

  **Friends with Benefits**

What is the real benefit
Building your network of clients, referrals and stakeholders for long term success

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  **Networking**

Building your network of clients, referrals and stakeholders for long term success

What we will Cover

- What is the Purpose
- Planning and Strategy
- Offline Networking
- Online Networking
- Questions and Answers


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  **What is Networking**

- Connections
- Movement



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 **Purpose of Networking**

- To have your message move through the connections that you select.
- Select connections individually or as a group.
- You initiate the message, or propel the message through others.

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 **Planned Networking**

- If you fail to plan then you will plan to fail.
- Three options:
 - Find Customers
 - One on one
 - In Groups
 - Build Awareness
 - Build your Brand

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 **Marketing Basics**

- Key Message
 - Who are you and what solution do you provide
- Target Market
 - Who is the exact customer you want
- Four P's
 - What makes you unique!!
 - Value for customer

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Offline Networking

- Events
 - Networking events
 - Trade shows
 - Meetings
- Groups
 - Non-Profits
 - Boards
 - Clubs
- Informal Networking
 - One to one
 - Groups

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Offline Strategy

- Planned Introduction
 - Elevator Speech
- Stories
 - Product / Client related
- Objective
 - Means to get contact info
 - Hand out business cards
 - Make an impact

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Online Networking


- Blogs
 - Like holding your own event
 - Will you get people to come
 - Will you get them to come again
 - You must be a good host
- Secondary benefit
 - Search engines
 - Validation of your abilities / knowledge

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- LinkedIn
 - Specifically designed for business
 - Job / Contract related – B2B
 - Changing and updating
 - More than just basic info
 - Activity
 - Answers
 - Posts
 - Recommendations
 - Tied to other Social Networking sites

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- Twitter
 - 140 Characters at a time
 - Really it is short conversations
 - Lots of chatter – cut through to what you need
 - Can build a community (or more than one)
 - Keep up with people / ideas / knowledge
 - Let others know your ideas and knowledge
 - **Need to be active ****

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- Facebook – The KING (for now . . .)
- Personal pages vs. Fan Pages
 - Also groups, events, applications.
 - 5000 friend limit for personal
 - No limit for Fan Pages
- Facebook Advertising – emerging opportunity
- Facebook Connect – All your friends contact info
 - Simple for fans and friends
 - Privacy issues ???

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- Build large awareness
- Join other groups – like yours
 - Gather from them
 - Prove your expertise
- Talk to many – show your knowledge
- Find customers – one at a time
 - Build real relationships

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- Forums
 - Many available to join and contribute
 - Great source of info
 - Great source of customers
 - Create your own
 - if you have enough of a following
 - Only work with large numbers

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- Other Strategies
 - Webinars
 - Online Video
 - BlogTalkRadio

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 **Next ...**

- Questions
- Discussion

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