

MAKING MORE MONEY

Word of Mouth Matters - Helping Each Other's Success

DATES TO REMEMBER

Graduation Mixer	Mar 30
Educational Preview	Apr 7
February CN lunch	Feb 21
Next evening class	May 4
Next Toledo day class	May 12
1st Sat class	Mar 4

Number of members in our CNP Community is **276**

Where is CN Giving Networking Presentations?

- 2/33/06, Net Sense Networking group, Waseon, Ohio - Debby
- 3/23/06, Ohio Continuing Education, Business and Industry Council, Dublin, Ohio- Debby

24 hours of CEUs for CPAs and Realtors.

Call 419-833-5182 to register.

WHAT GROUP IS YOURS?

Many grads have been "out" of the CN classroom for awhile now. Like all of us, life gets in the way and we fall back into old ways and habits. Module 7 is probably out of sight and out of mind. A quick review reminds us of the six different types of networking groups. That knowledge itself is important, but even more so was the idea of not being too spread out, but instead choosing one to three groups where the grad can become well known for all the right reasons. Being just a name on a membership list is not the goal.

What progress have you made with your group memberships? How well have you

become known to the other members? What have you done to help the organization? Do you invite guests to the meeting who are potential members? Have you offered to work on a project that everyone else runs away from? Do you support other members when they bring new ideas to the table?

CNers have learned to measure personal relationships using the VCP model. Perhaps the relationship between you and the group could be measured in the same way. Have you earned the right to expect a return from the group? Only you can tell.

We all know that the secret of relationships is that they only happen between two people. So building strong connections

with members one at a time, will in the end give the perception of a strong relationship with a group. But it all goes back to the people.

Some ways our members solidify their links to the CN community is to attend



monthly lunches, attend and bring guests to mixers, introduce members to guests, and offer to add value to the community by providing extra services. It's not rocket science, but it does take a bit of effort.

GRAD SERIES BEGINS

As the numbers of our community grow, so do the opportunities and benefits offered. Monday, February 6th just such an example of this. Six CN Grad gathered for the first ever grad education event. This was the first of a four session series, entitled "Tuning the Elusive Target Market." Merri Bame, Breaking Down Barriers, Linda Wilson, Goodremont's, Tim Speweik, Mail Works!, Mike Bankey, BGSU, Lisa Olvera, Corporate Intelligence Consultants and Meredith Moore,

Huntington Bank are the charter group learning but also giving helpful ideas how it can be better next time it is offered.

Merri Bame said, "I liked having something to do as a result of the exercises. For me that was to determine the market share on the industries of my best clients....." She also added, "This session helped me reflect and then motivates me



into action."

Meredith Moore had one of those blinding flash moments, when she realized that the reason

she was struggling with her chosen target market, was that it was probably the wrong one. With the exercises done in class, she now has a target that makes sense and has plenty of potential.

Community Members On the Mend

Elise Scott is now home from the hospital after a serious auto accident. She will continue to recuperate at home through the end of April.

Jennifer Alford is now home recuperating from an appendectomy trying not to laugh too much! She is chomping on the bit to get back to work, but will be taking it easy for just a while longer.

CN Board of Action

Jennifer Alford
Dave Achen
Merri Bame
Doug Clark
Arlene Gerig
Linda Everhardt Kardux
Deb Keller
Julie Kuney
Jeff LaCourse
Matt Lee
Leasa Maxx
Meredith Moore
Nick Nigro
Les Panczner
Tim Speweik
Darlene Robinson

ALWAYS GIVING BACK

Your Board of Action has now been in "action" for two years. The first wave of volunteers are approaching the end of their commitment. Doug Clark, Julie Kuney, Merri Bame, Nick Nigro and Linda Everhardt Kardux have decided to re-up for another term. Dave Bodner, with our blessing, is going to step aside but will continue to

support CN in many other ways.

Dave is the person who turned us on to the CD album "Networking with Millionaires." Everyone who has listened to that CD has said, "Wow, this is great stuff." Without David caring enough to share this great resource, we probably wouldn't have know about it.

Dave was also in our first ever class, and has taken us up on the offer to repeat the class at no cost. Of course he gave his time freely, too. We look forward to what Dave will bring to us next.



MEMBER HORNTOOTING

Angel Millet

Angel Millet, Pre-Paid Legal, was recently elected to a two year term as President of the Luna Pier Business Association.

