

# Online Networking For Entrepreneurs



**JUSTIN STENSTROM**

**Online  
Networking  
For  
Entrepreneurs**

**JUSTIN STENSTROM**

Copyright © 2015 Justin Stenstrom

All Rights Reserved.

For more information go to:

[EliteManMagazine.com](http://EliteManMagazine.com)

# Why Network?

Why network?

Hmm . . . Let me think. That's a tough one.

Let me try to solve this conundrum . . .

Okay, got it!

Networking is the single-most important aspect to your entrepreneurial success! That's right. It's *THE* definer of success!

Put simply: *You will not make it on your own!*

You need to connect with others. Nobody will ever find your blog, invite you on their show, or give you any type of help unless you reach out to them first!

Well, maybe somebody will. If you wait around long enough I'm sure you'll get lucky and hit the jackpot. But by then you'll probably be too old and decrepit to really care anyways!

I mean sure you could get lucky and get featured in something huge like Oprah and your life could change overnight. This is possible. But it's also just as likely and just as possible to hit the lottery.

I don't know about you, but I like pitting things in my favor and boosting my odds of success!

If you like doing the same, you have to get good at the networking game. Believe me when I tell you it's *EVERYTHING!*

# **First Thing's First!**

To connect with the right people and make your networking pursuits successful, you need to have *The Look*.

What's *The Look* you ask?

*The Look* is the professional image you give off to people looking you up.

If you want people to take you seriously, you need to have a professional look.

Nobody wants to connect with the person behind some crappy-looking website or a poorly-designed presentation—whether a video or podcast or something else.

If your work looks like crap people just won't respond. It's really that simple. Take your time and make things look really good before you start pitching people to work with you!

It may mean taking a few hours longer on a blog post or a few days more coming up with the right graphic design or picture, but believe me, if you know you can improve something (fairly easily) to make it look much better, don't skimp out!

The extra effort in really making your website, blog, podcast, or video shine, always goes a long way.

## **But Don't Get Too Carried Away**

I must add this last part in! Although it's vitally important to get that professional look down so that others will want to work with you, do not get carried away trying to be perfect before reaching out to people!

I made this mistake and I know a lot of other entrepreneurs do the same!

It's so easy to try to be a perfectionist with things and people often get carried away and go well past the point of just making something pop!

They make it pop; then continue to tweak things and tweak things, and tweak things, until eventually they've wasted all of their time and realize they've got nothing to show for it!

Don't fall for the perfectionist trap!

Make something look great then immediately proceed to promoting it!

This is the key to getting it found and ultimately making money.

You can create the most incredible product or invention in the world and spend all of your waking hours perfecting its fantastic features!

But if nobody ever sees it, what good is it?

# Create A Killer Template!

I probably don't have to say that this is one of the most important steps, but I'll say it anyways.

**This is one of the most important steps!**

The template is everything.

It is your only form of communication to whoever you are pitching.

Make this great! In fact, make *this PERFECT!*

If there's one thing you really want to get down, and spend a lot of time crafting, it's the template.

The template obviously varies from person to person, or I should say from *goal to goal*.

If you have a goal of say getting someone on your podcast for example, you would have a podcast template. If you have a different goal of trying to guest post on a major news site, you would have a guest-posting template.

So figure out what you want to do, and then make a template for that specific goal.

I happen to have a number of different templates because I have a number of different goals.

I've crafted templates for all of my pitches and then tweaked them accordingly along the way (more on this later).

But the first step to getting your templates down is to create something appealing.

Remember, you only have 1 chance to catch someone's attention and get them interested in what you are asking from them.

You have to make the message *very* appealing!

I've decided to give you some of the most important things to consider, and most likely include in ALL of your templates.

In no particular order of importance, here is a list of things to consider and add into any one of your email networking templates:

- Their Name - Try your best to get their first name and direct the message to them. As Dale Carnegie once noted, "People cherish nothing more than the sound of their name."
- Social Proof – Social Proof will make or break you. If you can display social proof you're in the door. If you can't, you have to fake it!
- Keep It Short – In our microwave society nobody has time to read long, thought-provoking essays from people they don't know. If you send something more than say 400 words, it's very unlikely to be read (unless it's a guest-posting pitch and only this!). I'd even keep it much shorter and much sweeter, like under 150 words!
- Be Friendly – I know it's an email and I know you don't know the person. But you still need to have your manners when reaching out to people! Impersonal messages or messages that even seem like they could have the slightest bit of rudeness to them are always sent directly to the Trash bin.
- Include Links – Link to your website (professional looking), link to work you've done similar to what you're asking of them, and link to other people or places you've collaborated with (if applicable.)
- Know Your Recipient – Try your best to know your recipient. I understand if you're messaging a ton of different people/places all at once (which is usually what most people do) it's hard to know every



place/person that you're messaging. But do your best to try to make the message seem as unique to them as possible. This really goes a long way. The name is great, but if you can add one or two other elements that really make that message more personal your chances of a response go way up! I know it certainly slows things down—so maybe just save this for the people/places you're really interested in connecting with! If you can't or don't want to personalize each message, that's totally fine (I don't often do this either), but at the very least, know what the person or place your messaging does or what their website is about—this, I always do!

