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
  o Editors/publishers
  o Agents
  o other writers
  o experts/resources for interviews
• MAKING SALES, BUILDING READERSHIP
  o Sell your products--articles, books, pet products
  o Offer your services—available for consults/interviews/critiques, editing, etc.
  o Garner professional critiques, or reviews of your work
• FEEDING THE MUSE
  o Inspire and be inspired
  o Develop article and content ideas
• IMPROVING THE CRAFT
  o Gain insight
  o Share experience
  o Learn about biz and promo techniques
  o Stay informed re: changes in markets, new editors, etc.
  o 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
  o 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
  o NWU, Author’s Guild, others—CWA, DWAA, local “critique” groups
• WRITERS CONFERENCES
  o www.catwriters.org
  o http://www.owfi.org/
  o http://www.shawguides.com/writing/
• ONLINE
  o 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)
  o live “chats”
  o writers forums and message boards
    ▪ http://writersbbs.com/forums/
    ▪ http://www.writingworld.com/ (Moira 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)