

Wolfe Writing

The Blog

Good Neighbors

Earlier this month, my kids set up a “fort” around the mailbox and had a snowball fight with our neighbors. Who are my parents’ age. And started it.

Mr. Pete and Miss Jane have no children of their own, but they’re great with ours. They remember their birthdays. They bring our kids souvenirs from their trips. And yes, they knock on our front door and invite our kids to participate in a snowball fight.

They are good neighbors.

We try to be good neighbors to them, too—inviting them over for dinner every now and then and keeping their driveway clear if it snows while they’re out of town. The result is a wonderful relationship that benefits both households.

Being neighborly isn’t a practice confined to residential streets. You can be neighborly to nearby businesses, whether they’re down the hall or down the sidewalk. Reaching out to your neighbor, no matter how different that business may be, has the potential to bring joy and new experiences for both of you. Whether you simply display one another’s brochures or business cards in your lobbies, create a promotion that benefits consumers from both markets, or join forces for a community event or benefit, being neighborly with nearby businesses not only creates more exposure for your business, potentially with audiences outside of your niche, but it also creates a community of people that you can turn to for help, insight, or a simple wave and smile.

And, one good act often leads to another. The snowball battle between our kids and our neighbors eventually turned into sledding in our backyard. Our kids shared their inner tube with Mr. Pete and Miss Jane, who both flew down the hill with the enthusiasm of children, and Mr. Pete and Miss Jane shared their toboggan with our kids, who were more than happy to take on a new experience.

Are you a good neighbor?

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About Wolfe Writing: Established and operated by Janet Wolfe, Wolfe Writing provides writing, editing, and marketing services for businesses, organizations, and individuals looking to improve their communication efforts, build relationships with customers, and stimulate business growth. To schedule a free consultation, visit www.wolfewriting.com or email Janet directly at janet@wolfewriting.com.