



Memory Hook the Key to Networking

Inaugural Meeting of the Networking Group – January 5th 2010

In this inaugural meeting of the Networking Group of the Toronto Roundtable, I am pleased to be here in my capacity as the presiding Member of the Association of Certified General Ethicists in Toronto.

The Toronto Roundtable sees this Networking Group as a significant stakeholder within our Association.

In my experience, the memory hook is the most important component in networking. If you do not have an exceptional memory hook it will be extremely difficult to succeed in networking.

Remember, the only criterion that indicates that you are successful in business or professional capacity is that of securing customers or clients. This group will work with you to determine if your memory hook works or not. Any negative feedback requires a recommendation for you.

Let me tell you, from my own experience, the benefit of a good memory hook.

I was at a networking function that included rotating from table to table to provide a short infomercial. A bell sounded to signal when it was time to get ready to go to the next table. At one table most of the people went over their allotted time. When it was my turn, it was already time to go to the

next table. I simply stated my memory hook calmly, and was shocked to hear applause from my fellow business professionals. A few years later, one of the participants at the venue still remembered my memory hook.

One of the most inspiring memory hooks was a sudden inspiration from Jean Keen, CGA, who stated, "I'm Jean Keen the mean accounting machine." The participants at this function broke into applause.

An insurance professional might utilize the memory hook, "If you drive it, live in it, or work at it, we can insure it!"¹

The methodology of your memory hook may include humour or other styles. The key is to be comfortable with the terms. This is your business or profession.

The primary difference between this networking group and others is that you have a team of fellow business owners and professionals who want you to be successful. Your memory hook is important to all of us.

An outline was provided giving you a model of a sixty (60) second infomercial. In this model you are provided seven (7) seconds to give your memory hook.

It is very important to follow this exactly. In my experience, it is extremely important to adhere to the time limits.

Your marketing team, that is this networking group, will assist you in assuring you that your memory hook is exceptional.

To what extent will you be able to retain the various businesses and professionals in our initial goal of thirty (30) members of your marketing team?

Their memory hooks will be your key to receiving business.

If you are unable to provide them with business, then they will be unable to provide you with business.

This is based upon the Canadian Ethos, known as "blue ocean strategy" in business ethics terms of reference.

¹ Ivan R. Misner, Ph.D., Virginia Devine, *The World's Best Known Marketing Secret*, 2nd Edition, Austin, Bard Press, 1999, p. 148.

This means that we believe in friendly competition. Let me cite an example. At the time of Eaton's and Simpson's celebration of their respective centenary celebrations, the Bay and each of the department stores came together to celebrate with this achievement of their competitors. The Bay also joked that the "children are coming along very well" since the Bay had passed their centenary centuries before.

I had the privilege of meeting the great marketing genius, Jerry Goodis. If he had not been a Canadian, his name would be known by everyone.

Let us consider some of the unique positive slogans:

"At Speedy You're a Somebody!"

"Harvey's Makes Your Hamburger a Beautiful Thing!"

"Quick! The Elmer's Glue."

Swiss Chalet – "Never So Good for So Little!"

These are excellent memory hooks for you to learn from.²

Jerry Goodis acknowledged the following, noting that he was sorry that he had not come up with these slogans:

"Only in Canada... Pity!" This was developed for Red Rose.

"Mainly Because of the Meat" was developed for Dominion Stores.

"Our Product is Steel. Our Strength is People." This was developed for Dofasco.³

These are all tremendous examples of infomercials.

I believe that networking is the best way to do business in Canada. It is too bad that other networking groups insist on the "red ocean strategy" which works in other ethos.

² All of the references to Jerry Goodis comes from Jerry Goodis, *Good!s: Battles of a Marketing Warrior*, Toronto, The Jerry Goodis Business Education Group, Inc., pp. XII-XIII.

³ Ibid, pp. 49-50

These other networking organizations have failed in the GTA to establish any viable networking groups. Most consider that fifty members is an ideal, yet fail to recruit any groups with that number.

The Toronto Roundtable is offering the opportunity to network in Toronto, while recognizing the Ethos of Toronto business.

The infomercial is the key to informing your marketing team of exactly what you do as a business or profession.

Here are some questions from Jerry Goodis for your benefit:

- What about the name and personality of the product or service?
- What about positioning the product to attract buyers?
- What about the selection of which media to choose in order to reach those buyers more selectively?
- What about the expenditures required to do the job thoroughly?
- What about, once one has made an impact, retaining the market share you have developed?
- *What about the creativity that is required to make that impact on prospective buyers in the first place?*⁴

Let me finish with my business information.

Dr. Brian Keen, CGE, I am the President of the Ethics Institute and the developer of the Certified Ethical Enterprise (CEE) programme.

My memory hook is: succeed through being Keen about ethics.

⁴ Ibid, p. 40 with slight editing, emphasis in original