



Combining a unique facilitation format with a spirit of teamwork for mutual success, a growing Michigan-based business is helping local businesses and entrepreneurs find new clients. And with a Greek god as their mentor, there doesn't seem much to stand in their way.

CaerusNet (pronounced "Sear-us-net") is a business referral and networking organization that forms and leads teams of local community business owners through a process of building and expanding their businesses by word-of-mouth referrals. And while numerous referral groups have sprouted up in recent years in response to the difficult economy, CaerusNet's approach to referral networking has caught fire for the value and effectiveness provided to its members.

Taking its name from the Greek god of Opportunity, CaerusNet focuses on creating greater opportunities for businesses not only through member networking but also by providing organizational leadership and education. Using a consistent and skilled CaerusNet facilitator to manage the preparation, scheduling, logistics and agenda for team meetings, member businesses are able to direct their attention solely to their business and growing by referral.

Every meeting agenda includes a “Toolbox Training” education segment to suggest tips on how to be more successful in growing their business and in recognizing everyday referral opportunities. And unlike many such networks, there is a comfortable and even “fun” atmosphere with little peer pressure or strict rules that can often stifle participation. Another attractive feature about CaerusNet is that no Members are ever asked to become officers and learn how to run the group ... the Facilitator fills this role, too.

With well over 22,000 referrals passed among members, it is not surprising that the CaerusNet model is paying off. Starting originally in the Brighton, Michigan area, CaerusNet has expanded to form more facilitated networking teams in Ann Arbor, Lansing, Okemos, Howell, Jackson, Saline and Fenton, with firm plans for further reach into additional Michigan markets. The CaerusNet system is made available for license to individuals who also wish to profit by getting paid for coaching and managing their own referral teams in other communities in Michigan and across the United States. For more information on the CaerusNet licensing opportunity, visit <http://www.startyourownreferralteam.com>. While certainly not an all-inclusive list, CaerusNet has recognized business coaches, professional Realtors and local attorneys to be ideal team facilitators, due to the nature of the win/win scenarios created by facilitating.



Finding new opportunities and clients in the most productive and cost-effective manner is a key strategy of virtually every business. CaerusNet’s success and creative approach to referral marketing has delivered on this goal for its Members and its Facilitator licensees. The Greek god Caerus would indeed be proud.

For more information on CaerusNet, visit their website at www.caerusnet.com.



Visit www.caerusnet.com and click on Toolbox Videos for more tips and techniques on Mastering the Art of Referring!