

NETWORKING

Meeting people

Building relationships

Asking questions

Sharing tools,
experience, leads

Answering questions

Creating resources

Volunteering

Contributing to
a community

Honing skills

Doing good work

Being professional

Learning

**NET
WORK
-
ING**

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My Broad Network

Connection: Paul Beverly
Platform: Facebook
Industry/Niche: Editing/Macros

Connection: Louise Harnby
Platform: Podcast
Industry/Niche: Editing/
Proofreading/Writing

Connection: Crystal Shelley
Platform: Twitter
Industry/Niche: Editing/
Conscious Language

Connection: Melinda Martin
Platform: Website
Industry/Niche: Book Design

Connection: Jane Friedman
Platform: Blog/Instagram
Industry/Niche: Publishing/
Writing

Connection: Joanna Penn
Platform: Website
Industry/Niche: Indie
Publishing/Writing

Connection: _____
Platform: _____
Industry/Niche: _____

Main goal: _____

Building-block goal:

Building-block goal:

Building-block goal:

Main goal: build a freelance career

Building-block goal:
learn freelancing
business skills

Building-block goal:
establish freelance
reputation

Self-Assessment Worksheet: Social Media Checkup

 Which platforms do you have an account with?

 Which platforms do you use on a weekly basis?

 On which platform do you regularly engage with others?

 Which is your favorite platform?

 Which is your least favorite?

 How do these platforms align with the platforms your desired network members use most (revisit chapter 4, if needed)?

For each platform you're on, ask:

 Are you successful? _____

 How do you define that success (number of followers/meaningful engagements/job opportunities/feeling in the know/learning new things/forming relationships)?

 Are you measuring your efforts and results—or just going by feel?

Self-Assessment Worksheet: Website



Step 1: Your website

Website URL: _____

Editing services (examples: proofreading, line editing, ghostwriting, indexing):

Genre/specialty (self-help, memoir, humanities textbooks, medical journals):

Main site and font colors: _____

Main font styles: _____

Images used: _____

Page categories: _____

Professionalism: 1 2 3 4 5 6 7 8 9 10

Ease of navigation: _____

Call to action: _____

Ease of contact: 1 2 3 4 5 6 7 8 9 10

Editor-centric or client-centric approach? _____

Instant emotional reaction (from "I would work with this person" to "Meh" to "No way!")

1 2 3 4 5 6 7 8 9 10

Self-Assessment Worksheet: Website



Step 2: Websites for editors offering the same services in the same genre/specialty (choose five and complete the following exercise for each)

Website URL: _____

Editing services (examples: proofreading, line editing, ghostwriting, indexing):

Genre/specialty (self-help, memoir, humanities textbooks, medical journals):

Main site and font colors: _____

Main font styles: _____

Images used: _____

Page categories: _____

Professionalism: 1 2 3 4 5 6 7 8 9 10

Ease of navigation: _____

Call to action: _____

Ease of contact: 1 2 3 4 5 6 7 8 9 10

Editor-centric or client-centric approach? _____

Instant emotional reaction (from "I would work with this person" to "Meh" to "No way!")

 1 2 3 4 5 6 7 8 9 10

Self-Assessment Worksheet: Website



Step 3: Compare and contrast

Which site do you like the most? The least? Why? _____

Which site is confidence inspiring? Why?

Which creates excitement about the prospect of working together? How?

What do the top two sites have in common? _____

What do the bottom two have in common? _____

How can you apply the lessons from the most engaging sites to the development or revision of your own site? _____

Self-Assessment Worksheet: Communication Habits

General

What are your preferred communication methods (phone calls, text, email, etc.)?

Does your preferred method align with your clients' and colleagues' preferences?

If not, what adjustments can you make to increase your comfort level while accommodating their needs?

What communication habits of others do you find most frustrating (running counter to clear communication)?

Which of your own habits might hinder clear communication and relationship building?

Email evaluation

Do you routinely include an addressee line ("Dear Ana," "Hi, Joy")? _____

Do you include a personal greeting? _____

How do you sign off? _____

Do you invite further discussion or signal your availability to answer questions?

Are your website and social media links included in your signature? Yes No

Is a business tagline included in your signature? Yes No

Are the main professional organizations you're a member of included in your signature? Yes No

Are your messages long and detailed? Yes No

Are they as short as humanly possible? Yes No

Do you use bullet points to highlight specific questions needing answers? Yes No

Describe the general tone of your communications in three words: _____

 **Now, randomly select five emails from your Sent box (no more than a month old).**

Do your answers in the previous section match up with what you find in the actual emails? _____

Note the differences and evaluate whether adjusting your communication style might avoid misunderstandings, improve efficiency, engage your reader, encourage finding solutions, or create space for getting to know others and allowing yourself to be known as a person behind the edits.

 **Select a few emails from two of your contacts whose emails are consistently clear, actionable—and personable.**

Apply the email evaluation questions to their emails and note the answers.

