

From Ordinary to Extra Ordinary Through Internet Networking

By Rozey Gean

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Entrepreneurs around the world are tapping into the endless resources that freely flow through Internet networking communities. These communities are made up of enterprising women and men who are seeking to discover new and innovative techniques of establishing business relationships, building a client base, and gaining increased exposure globally. Through e-mail lists and electronic bulletin boards sponsored by such communities, entrepreneurs can not only establish these viable contacts; they can also share Internet resources to assist fellow members within the communities in just about every aspect of business start up and operation.

As a veteran in the ever-growing popularity of Internet networking, I envision four distinctive elements that are inevitably sought after from true networkers across the world.

1. A VAT OF INFORMATION

The Internet offers a vat of information to entrepreneurs. However, knowing what you need to know and where to find it can propose many challenges. Through effective networking, entrepreneurs share their knowledge and resources in an effort to help each other keep up with information that may be pertinent, as well as useful, in growing their businesses.

2. PARTNERING THROUGH SUPPORT

Often times the isolation of working alone limits our creativity and abilities, as well as our potential growth. Through Internet community networking, entrepreneurs are able to establish partnerships wherein they share various components of services that will allow them to take on projects they may otherwise feel forced to turn down. Reasons they turn down opportunities may be a result of time restraints or a lack of knowledge in specific areas or aspects of a project.

3. INCREASED EXPOSURE

Through sharing your expertise and knowledge within your Internet networking community, you earn trust and recognition among your peers. Your participation serves as your initial means of gaining exposure and becoming better established as an expert in your field.

4. ENDLESS REFERRALS

Once your fellow networkers come to know and trust you, you will begin to experience the fruits of your networking efforts. Not only will your peers be more apt to utilize your services; they will be

quick to refer others to you. This generates a cycle of word-of-mouth advertising that will contribute more to your growth than high dollar advertising.

Networking through Internet communities offers a sense of reassurance in that it bridges the gap by providing resources to the entrepreneur that may not otherwise be readily available or easily accessible. As your networking experiences begin to produce growth for your business, it is important that you remain an intricate part of the group and give back as frequently as you can. As an active networker, you can turn an ordinary business venture into an extraordinary success!

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Rozey Gean is the founder of the Marketing-Seek.com website where writers, ezine publishers and online entrepreneurs are brought together in an easy-to-use, friendly interface.

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