

A Networking Company Gives Members A Break While Increasing Benefits

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Colorado Community Newspapers
125 Stephanie Place
Castle Rock, CO 80109
Attn: Chris Michelwicz

Dear Chris:

Starting a business is tough. Staying in business through those crucial “establishing” years, is also tough. And tougher still, keeping the cost of business down, particularly networking expenses, and still produce much needed leads while operating in an economy like the one we are in now!

Most entrepreneurs or small business owners realize that networking is a key component to making their business grow. They are also aware of the expenses and obstacles that most organized networking venues generate:

- Expensive membership dues
- Expensive attendance fees for either members or on-members
- Limits to industry participants in leads groups
- Referral requirements
- Required attendance on a weekly, bi-weekly or monthly basis

And this list can go on. Luckily, there is a company located in Parker, Colorado who, keeping in mind all the networking challenges businesses face, now offers alternatives to its event participants while providing opportunities in and outside of Parker.

Behind The Moon, host to monthly networking events, connects business professionals without the requirement for non-members to join, pay expensive participation fees, and without limits to the number of companies that are represented within an industry at any one time. Additionally, both members and non-members alike can choose to participate as sponsors at any event in exchange for higher recognition.

While this may not be significantly different from a few other networking events, what is significant is that Behind The Moon now offers membership opportunities that reduce the attendees’ already low participation fee, sponsorship opportunity fee, the inclusion of online directory listing for their business and the means for business support for attendees as they grow their business.

When asked about their mission, owner Sabrina Risley says “we strive to provide a unique means to promote small businesses in an environment that fosters the greatest opportunity to network and meet new people.”

While our economy is questionable, this type of networking opportunity for businesses with limited budgets is beneficial. We would be gratified to have an editorial article appear in the business section of The Parker Chronicle. We would of course be flexible about the article’s preparation by providing photographs and can have Risley and a couple of members readily available for interviewing if you’d like. Please let me know how you would like to proceed. You can contact me at 720-851-5176 or aalbergotti@platinummarketingsolutions.com.

Thank you in advance for your consideration.
Best Regards,

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