CONSISTENCY | INTERNETWORK MARKETING | RELATIONSHIP | TRAINING

Relationship Building Online: Getting in the Habit

5 Tips… You will be amazed at the difference being consistent in this way will change … well, just about everything in your life.

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As I sit here chowing on a bag of Peppermint Patties, after just yesterday getting pretty clear on the idea that I want to “get thin again”, I’m reminded of a little twist of the Law of Attraction that’s easily glossed over in the daily practice of it.

The Law of Attraction is all about ‘intention’ and ‘focusing on what we want’, right?

> ***Well, intention has to meet consistent action in the right direction to work out the way we want it to. Or no go.***

Luckily, I’m tuned in enough to know better than to focus on the unwanted behavior and am instead (out of habit now, which is awesome to realize) appreciative of this moment of clarity and can giggle at myself, shake my head and put the candy a-w-a-y.

Eternally grateful, that my bag is still half full.

Which turns me to thinking about consistency and the juggling act we can create for ourselves in the process of marketing via social networks online (I know, crazy segue but hey, welcome to my brain – grin).

It's all too easy to get caught up in the social side of online communities and forget about our networking intentions. Who hasn't blown an hour (or three) following what I like to call "he said she said" threads … I know I sure have.

Or on the flip side, been overly focused on the 'marketing' side of things and totally missed on the gems to be found and relationships that can be built when we remember to take the focus off of ourselves, putting aside all agenda, and find ways we can add value to the lives of others.

> ***Better to focus most on the NETWORKING aspect of the beast and take consistent action in that direction instead, yes?***

And leave the pure 'socializing' and 'marketing' to the distracted, to those who don't care who they interrupt and to people who have yet to become clear on the niche they want to attract.

Recently in a conversation on a new site that was created to be supportive of what is now being termed "Networking Naturally", the question of being consistent and "genuinely" social in this brave new world of Web 2.0 and social networking came up.

My general comment was as follows:

"Drive by forum posters and people who never expand their profiles or take the time look around to see what they have to offer others are just missing the point (in my humble opinion)."

And yet how to be consistent in your networking over time remains the challenge. Or at least it may seem a challenge if you are not in the habit of it.

It's actually really easy and doesn't have to be time consuming at all. Once it becomes second nature, my guess is you'll wonder how you ever built any lasting business online without it.

So what is the definition of 'networking' exactly?? And how do we make it a habit?

> **Networking is the art of building relationships. And the "habit" part comes by taking consistent action in the right direction, which in this case is ANYTHING that builds a relationship with another.**

So where does that leave us?

Well if our intention is to become a better online networker, the way to do that is to take *daily consistent action* doing things that build relationships with others. And web 2.0 has provided the perfect vehicle.

> ***Nothing too strenuous – these consistent actions are more marathon material than sprint. And so are the results you will get.***

Here are five simple things you can do each day to get into the relationship building habit on social networking sites:

1. Leave sincere comments on the profiles of three new people each day.

2. Leave sincere comments on the profiles of three established friends' profiles.

3. Visit three of your favorite groups and offer value by replying to a thread (or start a new one that will stir conversation) – remember

to include a curiosity stirring signature file.

4. Write a short blog or journal post that lets people feel like they know you better.

5. Follow up privately with three friends -- either ask for help or offer it.

That's it.

You will be amazed at the difference being consistent in this way will change … well, just about everything in your life.

Now, to get out and be more consistent myself!

I appreciate you.

Andrea Goodsaid is a writer, networker, small business brainstormer and online community builder. She's been online and networking, one solid relationship at a time since 1996. Most recently she is co-creating a community that is open to anyone who practices or would like to learn to apply the Law of Attraction to their marketing efforts. You're invited to come see if it's a fit for you too - www.NaturalNetworkers.com