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It's no secret. To paraphrase the words of Dr. Robert Cialdini, people want to do business with those they know and like. In a previous episode on "Communication and Relationship Building" we discussed how to form meaningful and fruitful relationships to help support and grow your business. Today we take a look at one way of cultivating these relationships through community relations. Being involved in your community provides a number of tangible and intangible benefits. But one of the biggest factors is that you give people in your immediate area a chance to know who you are, what you d

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Featured Guest



Adrienne Lynch

For the past 15 years, Adrienne Lynch has served as the Vice President and an owner of National Contractors dot com, an online construction referral network.

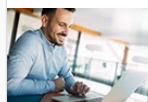
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