

# Emma Rigby

## UNITS 1–3

My name's Emma Rigby and I'm the \_\_\_\_\_ and director of *Love Your Doorstep*, an \_\_\_\_\_ -winning business and community platform.

Meeting new people is an important part of my role. My whole business has been built on forging and relationships with people. One of my \_\_\_\_\_ is introducing myself to potential new \_\_\_\_\_ contacts. As the director of the company, it's important that I mix people well and it's something that I really enjoy ... is face-to-face \_\_\_\_\_ with new people. When it comes to small \_\_\_\_\_ in business, I do believe it's important. I think it helps to forge those relationships. I also think that cutting to the \_\_\_\_\_ is also important. But to create those long \_\_\_\_\_ relationships, there's nothing better than a bit of small talk. A brand to me is your company's \_\_\_\_\_, and I believe the initial conversations that you have with people – when you leave them, you're enhancing and giving them a taste of what your brand really is. Our brand is \_\_\_\_\_ and soft, but also it's professional and that's the kind of brand that I really wanted for a company like ours, so that people felt that they could \_\_\_\_\_ what we were doing.