

Stop! There's no need to resort to cloning yourself. Neil Muxlow has the answer we've all been waiting for....

Interviewed and written by Kia Bird.

Neil Muxlow is no stranger to the Milton Keynes business crowd; He is one of those very likeable and well-recognised movers and shakers in Milton Keynes who has the enviable knack of building contacts and introducing people with ease. And, with a new change of direction, you're going to be seeing a lot more of him out and about the networking arena...but with a twist this time. He's not going to be spreading the word about his own services - he's going to be telling the world about yours instead!

Neil told me more about, what will undoubtedly be, his very popular new business 'Affinity Business Connections':

"Sudden changes in my life recently made me stop and think... 'Am I really using my presence, reputation and all the contacts and business acquaintances I've built up over the years in the best way?' I meet so many small and new businesses with great products and services but they struggle to make contact with the right people. I see opportunities for them everywhere - if only they knew where to look."

"Then something occurred to me (yes, the penny finally dropped!). Having been heavily involved in the networking circle in Milton Keynes, why didn't I help connect local small businesses together?"

Neil has been an ambassador for Milton Keynes for the last 7 years and was recently asked to represent the Chamber of Commerce.

"Oddly enough, when I started to tell people about my brilliant new idea, they were just relieved I'd finally come to the conclusion they had reached some time ago! Just about everyone I have spoken to about this concept has asked how they can help or if they can do some business with me. Everyone's support and encouragement has just blown me away."

"Small businesses can find it hard to juggle 'doing' the business and 'building' it. They can also feel isolated and, on top of that, even if people manage to find the time to get out there and mingle with the business community, most find networking intimidating and incredibly nerve wracking. I can help by doing it for them. Whether they need me to network for them or go along with them, pass referrals their way or arm them with a strong promotional

**Have you always wanted someone else to get their hands dirty for you?
Well, Neil Muxlow is your man!**

toolkit of interesting company literature and powerful positioning - I'm here to help". Employing sales and marketing staff is never an easy task. Taking on Neil as an outsourced partner is the more flexible and, I hope he doesn't mind me saying, cheaper alternative.

"I want everything about my service to be easy and have designed it to be that way. I can be contracted on a daily basis for an agreed period which alleviates the problem with employing staff."

"I know where the reputable businesses are in MK who are of like minds - professional, honest and have integrity. Putting these people in touch with each other will make doing business that little bit more enjoyable for everyone."

So, what does the future hold for Affinity Business Connections?

"Long term I envisage setting up a select club of clients and suppliers, online and

offline, who I can recommend to each other. Milton Keynes is reaching out for a network like this and I'm really excited to be involved. MK is a great place to live and work and with the city celebrating it's 40th birthday this year, what better time to launch!"

**For further details contact:
Neil Muxlow on 0845 434 8010
or email him neil@affinitybc.com**



Affinity
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