

Build It.....(the Relationship) and They WILL Come!

By Terri Seymour

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My Own Ezine <http://www.myownezine.com>

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Have you ever heard the line from the movie: "Build it and they will come"? Well, this might not hold true for a website, but I do believe it is true for "The Relationship".

When working an online business, you must start and build a solid relationship of trust and respect with others. This will establish you as a knowledgeable and accessible professional, which in turn will benefit your business greatly!

This can be done in several effective ways.

Ad Swaps - Contact as many publishers as you can and invite them to do an ad swap. This is a great way to meet your associates, make new friends and expand your networking circle. <http://www.oneworldbiz.net/ezineadswap.html>
<http://www.bizpromo.com/ezinetrades.htm>

Link Exchanges - Similar to ad swaps. Invite other webmasters to exchange website links. This can be a great way to make new contacts.
<http://groups.yahoo.com/group/LinkTogether> <http://www.iwr.com/free/reciprocal.htm>

Message Boards - Take some time to visit a few boards regularly and get your name and business known. Follow the rules and do not flame or spam!
<http://zineadz.com/forum/> <http://homebizlink.com/wwwboard/>
http://www.mcpromotions.com/webbbs/webbbs_config.pl?#156

Email Discussion Lists - Similar to the message boards only the messages come right to your inbox. Help people and answer questions and offer advice whenever the opportunity arises. Excellent form of relationship - building! Again, follow the rules and post accordingly. <http://groups.yahoo.com/group/HTML-on-the-WEB>
<http://groups.yahoo.com/group/ideasbypost>
mailto:Computer_Help_and_Discussion-subscribe@yahoogroups.com
mailto:hbj_chat-subscribe@yahoogroups.com
mailto:Ebook_Talk-subscribe@yahoogroups.com

Email Etiquette - Answer all emails as quickly and efficiently as possible. Encourage people to keep in touch. Ask them questions also to get them to write back. Answer

their questions as thoroughly as possible. Spell and punctuate properly. Make your email warm and friendly, yet professional.

Writing Articles - I have had so many people contact me because of one of my articles. This is a great way to open the door to new relationships. Write articles that are helpful and easy to understand. Do not try to impress people with big words. They want useful and helpful information and resources, not big words! Make sure you have your email or a link to your email in the resource box so you can be easily contacted!

There are many other ways to meet people and begin building the all important relationship with them.

To anchor all this together and bond these relationships you should be publishing an ezine. This will enable you to keep the connection with your readers and to cement the trust and respect that you have started.

Be consistent and be there for your readers. Get to know them and let them get to know you. You will learn that the more solid and reliable the foundation, the stronger and longer lasting the relationship.

You know the MOE Motto - Treat others as you would have them treat you! Do not use people for your own gain. Be true to them and to yourself. Build a business you can be proud of and that people will respect and trust!

***** Terri Seymour owns and operates MyOwnEzine.com Learn to publish and promote your own ezine. <mailto:subscribe@myownezine.com> For a complete list of her articles available for reprint please email: <mailto:myownezine-index@getresponse.com> You can contact her at <mailto:ter02@newnorth.net>

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