

MAKING MONEY THE OLD FASHIONED WAY

THERE ARE 27.5 MILLION SMALL BUSINESSES IN THE U.S. AND **IN-PERSON NETWORKING** IS MORE VALUABLE TO DRIVING NEW REVENUE FOR THEM THAN FACEBOOK, TWITTER OR LINKEDIN.

In an increasingly digital world, it might surprise people to find out that if you put down the smartphone and turn off the computer, there's potential to drive \$137.5 billion in potential revenue from **face-to-face interaction**.

1

ECONOMIC IMPACT OF NETWORKING FOR SMALL BUSINESSES

90%

reported that it has led to **at least some** new business

11%

said they believe if they were to hand out 100 business cards it would generate at least **\$20,000** in revenue

44%

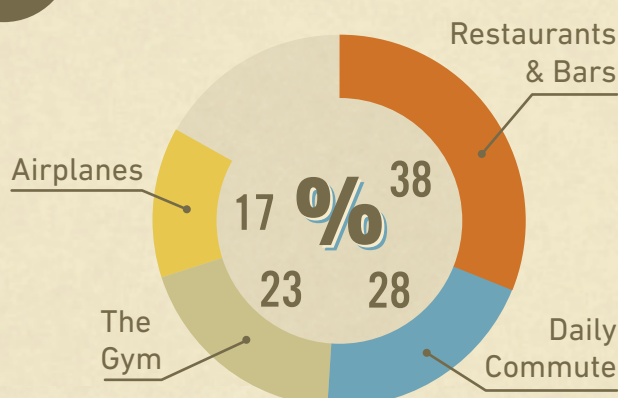
believe if they were to hand out 100 business cards it would generate at least **\$5,000** in revenue

31%

stated that it would bring **a lot of** new business

6

HAVE A DRINK, MAKE A DEAL



LONG LIVE THE BUSINESS CARD

2

60%

give out more business cards than five years ago

68%

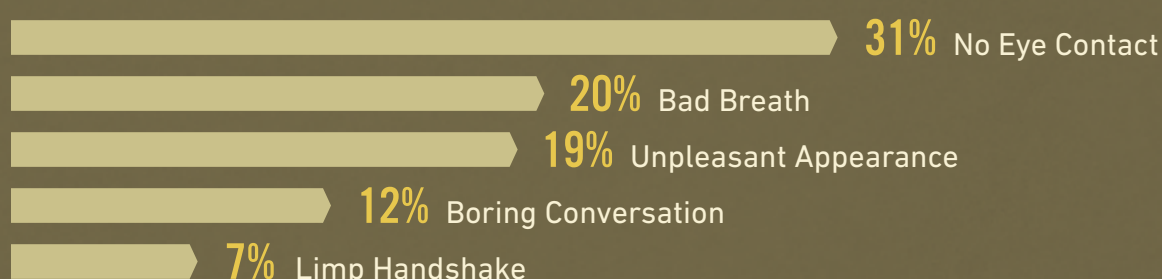
of entrepreneurs said business cards were impactful when networking

68%

said business cards were valuable personally

4

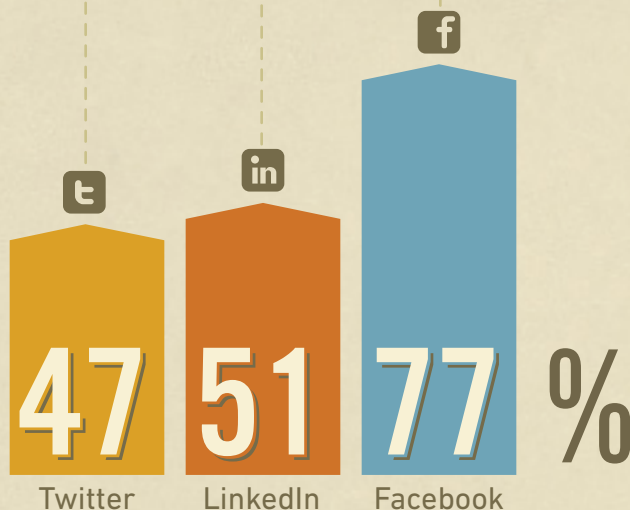
MOST OFFENSIVE ATTRIBUTE WHEN YOU FIRST MEET SOMEONE



RECONNECTING ONLINE...

6

INAPPROPRIATE SOCIAL MEDIA TO CONNECT WITH



SOCIAL MEDIA COMMONLY USED TO FOLLOW UP

5

7

FOLLOW UP WITH NEW CONTACT

