

GETTING THE MOST OUT OF NETWORKING

WHAT IS “NETWORKING”

Interaction between two or more people with common interests for MUTUAL BENEFIT—not a one-way street.

WHY NETWORK?

- ESTABLISHING BUSINESS CONTACTS
 - Editors/publishers
 - Agents
 - other writers
 - experts/resources for interviews
- MAKING SALES, BUILDING READERSHIP
 - Sell your products--articles, books, pet products
 - Offer your services—available for consults/interviews/critiques, editing, etc.
 - Garner professional critiques, or reviews of your work
- FEEDING THE MUSE
 - Inspire and be inspired
 - Develop article and content ideas
- IMPROVING THE CRAFT
 - Gain insight
 - Share experience
 - Learn about biz and promo techniques
 - Stay informed re: changes in markets, new editors, etc.
 - Get technical questions answered—i.e., how many words in a typical mass market mystery? What does “work-for-hire” mean?

- EMOTIONAL SUPPORT, MORAL BUILDING
 - Share “brags” and celebrate successes

- Offer shoulders for tears (they'll return the favor!)
- Offer encouragement, and accept “bravos!” from others

WHERE TO NETWORK?

- WRITERS CLUBS & PROFESSIONAL ORGANIZATIONS
 - NWU, Author's Guild, others—CWA, DWAA, local “critique” groups
- WRITERS CONFERENCES
 - www.catwriters.org
 - <http://www.owfi.org/>
 - <http://www.shawguides.com/writing/>
- ONLINE
 - E-mail lists
 - <http://groups.yahoo.com> and search for “writer”
 - CWA's ProList (www.catwriters.org)
 - Literate Feline (Christine Church, <http://groups.yahoo.com/group/The-Literate-Feline/>)
 - Dog Writers List (DOGWRITERS-L-request@APPLE.EASE.LSOFT.COM, Maggie Bonham, skywarrior@JUNO.COM)
 - live “chats”
 - writers forums and message boards
 - <http://writersbbs.com/forums/>
 - <http://www.writingworld.com/> (Moirra Anderson, CWA member)

HOW TO NETWORK?

- BE PROFESSIONAL!
- INTRODUCE YOURSELF

- ASK QUESTIONS
- OFFER ADVICE
- ANNOUNCE “BRAGS”
- OFFER COMPLIMENTS/CONGRATULATIONS
- REQUEST OPINIONS
- RECOMMEND RESOURCES/CONTACTS

INFO CARD/NETWORKING EXERCISE

(hand out—collect & redistribute)

NAME

CITY/STATE/EMAIL

I'M PUBLISHED IN _____

ASPIRE TO WRITE _____

INTERVIEW ME ABOUT (SUBJECT)_____

TELL ME ABOUT _____

NOBODY IN THIS ROOM KNOWS THAT (something fun or funny, impressive, exciting, tragic, interesting...you get the picture)