

## A Jumping-Off Point™

### *“Networking Your Way to Success and Profitability”*

**“Someday this will be true for all of us: Our network will equal our networth.”**

**-Tim Sanders**

Networking has been defined as “Expanding one's social network or sphere of influence by initiating mutually advantageous new relationships with people.” (iUniverse®). It has also been defined as opportunities to share information, contacts, referrals and resources. Networking can provide you with contacts who can refer people to your products and services or with whom you can join forces. It also helps you build your list of prospects that can eventually become your clients, customers or consumers of your products or services.

Here is a list of tried and true, as well as newer, networking strategies:

Most of us are familiar with the more traditional forms of networking by attending mixers, receptions and events of:

- Chamber of Commerce
- Organizations for women in business (e.g., eWomen Network, NAWBO, ABWA)
- Your Industry's Professional Association

But also consider:

- Joining/Attending Meetings, Receptions and Events of Organizations to which Your Target Market Belongs

Another excellent source of expanding your sphere of influence is through becoming a part of a:

- Business Networking Group (e.g., NRG, BNI, Le Tip)
- Master Mind Group

Here are other in-person forms of networking that can build your list of contacts and prospects:

- Public Speaking
- Trade Shows (Being an Exhibitor or an Attendee)

The following strategies to build your contact database (described in last month's VivaNews) can be done both in the offline and the online world:

- Joint Ventures
- Strategic Alliances
- Cross Promotions

Consider the following online networking alternatives:

- Professional/Business Networking Sites (e.g., CollectiveX, LinkedIn)
- Social Networking Sites (My Space, Facebook)
- On-line Business Directories (MyCity4Her.com, WomanOwned.com, BlueSuitMom.com)

Finally, here are some important online list-building strategies for building a network exponentially worldwide:

- The Opt-In Box for a Free Report or Your Ezine on Every Page of Your Website
- Ads in Other EZines
- Article Marketing
- Blogs (having one and posting to those of others making sure to add your URL)
- Being a Guest on Other's Teleconferences
- Online Forums
- Membership Sites (e.g., Wonderful Web Women, Sheri McConnell Companies)

I'll be going into depth on these strategies in my upcoming radio show "A Jumping-Off Point"<sup>TM</sup> on VivaRadio<sup>TM</sup>...Internet Talk radio for Women debuting in January 2008. Be sure to listen in as I interview experts in many of these different strategies and have them pass along their secrets for building a successful business or getting the word out about your project, service or product.

Employing several of the methods of networking mentioned above is sure to be a jumping off point for your growth and success.

WANT TO USE THIS ARTICLE IN YOUR E-ZINE OR WEB SITE? You can, as long as you include this complete blurb with it: Online and offline entrepreneur Kate Sanner publishes VivaNews<sup>TM</sup>, Vivacity's monthly EZine. If you're a woman ready to discover your possibilities and accelerate your growth and success, go to [www.vivacitynow.com](http://www.vivacitynow.com). There you'll be able access free information, find out about our upcoming events and trainings and listen to our podcasts and to VivaRadio<sup>TM</sup>...Internet Talk Radio for Women...all part of Vivacity's commitment to keep you "well-informed, well-guided, and well-connected"<sup>TM</sup>.