

June 5, 2008

MEDIA INFORMATION

Networking is a casual affair for micro business

Today Flying Solo is pleased to bring you new results from Australia's largest solo & micro business survey, [Understanding Micro Business, 2008](#). It was completed by 1,770 members of the www.flyingsolo.com.au community.

As well as comprehensive statistics on demographics, behaviours, business challenges, income and general business information, the survey unearthed some surprising findings.

The image of a business owner busily networking and handing out business cards does not match the reality.

In fact, 43% of micro business owners said that they attended networking functions less than four times a year. 23% reported that they attend them monthly and just 13% indicated that they attend networking functions fortnightly or weekly.

And when they do, a significant 43% of participants prefer an informal, unstructured style of networking over larger, organised groups (17%). A further 30% prefer small and intimate gatherings.

Robert Gerrish has long been a proponent of keeping things relaxed when networking.

"The idea of networking is terrifying for some business owners. But the trick is to keep it casual. Aim to foster business relationships that have meaning. Often we lose the real connection as the emphasis is too much on sales outcomes."

"When you get it right, networking can be as simple and enjoyable as speaking socially with a group of friends," he says.

Robert Gerrish is the founder of Flying Solo and the co-author, with Sam Leader, of the book [Flying Solo - How to go it alone in business](#).

Established in 2000, Flying Solo is Australia's online community for Australian solo & micro business owners. The website - www.flyingsolo.com.au - attracts over 30,000 unique visitors a month and more than 14,000 Australian business owners receive Flying Solo's weekly email newsletter.

Understanding Micro Business, 2008 is Australia's largest solo & micro business survey. It was conducted by Flying Solo and published on Tuesday 20 May 2008.

Further information:

Robert Gerrish, Founder	02 9337 2600 robert@flyingsolo.com.au
Samantha Leader, Director – Editor	0425 309 007 sam@flyingsolo.com.au
Peter Crocker, Director – Marketing	02 9907 3394 peter@flyingsolo.com.au

www.flyingsolo.com.au

☎ +61 2 9337 2600 ✉ robert@flyingsolo.com.au PO Box w100 Watsons Bay NSW 2030 Australia

Registered address: Flying Solo Pty Ltd, 4 Palmerston Street, Vaucluse NSW 2030 ABN 98 114 592 504