



Value at a glance

- A website that helps drive rapid growth
- Blogs that entertain and educate
- Training in pitching and presentation skills
- A consistent message at every point in the member experience

A FRESH APPROACH TO NETWORKING

Fresh Networking is a professional business networking group focusing on building connections, establishing relationships and expanding networks. Founder and director Darren Kelk believes that when people know, like and trust each other, business referrals naturally flow. It's an approach that appeals to savvy business people, and since launching it in 2014, Darren has seen Fresh Networking grow to 24 hubs throughout Melbourne, Sydney and Brisbane.

Darren aims to continue this growth, and has ambitious plans for the future. To differentiate Fresh from other networking groups, Darren's strategy is to educate his market - members and potential members - about the benefits of the Fresh approach.

A DISTINCT AND CONSISTENT STYLE

Fresh Networking has a very distinct style and he wants to ensure this is carried through in his communication. Written communication is essential at Fresh - from the moment that someone comes along to a meeting as a guest, to joining as a member, to attending meetings, going through the induction programs and renewing their membership. Darren uses letters, meeting scripts, guides - and wants to ensure that the Fresh brand style is repeated strongly in every form of communication

Though Darren could identify his unique approach and the style he wanted expressed, he felt his materials had no story and his brand did not stand out in his written words. Too time poor and not wishing to be stuck at his desk writing content, he engaged Fresh member Carol Benton of Words2Win.



I'm so proud of my journey, the website and my decision to trust Carol. She wasn't the cheapest, but I give back to the people who support Fresh. Cost-effectiveness was found in her ability to understand me so genuinely and meet agreed deadlines without having to be chased.



THE FRESH MESSAGE ONLINE

In early 2021, Carol wrote new content for the website, which aims to attract potential members, encouraging them to attend a meeting as a guest. It also provides useful information to members, helping them find and refer each other. The website has consistent branding, a fun but professional tone, engaging content and SEO optimisation. The Fresh Networking website now brings alive the story of how Darren's initiative has thrived, including embracing online connection adaptations, to become the networking success it is today.

DARREN'S MONTHLY MUSINGS

Furthermore, each month Carol interviews Darren, and in his 'voice', writes a blog, focusing on a different networking topic each time.

"I am a dynamic networker and have great ideas, which Carol is able to get out of my head and turn into operative messages, plus she understands my quirky personality. She gets it.

DEVELOPING NETWORKING SKILLS

Fresh Networking runs the 'Fresh Academy' program of networking training workshops. Carol developed the 'Make the most of...' concept that underpins the program. She developed and delivers two of these workshops, Make the most of your pitch and Make the most of your 10 minutes, coaching members on pitching and presentation structure and skills.

Carol collaborates with Darren on the other written communication formats that Fresh uses – letters, scripts, and a Fresh Buddy Book - with Carol reviewing or writing the material.

Words2Win's approach, providing clear messages and quality written materials, is 100% aligned with Darren's goal of educating the market, differentiating Fresh Networking as a value-adding networking group.

