



PART 1:
NET-WORKING IT

Social networking works on three key relationship factors: **know, like and trust**. But it also uses techniques and tools to help you engage with people. What those people (your potential customers) do when they engage with you determines whether you succeed.

Your ultimate goal is enticing people to your home base. We will explore what that means, social networking best practices, and how you can maximize your investment in time to produce their investment in trust!

This process depends on three key factors.

- First, you have to have a solid home base, a place where people find a clear indication of what you want them to do and how they can effectively interact with you.
- Second, you must be able to measure how people get to your home base, and how they interact with you once they get there.
- Third, you'll need to drive more traffic to measure and learn how to create value for those who ultimately get to your home base... your website!

CHAPTER 1: RELATIONSHIP MARKETING



BACON-IZMS

- Marketing has evolved over the decades
- Business used to be all about personalized service
- Technology has changed the game
- Marketing has many meanings and variations
- Social media have revolutionized marketing on a personal level
- Businesses sit at a marketing crossroads
- Relationship marketing is treating people as people
- All networking starts with a smile and a handshake

Marketing has evolved over the decades

Key concept: Technology and social media have made dramatic changes within business markets and the marketing game. New techniques and strategies have emerged, and old tactics may no longer be effective.

How has your industry changed over the years?

Customers and clients appreciate personalized service.

What personalized services did your industry offer historically?

What is the current norm?

What opportunities are there?

How can you capitalize on them?

Information and data for decision-making is extensively available.

What data do you gather?

How do you gather it?

How do analyze or utilize this data?

What are your opportunities to capitalize on data availability?

Communication opportunities have expanded, closing some doors and opening others.

How do you currently communicate with clients?

How do you communicate with prospects?

What are the communication barriers you encounter?

How could you improve your communication effectiveness?

CHAPTER 1 - TAKEAWAYS & TO-DO:

This section - Write down your five actionable takeaways from your answers and notes

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: _____

