

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

**By Harry Garmon of the Bookkeeping Department**  
<http://www.thebookkeepingdepartment.com/>

**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!**