Rebecca Booth

Our very own Marketing Goddess, Rebecca Booth, can't seem to keep her name out of the newspaper. This past week she was interviewed by *The Toledo Blade* in an article focusing on The Toledo-Lucas County Public Library's marketing of baby boomers. A boomer herself, Rebecca has been instrumental in developing the Library's marketing materials for this burgeoning market.

Steve Riter

Steve Riter, Hartland Payment Systems, reports that they have joined with the Ohio Restaurant Association, Indiana Restaurant Association and the Michigan Restaurant Association to combine resources to create a low-cost, simplified credit and debit card processing program. Heartland will assist those who are not a member of an association to join and receive improve buying power of the National Restaurant Association.

Mo Maaraba

Mo Maaraba, Capital City Mortgage, is proud to announce, the opening of the second Capital City Mortgage Florida location in April! The new location will service clients in the Tampa, Florida and surrounding areas!

Abdul Hammuda

Abdul Hammuda, owner of the Tiger Bakery, was awarded the "Best of Toledo" award for 2005 by the readers of The City Paper for the ethnic food store category.

David Bodner

David Bodner, Seymour & Associates, Mass Mutual, has accepted the role of Chairman of the Membership Committee for the Sylvania Chamber of Commerce.

Kim Sloan

Kym Sloan, Erie Shores Council, BSA was recognized by the National BSA office because she achieved positive publicity for the organization when Channel 24 and the Toledo Blade both featured Ben Petro as a recipient of the "Good Turn for America" award. Ben was presented with the award for raising over \$100 for hurricane Katrina victims.

MEMBERS NEWS

Mary Lou Vargo

Mary Lou Vargo, National City Bank, says that her branch, Manhattan Plaza, led the North Toledo District in customer satisfaction for 2005 & placed #3 in the Detroit-Toledo Market for 2005. They are all very proud of this accomplishment.

Michael Temple

Michael Temple, Temple Development Company, is in the process of developing proprietary and soon to be syndicated research study on Internet usability. The study will focus on web site navigation, color choices, response to text and pictures on a page and how those factors influence conversion rates of visitors to customers. Michael is in need of volunteers to complete surveys for the study as soon as they are ready. Those wanting to volunteer to complete a survey for the study please contact him at michael@michaeltemple.com

Mary Nyitray

Mary Nyitray, Optical Arts, is proud to announce the addition of Dr. Bourdon who will be doing eye exams at Optical Arts to provide more times to be able to see a doctor.

Susan Milliron

Susan Milliron, Weekenders USA, will be presenting a seminar at the Spring National Conference, to over 500 Team Leaders. Susan is very honored to have been asked to speak at the National Conference.

ONE AMERICAN IN TEN.....

"One American in ten tells the other nine how to do everything," says Ted Wright of Liquid Intelligence. In a recent Word of Mouth Marketing Association newsletter article he shares that one way to make that happen is to identify sub cultures who are similar to each other but not necessary the same. An example he cites, it that when they were trying to revitalize Pabst Blue Ribbon beer. They connected with bike messengers, snowboarders, and other related subcultures. Somehow, the one that really came through



for the beer was kayakers. "Who knew?" he asks. "Focus on a subculture, give it a shot, and watch it pass from one subculture to another." Want to learn more? Go to http://womma.org/wombat/blog/2006/02/ho_wto_getting_y.html

Additionally, ask, "What are the sub-cultures of your target market that may cross pollinate?"

JAN CN LUNCH PHOTOS



Louise Kahle, Take the Time and Linda Wilson, Goodremont's



Jeff Shoffer, Strategic Resources Planning and Jessica Husted, Lamar



Greg Peters, Cyber Data Solutions, Michael Temple, Temple Development, and Dave Bodner, Seymour & Associates, Mass Mutual



Jennifer Alford, Creative Financial Partners, and David Dobrzykowski, Corporate One Benefits, Inc

THE TRAINING TEAM PROFILE

Trainer: Jeff LaCourse

Years as a CNP Trainer: He is at the first level of training serving as a Teaching Assistant in the Feb 10th class.

Main Occupation: Mortgage Lending Consultant

Years in Business: 7

Number of Times Through the

CNP Course: 3 times

Previous Jobs: Auto Sales and Finance Manager, Sales Manager/Asst. Project Manager, Membership Sales/Fitness Trainer

Family: Wife Debbie, Children Amanda(12) and Matt(4)

His burning desire is to: Spend an entire month traveling with

his wife and children every year.

Something no one knows about Jeff is: He and his wife are owners of an Internet Travel Business, summerbreezetravels.com. Jeff also coaches high school hockey.

