

# How to Get the Greatest Networking Return Possible From Your Fresno Women's Network Membership

Presented January 13, 2008 to the Fresno Women's Network members  
by Beth Bridges, Membership Director of the Clovis Chamber of Commerce

Dear Fresno Women's Network Friend,

During my six years with the Chamber, I've seen over 1,000 new members join the Clovis Chamber. Some of them went on to become very successful and some of them are gone and out of business. One of the things that the **most successful people always do is network**.

Regardless of what you belong to, there are **three timeless principals** of networking success.

- 1) **Be consistent.** A study, paid for by Upwardly Mobile Inc., was conducted by the Graziadio School of Business Management at Pepperdine University. You can see a summary here: <http://www.upmo.com/knowledge/recent-research.html> . The full 26 page study is also available on this web page. One of the main conclusions was that consistent, steady networking literally *pays off* in higher salaries, higher revenues and greater job security.
- 2) **Build relationships.** Networking is about building mutually beneficial relationships. One measure of a successful relationship, according to the study, is that the other person is willing to refer you for a job or they send you business.
- 3) **Give first.** If you want to build a two-way relationship that benefits both people, you need to give time, information, and resources before you expect any return. People will not do business with those who only want to take their money and run.

How can you be successful in your networking activities through your membership in the Network?


- 1) Make the monthly luncheons a priority. It is a small, two hour investment of time just once a month. The luncheons are an easy way to consistently be in touch with friends and make new contacts. They are held on the 2<sup>nd</sup> Tuesday each month (except for September due to the Central California Women's Conference). Set this recurring appoint up *now* in your Outlook (here's how to do it: <http://www.dummies.com/how-to/content/creating-a-recurring-appointment-in-outlook-2007.html> )
- 2) Get together outside of the luncheons. Have coffee or lunch or anything. Just do something to get to know each other better. It is difficult to develop a valuable relationship without finding out what you have in common and how you can help each other.

- 3) Increase your visibility by joining a committee. I have it on very good authority that there is room for you on any committee. A description of Network committees and contact information for the chairs is here:  
[http://www.fresnowomensnetwork.org/fwnmembers/Committee\\_Chairs.htm](http://www.fresnowomensnetwork.org/fwnmembers/Committee_Chairs.htm)
- 4) Don't miss Net at Night on March 26, from 5 to 8 p.m. at the Fresno Convention Center Valdez Hall. More information is on the website here:  
[http://www.fresnowomensnetwork.org/special\\_events.htm](http://www.fresnowomensnetwork.org/special_events.htm)
- 5) Leverage your time. You want networking to be working for you 24 hours a day, 7 days a week. The internet is always open! The Fresno Women's Network has groups on LinkedIn and Facebook.
  - a. Here is the LinkedIn group: <http://www.linkedin.com/groups?gid=1181557>
  - b. Here is the Facebook group:  
<http://www.facebook.com/home.php?ref=home#/group.php?gid=43171882354>
- 6) Sign up here [http://fresnowomensnetwork.org/virtual\\_networking.htm](http://fresnowomensnetwork.org/virtual_networking.htm) for the first-ever Fresno Women's Network Virtual Networking on Thursday, January 15 from 5 to 6 p.m. This is web conferencing meets Speed Networking. You log in to a website and then call a phone number. You have one on one phone conversations with up to 10 of your fellow Network members. Even better, you can do this from your office or from home. We've done this several times at the Clovis Chamber, it is fun, the technology is easy to use and my members are getting business.

Please don't hesitate to contact me, Beth Bridges ([beth@clovischamber.com](mailto:beth@clovischamber.com) or call 299-7363), or Suzanne Moles (<http://www.wattleweb.com/contactus.htm> or call 346-0801) for more information on all the ways the Fresno Women's Network is leveraging social media to enhance your membership. I invite you to visit my blog at <http://bethbridges.blogspot.com> for more networking tips, tricks, and strategies.

Get involved in your organization, and your organization will be involved with you!

Regards,

A handwritten signature in blue ink that reads "Beth Bridges". The signature is written in a cursive, flowing style.

Beth Bridges  
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