- Signature – Create a professional signature at the bottom of your email templates, and actually at the bottom of all of your business emails for that matter! Include: your name, what your title or occupation is, your website, and then a phone number if you have one.

## **Using A Business Email Is Best**

Using a business email for your email pitches is definitely recommended. It just adds another layer of social proof and professionalism.

A good business email provider that I use and have had pretty good luck with is Zoho Mail.

You simply link your Zoho Mail account to whatever internet provider you have and it sets up soon after. (If all goes well, the whole process of setting up and having a working business email should take no more than an hour. And for many others, I'd say only a few minutes.)

The best part about Zoho too, is that it's completely FREE! And who doesn't love FREE stuff?

# Ladder Technique

Once you have your killer email template picked out you want to *reach out to people*. Duh!

But who do you reach out to?

Do you go for people who are just like you? Just starting out and trying to get ahead? Well, I suppose you could. But quite honestly, these people are not going to help you very much.

It's that simple. If you have nothing (because you're new) and they have nothing (because they're new) you won't be able to gain anything by reaching out to these people.

So do you go for broke instead and hit up the A-list celebrities or big-named peeps in your niche?

Again, you could do that. But the chance of any one of these huge, and ultra-successful people getting back to you is in the point-zero-percentage area.

There are 100s of millions of blogs in existence today. Do you really think these incredibly busy and microwave-living celebrities have time to waste reading, responding, and actually following through and working with you?

...

Yeah, I didn't think so.

Hey, I'm not being cynical here, just realistic. Trust me, when I first started networking, I couldn't get *ANYONE* to contribute to my first blog.

Hardly anyone even answered back then . . . And I was just pitching

regular people!

So if it's not the celebs and it's not the people who are just like you, who is it? Who do you want to network with?

You want to network with the *Sweet Spot* of people.

The people who are not so far up that you can't touch them, but also above you so that you can gain traction in your endeavors.

You can think of this as a ladder. When you're trying to climb to the top of the ladder and reach your ultimate business and networking goals, whatever that may be, you need to go up the rungs to get to the top.

You can't just start at the bottom of the ladder, unestablished and unknown, and think you can skip a ton of rungs and climb to the top!

It just doesn't work that way.

You won't make it!

Instead you have to look up and start climbing. Rung by Rung.

You can skip a rung or maybe even two from time to time (just as you might be able to when actually climbing a ladder) but for the most part it's a step-by-step process!

The good news, however, is that by getting one rung up the ladder, metaphorically speaking, you get to keep reaching for the step above you.

So if you do things right, after a certain amount of time, you will be pretty high up and maybe even at the very top of your field. At which point, nobody and nothing is off limits!

But I digress a bit. First things first, you must reach out to people just above you! These are always the ones who can help you the most!

# Retweak Template

When you start to climb each rung of the networking ladder, you're going to need to tweak the template you're using.

After all, if you're going after more influential people (or places), say halfway up the ladder, or even just a few rungs up from the bottom, why would you want to use examples of people (or places) you've worked with from rung 1?

This will only make you look like you belong in rung 1 with them.

Instead, use people you've recently worked with or places you've recently been featured in that is higher in notoriety and acclaim.

This will make you look like you belong. Or it will at least make it seem to the person you are reaching out to that you two are in the same ballpark! Even if you are much further down the ladder than them. Many times, people will still give you a shot! You just have to make it seem like you are closer to them than you actually are. (In fact, this is the essence of networking.)

So make sure you touch up your templates as time passes and use your social proof and links to make you seem as credible and professional as possible!

Network then tweak. And continue . . .

# It's A Number's Game

It's really easy to get discouraged with your networking game. It's a grind. A really long one.

A lot of people will ignore you.

A lot of people will say "No."

A lot of people will say "Maybe" but really mean "No."

A lot of people will say "Yes" and then ignore you.

A lot of people will say "Yes" and then change their mind later on.

All of these things happen all the time. Even now, to me.

I'm not immune to these terrible outcomes and I'm not impervious to these networking frustrations.

But the best thing to remember is that it's a numbers game.

Of course you have to be tweaking your templates and your responses and also your timing and the manner at which you go about asking for things. That's a given, and will only increase your chances of success.

But at the end of the day, no matter what you do, it still comes down to chance. Some people, for whatever reason, just won't work with you.

