



Welcome to September!

For many of us, September marks the return to routine. Kids are heading back to school, and many adults are returning to the office in some shape or form.

For me, I'm returning to networking... IN PERSON!

Now, if you know me in real life, then you know:

A) I'm an extreme extrovert. As in, "I would attend the opening of an envelope," so networking is totally my jam.

B) I LOVE to teach and help people grow (see: [Hitting the Books QuickBooks Online Course](#))



For my first foray back into real human contact, I brought Kate along with me and got to do BOTH by sponsoring a table at a golf tournament / networking dinner hosted by The Big Event. For the unfamiliar, The Big Event is the brainchild of referral consultant [Matt Ward](#). Matt creates show-stopping conferences devoted to the art of networking and developing word-of-mouth referrals.

Armed with our tank tops and a tent, the BBA Bookkeeping Team brought our A-game and set up shop at the first tee box (yeah, I know what a tee box is now). We greeted every person who came through, begged (er, convinced) them to take selfies with us, handed them some swag, and had them drop their business cards (remember those?) into a

drawing for some giveaways.

We made tons of new connections (and budding friendships) and I even ran into a client that I had never met **IN PERSON!**

Now, you may be wondering, "Beth, this is all fine and dandy, but what about us introverts over here? You know, the wallflowers who would sooner drink hot tar than network?"

Well, that is the exact mindset I was so excited to teach our girl Kate how to break.



For you, my beloved introverts, I say, "Face the fear and flip the script."

Okay, so maybe you aren't necessarily fearful, but you aren't sure what to say.

What if I told you that networking is about listening more and talking less? Yes, it's true!

Aren't you relieved? Good. Now try these questions to get the conversation started and breathe life into it:

- "Tell me about your business? What is new and good right now?"
- "Who's the ideal referral for you right now?"
- "What are you reading right now?"
- "Who else should I make sure to talk to at this event?"

Then, don't forget to follow up! You don't need to set up a selfie station in order to remember those names; just grab a business card and hop over to LinkedIn. Throw in a little personalized note to the invite. Your time networking won't go to waste!

Finally, (and yes, this is the hard part) you need to **KEEP DOING IT**. Practice in the mirror, practice in the car, or with your cat, dog, fish, chinchilla. You get the picture. The more you practice, the more natural the feeling will become.

Still unsure? Then do yourself the biggest favor ever and start learning from the Master of Networking himself, [Matt Ward](#). And tell him that BBA Bookkeeping sent you! (See what I did there?)

-Beth



Small Biz Spotlight



This month's spotlight highlights the kind of amazing people you can meet via networking. Meet Melissa Stacey, Owner of [Feeling Organized!](#) When you find yourself feeling overwhelmed by your office, stacks of paper, filing system, electronic files, or office systems...

Feeling Organized is a great resource to turn to!

Melissa works with small businesses to organize their physical space, as well as help them create systems to run their business more efficiently, including Operation Manuals. Getting your day-to-day processes out of your head and documented in a manual creates systems, consistency and value in your business. A well-written manual also serves as a great training tool.

To help you achieve your organizing goals and learn more about Feeling Organized, go to <https://feelingorganized.com>.



Hitting the Books With BBA

The [Hitting the Books Online Course](#) is live! We are having a ton of fun and beyond excited to help business owners learn the ins and outs of QuickBooks Online.

At the same time, we recognize that a course of this sort is an investment that some folks need to break out over time. As such, **we're now offering a payment plan** to soften the blow to your bottom line. So, if you've wanted to take the course, now's the time to sign up! Leap into learning about the art and science of bookkeeping and [sign up here!](#)



At BBA Bookkeeping our top concern is providing small businesses and solopreneurs freedom from the number-crunching and office work that pulls them from their fields of expertise. We relieve our clients of the demands of running an office so that they can find freedom to focus on what they love to do. We alleviate the stress and chaos that can accompany bookkeeping and office tasks. We also keep up with new regulations so you don't have to!

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