

# Why Networking is Your Biggest Advantage

By Nava Bromberger

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There's a reason why they call it "network" marketing -- it's because it's all about networking! So, what is the secret to success? YOU are the secret to success! You can significantly increase your traffic and sales by showing others that you have something to offer. Rather than pitching another offer, why not show your expertise and have people seek you out instead? This is the best way to generate leads because when people seek you out they're pre-qualified.

Whether you're concentrating on MLM or affiliate programs it all comes down to relationships. Gaining trust and developing relationships with people in your target market will lead to a nice sized \*responsive\* mailing list. If they're already interested in you even before they become a subscriber, you're that much ahead. Just keep providing quality content and you'll have loyal subscribers who respond to your recommendations.

How does one go about networking, you ask? It means getting out there and meeting people, developing relationships, exchanging ideas, and in general just working with other people -- ideally successful people.

The benefits are many but ultimately the biggest benefit is that it's pure marketing at it's best. Networking opens a world of marketing opportunities that would be difficult otherwise. For instance,

- \* Your name becomes recognizable to your target market
- \* You brand yourself as an expert in your field
- \* Opportunities for joint ventures arise out of nowhere
- \* Ezine publishers will want to swap ads with you

\* Reciprocal links are easier to trade

## 5 More Ways to Network in Your Target Market:

1.) The easiest way to network is to write short articles for ezines and include your resource box with contact information. Your name will soon become known to others working in the same field not to mention your target market.

2.) Attend multi-day seminars and workshops and meet everyone you can. This is a great opportunity to meet other people in person. You may even form a joint venture at the time. But even if you don't, people will be much more open to a joint venture later if you've already met.

3.) Attend teleseminars and ask questions. Introduce yourself before asking a question. The type of questions you ask will reveal a lot about you and what level you're at. I'm not saying to ask questions just to impress others on the call. Be genuine and ask what you really want to know. Others on the call likely have the same question and will remember you if you were the one who asked it.

4.) Get to know other ezine publishers. If something you read in an ezine strikes you as creative or valuable in some way why not send a personal note to the editor and tell them so? Ezine publishers love to hear from their readers so this is a no-brainer. And, it opens the door to joint ventures down the road. But, you do need to open that door first!

5.) Visit forums where your target market hangs out and answer their questions. Before submitting a reply to a post make sure to register for the forum and setup a signature in your profile that says who you are and a link to your site. Then look for questions to answer or interesting conversations you can contribute to. Your responses will not only show people that you have something to offer but increase exposure to your site.

Jim Rohn says that you are the average of the 5 people you hang around with. Getting out there and networking with others that are creative and successful will definitely increase your average.

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Nava Bromberger publishes Marketing Twist ezine. Why do some people struggle to make money online while others just rake in the cash? You'll find out in each issue of Marketing Twist. If you make less money than you want to, you need a twist ... a Marketing Twist. <http://www.marketingtwist.com>

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