



The Business Growth Association
Of America

COURSE 2

Getting Your Business Seen in Local and Nationwide B2B Networks

Get in front of the businesses that buy what you sell,
with a simple weekly routine instead of a big budget.

\$300 - \$800

estimated monthly savings by doing it yourself

1% - 10%

potential yearly sales growth

A 12-month program | 30-60 minutes per week | Simple tools only

Course Overview

THE PROMISE Get in front of the businesses that buy what you sell, in your own area first and then across the country, using a simple weekly routine instead of a big marketing budget.

Core Idea

B2B growth rarely comes from one big break. It comes from being visible in the right rooms (online and in person) and following up consistently. This course builds that habit step by step.

Format for Every Step

- 30-60 minutes per week
- Basic tools only: email, LinkedIn, Google Sheets, and video calls
- Each step ends with a clear **"done when"** checkpoint

Roadmap

Phase	Timeline	Goal	Output
1. Foundation	Month 1	Know who you want to reach and have a professional presence	Customer profile + tracker
2. Local Exposure	Months 2-3	Join the right local groups and have real conversations	First referrals or leads
3. Nationwide Exposure	Months 4-6	Extend your reach beyond your city	Results scoreboard
4. Referral Engine	Months 7-12	Become recognized and make referrals steady	Annual Networking Plan

Why Run It Yourself?

Many small businesses pay outside firms to find them leads. This routine puts that work in your hands.

\$300 - \$800

Estimated monthly savings when you build your own networking routine instead of sourcing it out

1% - 10%

Potential yearly sales growth from steady visibility, consistent follow-up, and referrals

Where the Savings Come From

- **Less spend on outside lead generation.** A 30-60 minute weekly routine does work you might otherwise pay a marketing or lead-generation service to do.
- **Fewer, better memberships.** Picking 2-3 networks instead of 10 cuts dues, tickets, and travel, and LinkedIn, Google, and directories cost little or nothing.
- **Referrals instead of paid leads.** Customer introductions and referral partners bring in warm leads without ad spend.
- **A scorecard that stops waste.** Tracking time versus results shows which networks to drop before you keep paying for them.
- **Templates replace paid prep.** Profile checklists and follow-up messages save copywriting and design costs.

Where the Sales Growth Comes From

- **A clear Ideal Customer Profile** so every conversation is with someone who can actually buy.
- **Follow-up within 48 hours** that turns new contacts into real conversations and referrals into a steady source of business.
- **Visibility beyond your city** through LinkedIn, directories, reviews, and speaking or guest content.

Track Your Results	Month 1 baseline	Month 6	Month 12
Monthly networking spend			
New contacts and conversations			
Leads and referrals received			
Yearly sales growth vs. baseline (%)			

Savings and growth figures are estimates of potential, not guarantees. Actual results vary by business, industry, and how consistently the routine is followed.

Get Ready (Foundation)

Goal: Know exactly who you want to reach and have a professional presence they can find.

Week 1: Define your ideal business customer

- Answer: What type of business buys from me? What size? What role makes the buying decision (owner, office manager, purchasing)? What problem do I solve for them?

DONE WHEN you have a one-paragraph "Ideal Customer Profile."

Week 2: Write your 30-second introduction

- Use the fill-in-the-blank formula: "I help [type of business] solve [problem] so they can [result]."
- Prepare a shorter version for introductions and a longer one for conversations.

DONE WHEN you can say it out loud without reading it.

Week 3: Set up your business profile basics

- Complete your LinkedIn company page and personal profile (checklist provided), Google Business Profile, and a simple one-page "what we do" sheet (PDF) you can send to anyone.

DONE WHEN a stranger can understand what you do in under 30 seconds.

Week 4: Start your contact tracker

- Set up a simple Google Sheet (template provided): name, business, how we met, last contact, next step.
- Add every past customer, supplier, and contact you already have.

DONE WHEN at least 25 names are in the tracker.

DELIVERABLE Ideal Customer Profile, introduction script, updated profiles, and a working contact tracker.

Start Showing Up (Local Exposure)

Goal: Join the right local groups and have real conversations with potential business partners and buyers.

Month 2: Find and choose your local networks

- **Where to look:** chamber of commerce, business associations for your industry, local networking groups and referral groups, supplier and vendor events, local government small-business programs, and business community pages online.
- Pick 2-3 to try, not 10.
- Attend one event or meeting per week, using the "Event Playbook" (what to bring, who to talk to, three questions to ask).

DONE WHEN you've attended at least 4 events and collected new contacts.

Month 3: Follow up and turn contacts into conversations

- Within 48 hours of meeting someone, send the follow-up message (templates provided).
- Book 1-on-1 coffee or video calls with your best contacts and ask: "Who else should I be talking to?"
- Ask satisfied customers for introductions and testimonials.

DONE WHEN you've held at least 5 one-on-one conversations and received at least 2 introductions.

CHECKPOINT Active in 2-3 local networks, a growing tracker, and your first referrals or leads.

Go Online and Go Wider

Goal: *Extend your reach beyond your city with simple, low-effort tactics (Nationwide Exposure).*

Month 4: Make LinkedIn work for you

- Connect with 5 relevant people per day.
- Share one helpful post per week (post ideas provided) and comment on others' posts.
- Join 2-3 industry groups.

Month 5: Get listed where buyers look

- Add your business to relevant online B2B directories and marketplaces, industry association member directories, and review sites.
- Collect 3-5 customer reviews.

Month 6: Join a national or online community

- Choose one national industry association or online business community.
- Attend a virtual event and introduce yourself to 3 members.
- Run your 6-month review.

CHECKPOINT A scoreboard showing new contacts, conversations, leads, and which networks produced results. Decide where to double down and what to drop.

Become Known and Build a Referral Engine

Goal: Move from attending to being recognized, and make referrals a steady source of business.

Months 7-8: Build a referral partner system

- Identify 5-10 complementary businesses (they serve the same customers but don't compete).
- Meet with each and agree on how you'll refer to each other.

Months 9-10: Raise your visibility

- Offer to speak or host a short workshop (local or online).
- Contribute a guest article or interview to an industry newsletter or podcast.
- Sponsor or volunteer at one local event.

Month 11: Look at trade shows and national events

- Learn how to choose one worth attending, how to budget for it, and how to prepare so it pays off.

Month 12: Annual review

- Score every network (time spent vs. leads and sales gained) and keep the best 3-4.
- Set next year's goals and schedule your networking calendar for the year.

DELIVERABLE A one-page Annual Networking Plan with your best networks, referral partners, and a repeatable weekly routine.

Resources and Pitfalls

Course Materials to Build

- Ideal Customer Profile worksheet
- 30-second introduction formula
- LinkedIn and Google profile checklist
- Contact tracker (Google Sheet)
- Event Playbook and follow-up templates
- Referral partner agreement one-pager
- Network scorecard (time vs. results)
- Annual Networking Plan template
- Common Mistakes (a short bonus lesson)

Common Mistakes to Avoid

- Joining too many groups and showing up to none
- Handing out business cards without following up
- Only talking about yourself instead of asking how you can help
- Expecting instant sales instead of building relationships
- Not tracking which networks actually produce results