Even if you have a perfect-looking resume and template.

But guess what? That's why God created 7 billion people.

There are so many other people to contact if someone says "No" or even if a ton of people say no!

Networking really is a numbers game in that the more people you message

the better your chance of getting a response back becomes!

Each message you send out boosts your chance of success.

So don't get discouraged if 99% of the people you message do not get back to you (even though it will never be this high). It's that 1% that matter.

Seriously, what's 1% of 7 billion people?

I'm not sure, but I know it's still a hell of a lot of people!

Okay, I just did the math it's **70 MILLION!**

You see what I mean? Even if only 1% of everyone you ever messaged accepted your offer; that could potentially mean so many good things for you!

It's really up to you to decide how badly you want this.

As I mentioned earlier, networking is the most important thing you can do for your business. Why would you not focus your energy on it?

# Timing

Another very important aspect to consider when reaching out to people is *timing*.

Timing is what day and time of day you message someone.

Do you think messaging somebody at 11pm on a Friday night is a good idea?

Of course you don't!

Do you think messaging them on a Monday morning at say 7am is a good idea?

Actually, it is!

Tricked you there!

Typically Monday through Wednesday (*maybe* Thursday morning) are the best times to reach out to people.

People are just starting their weeks off and are ready to respond back (and hopefully embrace a dialogue of back and forth with you).

If you message someone on a Friday, or Saturday, or even Sunday, they've most-likely checked out already for the weekend.

Your chances of getting a reply back on one of these "weekend" days are significantly less than a beginning of the work week outreach!

As far as hours go—I think this is pretty obvious by now, but maybe I should say it anyways.

Message people from sun up to sun down.

Before sun up your message may be overlooked when they get it, and after sunset, they may forget you the next day.

This is pretty easy to follow. Just be smart with your networking strategy.

Plan on spending Monday-Wednesday (primarily) doing your outreach work, and maybe the end of the week working on your other aspects of business.



# Persistence

Persistence has to be the single-best asset in any entrepreneur's life. Without persistence entrepreneurs wouldn't last more than a few weeks.

Being an entrepreneur seems pretty damn cool.

Let's face it. Everyone wants to be an entrepreneur!

But most people can't make it. That's why most people aren't entrepreneurs.

As much as I think the term Wantrepreneur is pretty lame, I'll use it now because it makes my point.

A lot of people are Wantrepreneurs because they want to be cool, business-savvy, rich people who can do whatever they like whenever they like.

They have this naive belief on what it takes to be a successful self-employed businessman.

I'll tell you what it takes, however . . .

It takes hard work, discipline, dedication, and *persistence*.

*The road is always much much longer to success than initially envisioned.*

I doubt you could find any true entrepreneur who wouldn't agree with that last statement.

In fact, before entrepreneurs *actually* become entrepreneurs they start off just like everyone else. With that same naive and distorted outlook on what it takes to be successfully self-employed.

A true entrepreneur doesn't know the meaning of giving up though.

They grind, and then grind some more.

It's their passion. It's their belief. It's their purpose.

They'll fall on their face, but with *persistence* they will overcome and move on.

And one day, after enough hurdles have been leapt, enough rungs have been climbed, and enough challenges have been overcome, the entrepreneur will triumph!

Persistence is the key.

# Rinse And Repeat

The formula for success has already been stated. Just look this guide over and follow the steps.

It's that simple.

Don't try to get fancy with this and don't try to do too much. Just stick to these steps and stick to the plan.

If you do, things will start to fall in line.

Do this over and over and over again, and you'll be well on your way to making the right connections for your business!

# Conclusion

Take this networking guide and use it right away.

I can't emphasize any further the importance of your networking endeavor.

By concentrating on reaching out and connecting with others, you will get to the top much faster.

Trust me.

It took me a long, long time to figure this out!

But when I finally did, my business took off!

I can only recommend that you do the same and really start networking with others.

Use the tips and tactics in this ebook to really jumpstart your business and to start making the useful connections you're going to need.

Whether it's a big name celebrity coming on your podcast, or a television producer you're trying to convince to let you on air, or a big news website you'd like to write for, the networking game is a game you must master.

The connections are out there. You just have to start making them!

# Final Thoughts

If you enjoyed this guide email [justin@elitemanmagazine.com](mailto:justin@elitemanmagazine.com) and let me know your thoughts.

If you're interested in further networking or business-related coaching or products feel free to email me as well on [justin@elitemanmagazine.com](mailto:justin@elitemanmagazine.com)

Also, I am offering one-on-one business coaching right now at a discounted, introductory offer for all of my students who read this guide and use the coupon code: **NETWORKING1**

Right now, you will get a 50% off discount on all business coaching packages that I offer. Email me now for more details!

Until next time, take care guys!

- *Justin Stenstrom*