander Chamber Membership Directory and Business Guide**

**Call 259-1907**  
(Closes Dec. 29)

**Thurs., Oct. 12 – 8:30 A.M. (see p. 1)**  
**FREE Business Networking**  
 for Home-based and Small Business Owners

POSTAL CUSTOMER

*What's the buzz? Leander takes a pro-active role in economic development, starting with YOU!*

**Start networking your way to success in Leander!**

Call 512-528-2852 or 512-259-1907 to learn about Leander's networking opportunities and which one(s) may be a good fit to promote your business.

*Introductions  
 Business News  
 Lead Generation*



Co-sponsored by the City of Leander and the Greater Leander Chamber of Commerce

**3 Easy Ways to Market to Leander**

Call Mary Bradshaw at 259-1907 to:

1. Join the Chamber
2. Sponsor the Leander Business Circle
3. Promote your business to Leander residents and businesses

Meet Your Business Neighbors

Business Name	Service/Product	Contact
A New Life Massage	Massage Therapy	512-461-3799
Action International	Business Coach	512-828-6920
Austin Lasting Images	Photography	512-663-8074
BASIC Home Shopping	Personal Home Shopper	512-818-6581
BASIC Investment Group, Inc.	E-Commerce	512-576-5494
Broad Insurance	Insurance	512-260-8288
Café Latte	Restaurant & Catering	512-260-0072
Damsels Creations	Candles, Soaps & Things	512-934-0134
Destination Graphix	Identity Design/Marketing	512-260-7886
Dise Internet Ventures	Internet Services	512-259-9293
Diversity Staffing	Employment Services	512-589-6582
Dragonfly Design	Custom Stained Glass	512-959-3887
EMTWeb.NET	Web Design	512-736-2557
EZ Clean Austin	Power Washing, Ext. Property Cleaning	512-260-5823
Farmers Insurance	Auto, Home	512-697-9866
Fuller Graphics	Signs, Banners	512-260-0061
Gen-Tech	RV Generator Service	512-260-7127
Improved Energy Solutions, LLC	AC Refrigerant	512-771-8807
Isagenix	Health & Wellness	512-260-1870
JP King Auction Co.	Estate Sales	800-989-2738
Melissa's Garden of Gems	Custom Jewelry	512-260-2794
Millenium Business Exchange	E-Commerce	512-259-8706
Minuteman Press	Full Service Printing	512-259-7610
Mitchell's Security Solutions, Inc.	Commercial Locksmith	512-259-6995
MSGCS, LLC	Computer Service	512-259-5632
Mybizcoach.net	Personal Business Coach	512-260-4416
Natural Bath Products	Organic Soaps & Lotions	512-698-3666
Nikken	Wellness Sales & Bus Oppty	512-922-7083
Peevey & Cretsinger	Estate Planning, Probate	512-413-8139
Plant Plantation	Interiorscape/Design Svcs	512-260-7162
Robert Waley & Sons	Firewood, Lawncare	512-507-9672
Rock Chiropractic	Chiropractor	512-259-9922
Shannon Prothro Photography	Photography	512-968-4050
Simple Solutions	Advertising	512-697-9866
Together We Make A Difference	Employment Services	512-931-2900
Tomboy Tools	Custom Tools for Her	512-528-9980
Total Pool and Spa	Comm/Res Pool & Spa Svc	512-260-7854
Washington Mutual Mortgage	Home Loans	512-259-3336
White Star Farm	Pecans	512-260-5074
Woman & Family Directory	Advertising	512-931-0406
WSI Marketing Solutions, Inc.	Internet	512-535-5024

**Business Resources**

**Williamson County Clerk's Office**  
 Assumed Name DBA filing  
 (512) 943-1515

**Small Business Development Center**  
 www.business.txstate.edu/sbdc  
 512-716-4826

**SCORE**  
**Service Corps of Retired Executives**  
 www.scoreaustin.org  
 512-928-2425

**eye ON**  
**Leander**  
 Monthly Guide to Small Business in Leander, TX

© 2006. Eye On Leander is the Leander Business Circle's monthly publication. For comments, questions or submissions contact one of the following sponsors or editorial director.

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*The Leander Business Circle is on the web! Please visit www.leanderbusinesscircle.com for additional information. Starting Nov. 1, our business directory will be available exclusively online.*