MORE LUNCH PHOTOS



Linda Wilson, Goodremont's and Frank Smith, Re/Max Masters



Mark Abramson, Udell & Abramson

Helpful Definitions from WOMMA

Word of Mouth: The act of consumers providing information to other consumers.

Word of Mouth Marketing: Giving people a reason to talk about your products and services, and making it easier for that conversation to take place.

Buzz Marketing: Using high-profile entertainment or news to get people to talk about your brand.

Viral Marketing: Creating entertaining or informative messages that are designed to be passed along in an exponential fashion, often electronically or by email.

Evangelist Marketing: Cultivating evangelists, advocates or volunteers who are encouraged to take a leadership role in actively spreading the word on your behalf.

FLASH NETWORKING

Where can you have a great lunch, receive information on more than fifty local businesses, give your own two minute presentation three times, hear networking education from a real pro, possibly win a great door prize and be on the lookout for a friendly apparition all in two hours? At the Maumee Networking Scrambles on a recent Thursday afternoon, thanks to organizers Brenda Clixby, Maumee Chamber, and WEN directors Linda Fayerweather and Linda Everhardt-Kardux, a crowd of over sixty business people did just that.



The event was held at Greg Ruffy's Gianni's (hope that explains the apparition reference, as ghosts have been known to inhabit his building) and was deemed so successful, there are plans to hold a repeat event in May. One attendee, CN Tim Speweik, Mail Works, reports, "It was great! I made a new contact and after a follow up meeting, she has sent a couple of pieces of business our way already." That sounds like a wonderful ROI from a networking event.



If you are interested in the next event, on Thursday, May 25, to be held at the Brandywine Country Club, you can call 419 893-5805 for more information.

~Julie Kuney, Comfort Keepers

HOW MANY REFERRALS DID YOU GET?

Referral tracking is a topic that is addressed in module 12 of the CN training. The end of the training tunnel is quickly approaching. Because there is no "next week" to reinforce what was learned in this last module, the referral tracking sheet probably does not get activated by many graduates of the course. Are you using yours?

There are several reasons to use the form. The most obvious is that it will help you to keep track of referrals received, so that you don't forget to do something with one or two of them. We've all had those awful "wake up in the middle of the night" moments when we've cleaned our desk only to find an old referral at the bottom of a pile of papers. Immediately tracking each referral as it is handed to you will certainly limit the likelihood of that unfortunate experience.



Another important reason for using the referral tracking sheet is that you can note which of your sources are giving you the best type of referrals for you. Knowing this means you can pay more attention to that person. Also you'll want to make sure you are helping them in re-

turn, so that they don't stop helping you. Additionally, based on the numbers of sales to referrals ratio, you'll be able to estimate how many referrals you need in the future to obtain the sales income you want and need.

Always on the lookout for ways to improve, thanks to John Meyer, another column has been added. The column is headed *Referral Thank You Sent?* If you would like a copy of this newest edition please send an email to Debby@certifiednetworker.com and write *new referral tracking sheet* in the subject line. For BNI members who fill out the "green slips" it is an easy way to be sure you do this extra task.

The referral tracking sheet is probably the most underused tool that can provide the biggest bang for the buck. Send us your feedback about using it.



CN IS KOOL!

We've entered the blogosphere! Yep! We're now blogging. The way to describe the idea of a blog to others is that it could be compared to a daily newspaper in that the content can change regularly. There will soon be a link from the CN of Ohio website but in the meantime, go to cnpof-ohio.blogspot.com to begin reading or even better, mak-

ing a comment. If you have ideas for content please send them to Debby. If you find something on the web that is connected to networking or word of mouth marketing, pass that information on.

To read another blog that provides some engaging content go to hellomynameiscott.blogspot.com for Scott Ginsberg's blog. He shows



how to provide interesting material while at the same time promoting

others. A true supporter of the CN philosophy. His blog lists other interesting blog sites for you to explore. Tell us what you think of this newest addition to our community offerings.

MEMBER SPOTLIGHT

Kevin Russ, Owner of Jet-Black Seal Coating, is understandably proud of the 20% growth his company experienced in the first season he was owner. His goal now is to continue that upward growth, particularly to have enough work to establish a second crew in the upcoming season that begins May 1st.

