

## "How to Network in your Pyjamas"

(A guide to using networking websites to increase your business)

### 1. eNetworking is the same as face 2 face networking

- Need a goal
- Agree your strategy
- Have a clear message
- Know what audience you are trying to reach
- Means to meeting people you want to spend more time with
- Be proactive
- Takes time
- Lots of choice
- Need to be active
- "Kissing frogs"
- Helping brings it own reward

### 2. eNetworking is different to face 2 face networking

- Message must be clearer
- Mostly global
- Shorter attention span
- Much bigger audience (more "frogs")
- Even bigger choice
- Need to be even more active
- Often have their own internal communications
- Often send updates to your contacts (and vice versa)
- Information gets stale faster
- More competitive
- Allows wider advertising opportunities
- More open
- Less secure
- No dressing up!

### 3. Benefits

- Access a wider audience
- More time/cost effective than face 2 face
- It's where people increasingly are communicating (rather than email)
- Build partnerships
- Get help
- Share ideas
- Find unexpected collaborators
- Manage your network
- Access to key people/businesses
- Levelling
- Reconnect with old contacts
- Recruitment
- Find "self selected" potential customer groups

### 4. Some Tips

- Set a goal and strategy
- Know what audience you're trying to reach
- Create a good profile
- Think Deep and Wide
- Maintain attention
- Seek out contacts
- Checkout which e-Networking site attracts your preferred audience.
- Choose your eNetworking sites with care
- Keep your information fresh
- Set aside time to do it
- Be selective
- Be different

- Be proactive
- Be consistent
- Be helpful
- Be sociable
- Give recommendations

#### 5. How to create a good Profile

- Check out other people's profiles
- Be fit-for-Forum (eNetworking site)
- Have a photo
- Be brief but complete
- Be truthful
- Use key words
- Include some client references
- Say what you're interested in, who you'd like to meet
- Make it interesting ( Blogs and Podcasts?) - it isn't a CV
- Don't include anything you wouldn't want colleagues or friends to know
- Don't include contact information e.g. email or phone number in your text

#### 6. Some eNetworks

**ecademy** - global, business, all ages (everyone?), lots of groups, marketplace, easy, internal messages, £. Declining.

**LinkedIn** - global, business, all ages, some groups, easy, connection updates, internal messages, free. Very popular.

**YouTube** - global, youngish, social & some business, easy, free. Good place to site your online video. Becoming more for business. Rapidly growing search engine.

**Facebook** - global, youngish, social & some business, some groups, easy, connection updates, internal messages, free. Fastest growing group is women over 50.

**MySpace** - similar to Facebook, but being overtaken by it. Younger audience.

**XING** - mainly Europe (Germany), otherwise similar to LinkedIn. Becoming more popular.

**Ryze** - global, business, all ages, groups, easy, free. Becoming more popular.

**Viadeo** - European, 'MySpace for professionals', fairly new, has a group on LinkedIn. Has a list of other 'niche' communities e.g. Mesh.

**Plaxo** - global online address book. Similar to Linked In, but not so many features or as widely liked. Becoming more popular.

**Secondlife** - global, young, social & business, harder, free (although you buy/sell virtual products, services etc. using internal currency).

**Blog.co.uk** - UK blogging site, free.

**Blogger.com** - Global blogging site, free.

There are many others. Wikipedia has a good list with description and size at [http://en.wikipedia.org/wiki/List\\_of\\_social\\_networking\\_websites](http://en.wikipedia.org/wiki/List_of_social_networking_websites)

I hope you enjoyed this worksheet and found it useful. For more ideas about how we can help you, please take a look at our website. We regularly blog about Management on Twitter and our website.

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