

Networking - Its Not Just For New Business

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A-1 Internet Marketing Newsletter <http://www.wave5marketing.com/newsletter.htm>

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Don't limit yourself by using networking strictly to find new business. Instead, use networking opportunities to enhance your career and your personal life in a multitude of ways.

Many people think of networking as simply a way to get their name and business in front of people, and they spend their networking time passing out and collecting business cards, hoping to gain new clients or customers or find a job.

While connecting with a client is always a pleasant outcome, remember that networking is first a give and take experience. Networking means developing relationships, nurturing business contacts, creating support networks and finding partnerships and friends.

I have used networking in a multitude of ways. Most people think that the way to get into a new line of employment is to answer want ads in the paper. All of the jobs that I have had, came from some sort of networking. The same can be said of the products I have sold and the services that I provide.

I love it when I can help someone grow their business or make a connection through my words. I make contact with experts who share advice about important aspects regarding my career or personal life.

Networking can help you find a mentor or people who can guide you and point you in the right direction. Networking is about making long-lasting relationships. Always think about what you can give to the relationship. By giving, you will in turn receive.

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