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## A beginners guide to networking

By **Susan Prince**

### A beginners guide to networking by Susan Prince

You will not have worked on the internet for long before you start to read about networking. To be successful in business it seems you must participate in the art of networking if only you knew how or what it meant.

#### Networking

Is the proactive marketing of yourself and your business. It is all about communication and getting your name and that of your business known. It is the art of meeting people and benefiting from the information and links that you establish.

People on the net are real people with real everyday problems and lives of their own. To network successful you have to establish and build relationship with other people. You must remember that people are not machines and what you say on the internet can make you friends or enemies.

Some of the ways we network are:

#### Email

Place a signature onto your emails. Every time you email someone you are advertising your business.  
messenger boards/chatslines

A great place to get your name known.

#### Web sites

Reciprocal linking to other websites will put your name and your business all over the net.

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### Forums

These are meeting places for like minded people. Offer advice, give out information. You cannot openly advertise but can add a signature once again getting your name known.

### Articles

Start writing some articles. Put your signature at the bottom and submit them everywhere and anywhere.

We often make the mistake of viewing the above as sales vehicles. We use them to sell our products or services.

We should be thinking of them as communication vehicles first and sales vehicles second.

Use them to communicate with people, swap useful and interesting information. Send details of useful free software. Exchange ideas and advice.

All ways of building a relationship.

We need and want to sell our products or services which is why we are in business

on the net in the first place. To do this successfully we have to learn how to build and maintain professional relationships. We have to understand that first we network and then we sell. In other words we have to find, cultivate and nurture relationships with other people so that we become like a friend who they can trust. Only by building trust will we get people to part with their money.

All the best Sue

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### **Three Key Networking Principles for Women Professionals**

**By Michelle Goodwine**

### **Three Key Networking Principles for Women Professionals**

by: **Michelle Goodwine**

In order to break through the glass ceiling and reach gender equity, there are several key strategies that women professionals must adopt. One such strategy is networking.

There is no doubt that women, like men, need others' help to achieve our goals. Very few of us have gotten where we are in our careers without someone's assistance. Honestly we must admit that we may have been hired for a job because of whom we knew. And for us women entrepreneurs, much of the business we receive is through our personal contacts.

Networking Defined

So what is networking? According to "The Networking Book" by Jessica Lipnack and Jeffrey Stamps, "Networking is people connecting with people, linking ideas and resources." The book "Power Networking, 55 Secrets for Personal & Professional Success" states that networking is not: 1) Selling; 2) Using people for your gain; 3) Coercing or manipulating someone to do what you want; 4) Putting friends, neighbors, associates on the spot; or 5) Badgering people about your business.

### Three Key Networking Principles

Based on these definitions, what should women professionals keep in mind when networking? The following three principles should guide every woman's networking approach:

#### 1. Establish Relationships with Network

When trying to "connect" with people, try to find areas of common interest -issues, ideas or activities that you share in common with the other person. Effective networking is not a "one-shot" deal. True networking requires establishing a long-term relationship with someone. And the best way to do that is to find out about that individual on a personal and business level.

#### 2. Be Honest about Your Intentions

State why you are contacting an individual for help. Do not say you would like to conduct an informal interview if you are actually trying to get a job offer from the meeting rather than information. Your honesty will result in people be more willing to assist you.

#### 3. Reciprocate

Networking is a two way street. So if someone has assisted you, make it a priority to help her down the road. However, do not expect something for someone just because you did something for her. Sometimes that person may not be in the position to help you. However, personally I believe that if you help someone out of the goodness of your heart, it is the "order of the universe" that someone will help you one day. And remember, it has been said, that it is better to give than to receive.

These three key principles have one common element - treating people with respect. By applying these principles, we can enrich our lives professionally and personally.

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[www.michellegoodwine.net](http://www.michellegoodwine.net) for information about her professional speaking experience or e-mail her at [michelle@michellegoodwine.net](mailto:michelle@michellegoodwine.net). Copyright © 2004 Integrated HR Strategies. All Rights Reserved.

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Networking Know How

Scrapbooking For Beginners

Networking – 10 ways to do it better

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