Kevin and his wife, Tricia live in Toledo, but we caught him in North Carolina visiting his parents and attending the National Pavement Expo. Kevin hopes to find new technologies to bring back to this area, and to attend sessions on how to run a better business. He also wants to become more involved with the striping of parking lots. Kevin already has a formula of driveway sealer that does not track in on shoes, and stay darks two to three times longer than most sealers. Kevin adds, "It's also slip resistant, which is important on slopping a driveway." The part of the business that he really loves is customer service. "No matter what jobs I've done, I've al-

ways loved working with the customers. I really love it when people appreciate a good job."



Kevin has little free time right now, as he also works to help schools with fund raising during his "off" season. Even so he is a sports fan, attending Mud Hens games, where his favorite seat is "anyplace in the sun with a cold beer in hand!"

He graduated Penn State and tries to attend one game per season. He does like to golf during the summer months. He says, "I do not have a favorite course. I think one of the great things about the Toledo area is that there a so many great golf courses to choose from."



He also likes travel even if it is only for a long weekend. Ten years ago he drove his Honda Civic on a cross-country venture hitting fifteen national parks along the way. His favorite is Yosemite because it is so diverse.

He shares, "There are mountains, prairies, waterfalls, secluded areas and crowded spots." His dream vacation would be to see Europe, although this time he probably wouldn't do the camping routine with his wife, Tricia.

He also enjoys spending time with his five nephews and one niece. Laughingly he shares, "The last book I read was *The Adventures of Curious George* - which I have read 19 times the past 4 days. I am spending a lot of time with 2 of my nephews this week. Before that I read *Holidays on Ice* by David Sedaris which I read every holiday season. David Sedaris is very funny. And before that I read *The Great Gatsby* - which I had read 10 years earlier but enjoyed it all over again. At first I thought the last book I read was *The Five People You Meet in Heaven* which I read recently but technically before these others. It was the one that popped into my head as I was just discussing it with my mother the day before."

Kevin Russ thinks he doesn't have much to tell us. Most of us would disagree!

- ★ ★ ★ ★ ★ ★ ★
- ★ What is the difference between Organic and Amplified Word of Mouth? ★
- ★ Organic WOM occurs when people want to tell others about an experience they've had with a product because it was so wonderful. ★
- ★ Examples: ★
 - ★ • Earning customer loyalty ★
 - ★ • Keeping an open and listening to what people are saying ★
 - ★ • Keying on customer satisfaction ★
- ★ Amplified WOM happens when a marketer launches a campaign to encourage WOM to happen. ★
- ★ Examples: ★
 - ★ • Creating Communities (like the CN grad community) ★
 - ★ • Developing tools for people to use when sharing their opinions (this newsletter could be that) ★
 - ★ • Identifying influential individuals and communities (contact spheres of a target market) ★
 - ★ • Tracking online conversations (our blog is a first step in that direction) ★
- ★ ★ ★ ★ ★ ★ ★

CNP of Ohio Ltd

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419-833-5182
419-304-1171 (mobile)

Check out the new
website at
www.cnpofohio.com

Stamping Out Cold Calls



Participant Invitation:

Sponsored by: _____

PART I

Date: _____ Course Location: _____ Date of Course: _____
How did you hear about CNP?: _____

PART II (Fill out or STAPLE BUSINESS CARD HERE)

Name: _____ E-Mail Address: _____
Business Name: _____ Business _____
Phone: _____
Business Address _____ Cell Phone #: _____
City: _____ State: _____ Zip Code: _____

Continuing Education Information (Not available for all professions):

Profession: _____ License Number: _____
Official Business Address: _____
City: _____ State: _____ Zip Code: _____

Part III

Investment Options: (1st payment will be charged 14 days prior to class start date, and next payment will be due the 15th in the month after the class begins, with remaining payments being taken out monthly on the 15th.)

- _____ Option 1 (\$699 - Check, VISA, MasterCard, American Express)
- _____ Option 2 (3 monthly payments of \$245 - Credit Card Only)
- _____ Option 3 (6 monthly payments of \$130 - Credit Card Only)
- _____ Option 4 (12 monthly payments of \$70 - Credit Card Only)
- _____ Option 5 (Educational Preview) of \$10 (same as Option 1)

Credit Card Information: (Circle one) - VISA MasterCard American Express
Card Number: _____ CID# _____ Exp. Date: _____

Signature: _____

Your Credit Card Statement will read "BNI"

CANCELLATION POLICY: Cancellations received less than 14 days prior to the course start date will incur a \$100 processing fee

Send payment and registration form to: CNP of Ohio, Ltd, PO Box 1121, Perrysburg, OH 43552 or fax to 419-833-1566.