

The Power of Networking

February 26, 2021 - 12:00pm

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What is Networking?

Networking is the process of interacting with other individuals to build connections and opportunities. It's not that much different than making friends, as you need to still keep it alive through contact and this can be done virtually. For example: emails, social media posts/comments, or even phone calls. However, Networking can be different because it is a working relationship, so you need to assess your professionalism.

Tips When Virtually Networking?

- Just because you are behind the screen it doesn't mean you can't look appropriate for a networking event, and that isn't just referring to clothing
- Think of how you are "virtually" presenting yourself
- Think of your profile photo: does it represent your brand or your business?
- If you look like you don't want to be at a virtual networking event, or hide behind your camera the whole time, then you're not getting the most out of a Networking event
- For example: if you are video chatting, you could put on a nice shirt, dress up your background, be aware of your handles, avatars
- Using your children as your profile picture: Maybe you don't want everyone seeing your children it is something for you to assess the situation
- Maybe having a pizza for your avatar isn't the best choice, unless of course you own a pizzeria!

Other Ways to Virtually Network

- Choose Facebook groups, message boards, or virtual venues where businesses or customers who share your interests are.
- **DIGITAL FORCE TIP!** We love the Facebook group "Fempreneurs" because it's a group that's so active and helpful to women in business
- In Virtual Groups be sure to ask questions and work the chat room
- Remember...No one likes that person who just constantly just talks about themselves. When you're chatting with people, ask them questions about them and their business. Care about what they have going on by trying to relate or putting yourself in their shoes. Doing this will make the conversation go even further and possibly help you see more opportunities to work with that individual.
- Build an email list: Create a list of whoever comes your way. Like a digital rolodex!
- Network on forums
- Affiliate marketing: collaborations, cross collaborations, get to know other businesspeople, think outside of the box
- Influencer Marketing
- Build your Cartel: connect with others, and discover what do you have in common?
- www.meetup.com: To find events going on in your industry.

The Power of Word of Mouth

No one knows the power of word of mouth like entrepreneurs. Try not to think that every connection you make is just for you.

- Help each other out
- If someone connects with you but can't necessarily help you with a collaboration, maybe you know someone else who would be a better fit.
- Build trust with your fellow entrepreneurs by extending other options and help each other out!

Why Network?

- Business leads: Networking get business leads and can generate leads
- Identify best practices: Make contacts to open doors for business opportunities
- New business trends: Keeping abreast of trends in your industry, be creative such as storytelling
- Increased confidence: the more they network the more confidence. Think of it like a muscle that needs to be worked out! Find and have the confidence to talk to people needs practice.
- Connections: get and share your connections