

IMPACT!



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President

Call us
TODAY!

Begin to
make an
IMPACT!
tomorrow!

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www.ImpactPR.net



“Linking Companies to their Communities”

Networking Hand-outs

*Masterful networking builds relationships and business.
But how do you remain memorable after the event?*

We all attend chamber, civic, service, and professional “networking” events. We talk, we laugh, we eat or drink . . . and we pass out business cards.

Everyone needs a business card. (Visit www.impactpr.net click on “articles” and then the “business cards” PDF file to learn what **IMPACT!** suggests should be included on your business card.)

But what else can you pass out that will be memorable or useful for the people you meet?

Here are some suggestions:

1. A one page sheet of “**Frequently Asked Questions**” people should ask before they seek business in your industry or service area. Include topics your prospects and clients need to know about to your product or service.
2. A **Checklist** of the top 5 -10 mistakes people make _____ (fill in the blank, as it pertains to your service or industry).
3. A **List of Resources** pertinent to your business and are useful and will help others save time or money.
4. A **Special Report** on _____ (fill in the blank with whatever ‘hot buttons’ your target market has regarding your product and/or service).
5. **Educational Articles** with links to resources (and your website) that your target market will find useful.

6. A **Business Card CD** with a prerecorded podcast of inside tips and free advice.

7. **Promotional “Tools”** . . . the list is as endless as your imagination. Select something that is creative and has a “hook” into your service or product. Be sure that it is something people will want to hold on to, keep handy, or pass on. Take some time making your selection. If you do not, you will just end up ordering the same old pens - BORING!

8. **Contact IMPACT!** for help when creating memorable hand-outs for your networking venue.

Remember: Always add your name, business name, phone number (or cell number), and website to all materials that you hand out. If you have room – include your “tagline” or slogan.

IMPACT! passes out a “business card brochure®” along with a business card CD.

To receive these materials,
please send your request to:

Susan.Mertz@ImpactPR.net

Make an **IMPACT!** in 2008

**Make an IMPACT! with
“Customized Communications”**

IMPACT! designs polished, professional external and internal communication pieces. Our staff also creates professional, efficient and effective presentations tailored to your target market that sets you apart from your competition.

**IMPACT! your community with
“Messages that Matter”**

IMPACT! strategically places feature articles and announcements of company news, products and services in targeted media and creates written materials that increases your credibility and builds your organization’s identity.

**Understand how to better
IMPACT! your customers**

IMPACT! facilitates surveys and evaluations and compiles results in comprehensive reports that allow you to better tailor your services and products to meet the individualized expectations of your target audience.

IMPACT! Inc. creates opportunities that link clients to their communities through comprehensive public relations strategies and customized corporate communications.