

A Connection Worthwhile

Did you ever wonder how a website that does nothing but allow you to display your life to all your friends and family and is free to use, could be worth around [\\$11 Billion](#)?? [Facebook](#) is. This valuation comes from the power of connecting...not just people, but things. When connectivity is increased, value goes up exponentially.

This could best be understood with the explanation of the “fax effect”. The first fax machine that was made cost exorbitant amounts of money during research and development, and was worth relatively nothing.

Opening Doors is Priority One!

Awhile back, I shared that we were working with a door-opening company called [Kopp Consulting](#). Caryn Kopp and her team assist other companies in finding new clients by having a team of former senior management professionals use Kopp’s secret sauce to get you appointments and allow you to do your thing. What an informative experience! Working with Kopp helped us design and focus our message to best tailor it to our core clients, and they helped us connect with even more clients and businesses.