

# Your Network IS Your Business. Build Your Personal Partner

## Program and Build on Your Success.

By William Arruda

Your Network IS Your Business. Build Your Personal Partner Program and Build on Your Success.

William Arruda  
williamarruda@reachcc.com

Reach Communications Consulting <http://www.reachcc.com>

Having a strong personal Brand requires being connected to a network of resources for mutual development and growth. We achieve our greatest success through our relationships with others. That's why it is critical to build and maintain your network - your personal partner program. But approach is everything. If you build your network with the goal of supporting others, you will be far more successful than if your objectives are solely selfish.

Building a solid, supportive network requires clear, consistent and constant communication with potential partners. Here are some ways to grow your personal partner program:

### Speak.

Take every opportunity to speak about your business - your passion. This means everything from talking about what you do with the local shop keeper to making presentations to large groups. People with whom your message resonates will connect with you and quickly become a part of your network.

### Participate.

Join professional organizations. It is better to belong to fewer organizations and take an active role in them than to belong to many with organizations with superficial connections to the membership. Truly participating allows you to really get to know people and thereby supports your desire to build professional relationships with them.

### Publish.

Writing articles and e-articles is a great way to communicate your passion. Take some time to write a few articles related to your business/interest that will provide value to the readers. Identify your ideal publications and take a look at all the e-zines that accept article submissions. Readers of your articles will seek you out and become part of your network.

### Create.

If there isn't an organization that fits with your objectives, create one. It can be a physical organization or a virtual one. Being the founder of the organization gives you instant credibility with your entire membership and gives you opportunity to define and mould it.

Volunteer.

Volunteering is a great way to build professional relationships while giving back to the community. Take a volunteer position that allows you to use your skills and express your passion. Your network will grow along with your sense of accomplishment.

To be truly successful at networking, you need to be continuously making new connections while at the same time nurturing the relationships you have. You need ways to stay in touch with, and to continue to provide value to, your network. Remember, if you take the attitude that it is about you, you will be less successful in retaining your network. But if you treat your network as a group of valuable partners that you serve and support, your experience will be much more positive and you will attract what you need to be successful. Here are some ways to nurture your network:

Write.

Create a newsletter or e-zine as a source of regular communication with your network. Include articles that are an easy read and provide value to the readership. Keep an updated mailing list to ensure that your newsletter reaches your entire audience.

Express.

Express thanks, congratulations and fond wishes. Remember to send birthday cards, holiday cards, thank you cards, etc. This is a great way to show the members of your network you care while keeping a regular dialog with them.

Update.

Every time there is a change to your organization, your work status or your contact details, broadcast it. Use these life changes as opportunities to remind your network that you are there.

Telephone.

Mass media like e-mail and newsletters are great for consistent communication. But enduring business relationships require much more. One way to stay in touch and build stronger bonds with your network is to commit to at least one call a week. These are people you selected, you should enjoy them. So it will be a pleasure to look forward to initiating at least one catch up session each week.

Socialize.

A great way to build and nurture your network and help people build theirs is to host an event. This can be a random event at your house or a recurring event at a chosen meeting place. This will provide an informal way to get together and to connect the members of your network with each other. If each member brings a member of their network, it will also help to significantly expand yours.

Thinking of your network as your personal partner program will help you build strong relationships with - and stay connected to - valuable resources for mutual benefit and growth.

About the author:

For nearly 20 years, William Arruda has been working with some of the world's most valuable Brands, including KPMG, Lotus, IBM, and Primark Corporation. Combining his brand experience with his passion for people, William founded Reach ([www.reachcc.com](http://www.reachcc.com)), the world's first brand management company for organizations and individuals.

A member of the International Coach Federation (ICF), William holds a Master's Degree in

Education, and has lent his expertise to audiences around the world. He has published articles in publications ranging from the Wall Street Journal to brandchannel.com and is the author of two upcoming books: You: Brand New - Three Steps to Successful Personal Branding; and Health Without the Health Club. You can reach him at [williamarruda@reachcc.com](mailto:williamarruda@reachcc.com).

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)