

Networking Remains the Purest Manner of Public Relations

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Published by [Rockford Register Star](#)

Monday, August 8, 2005

Have you ever heard of the six degrees of separation? The basic premise behind the theory is that between any two people, the first person knows someone who knows someone who knows the other person, within six people.

I also find that this premise can be true of business networking. Within any acquaintance you meet there is a very likely chance they will know someone who is looking for a product or service like you offer. This is public relations at its most effective and purest form of getting your word out to potential customers.

Some look at networking activities as no more than an event to have another rubber chicken lunch or hear a speaker. However, you should look at these activities as true opportunities to learn more about others, their business, their needs and whom they might know. Obviously, it is not appropriate to make a hard sell on your company or its products at events.

Networking is an active avenue of meeting people or exchanging information. This means making contacts, collecting information, asking questions or presenting yourself to others seeking the same. Networking can provide a plethora of openings – from locating resources to negotiating jobs to learning about another company, person or opportunity that might benefit your own organization.

So next time you are invited to a networking function, look at the real possibilities afforded to you and take advantage of this low-cost marketing opportunity.