What takeaways can you apply to your own communication style? _____

Self-Assessment Worksheet: Volunteering

Previous volunteer experience

Pros: _____

Cons: _____

Your main goal and building-block goals

1. _____

2. _____

3. _____

Issues that matter to you personally

1. _____

2. _____

3. _____

Your top skills

1. _____

2. _____

3. _____

Possible groups and activities to volunteer with

1. _____

6. _____

2. _____

7. _____

3. _____

8. _____

4. _____

9. _____

5. _____

10. _____

List three to five opportunities that further at least one business goal, one issue you care about, and one of your top skills. (Choose one and commit to it for six months to one year, then reassess.)

1. _____

4. _____

2. _____

5. _____

3. _____

Self-Assessment Worksheet: Personal Networking Style

 **What are your preferred ways to network?** _____

 **Where do you feel most comfortable?**

In-person socializing (conferences, chapter meetings, literary festivals)?

Video and phone (webinars, virtual groups, mastermind groups)?

Email?

Online discussion lists and forums?

Social media: LinkedIn, Facebook, Twitter, Pinterest?

 **What new way of networking would you like to try?**

 **What type of networking is of no interest to you? (This doesn't mean no forever, just no for now.)**

 **If you dread the idea of networking, what specific activities are you thinking of?**

 **Describe a networking plan that focuses on your preferred networking activities and is light on the ones you don't like doing.**



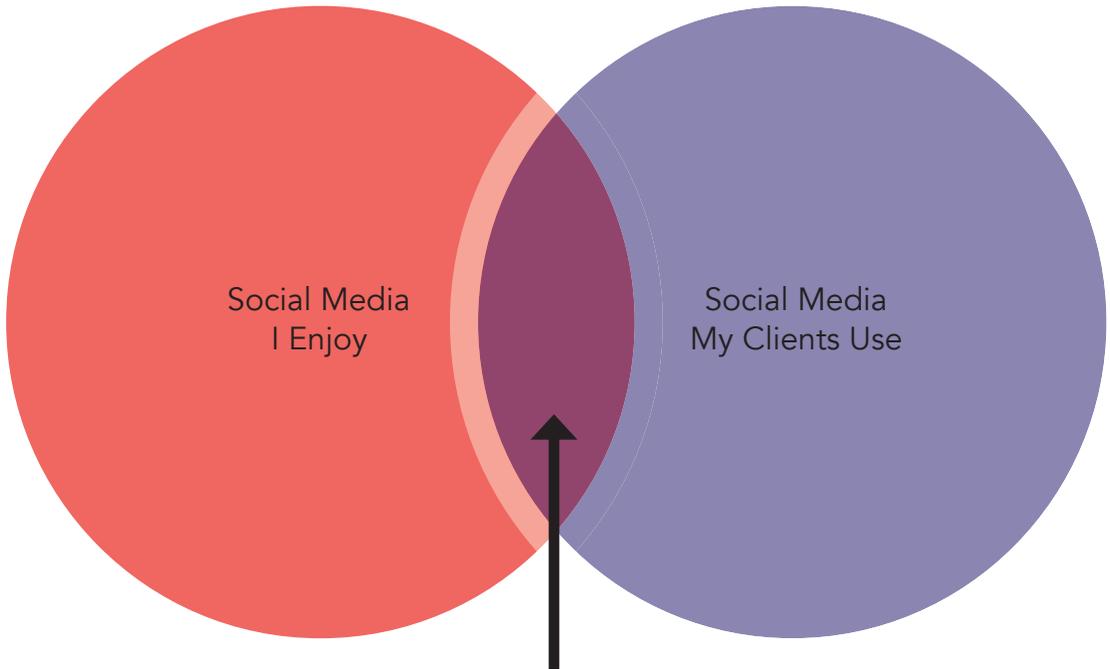
BONUS!

Things That Make Networking Easier

- A short, to-the-point pitch
- Email templates (for praise, for introductions, for rejecting work, for referring work, for thank-yous, for sharing resources)
- Testimonials on website or printed material
- Business cards
- Clickable contact information on everything that represents you (email signature, contracts, proposals)
- Asking for referrals/reviews on your invoice
- Samples of your work



The Social Media Overlap



Where We Meet
(and They Find Me!)

QUARTERLY NETWORKING WORKSHEET

Start Date: _____

Main Goal:

Building-Block Goals:

 Based on my networking goal(s) for this quarter, whom do I need to reach now?

 How can I use each Networking Tactic to reach them?

Action for My Website:

Action for My Personal Communications:

Action for My Social Media:

Action for My Professional Organizations:

Action for My Volunteer Activities:

End Date: _____

END-OF-QUARTER NETWORKING REVIEW

Progress:

Main Goal:

get more indie clients

Building Block Goals:

establish reputation and build brand

 **Based on my networking goal(s) for this quarter, whom do I need to reach now?**

1. Indie mystery authors (in FB groups, Sisters in Crime, other writing groups)
2. Developmental editors who need to refer clients to trusted copyeditors and proofreaders
3. Other freelance editors who work exclusively with indie authors
4. Writing craft bloggers who need guest bloggers

 **How can I use each Networking Tactic to reach them?**

Action for My Website:

1. Tone down the neon color scheme; study mystery genre covers and adopt the colors and fonts of my dream clients' books
2. Rewrite content to focus on the client's needs
3. List professional memberships to build credibility
4. Curate blog content to be more targeted and helpful to indie mystery writers

Action for My Personal Communications:

1. Take the time to say hello and connect on a human-to-human level
2. Make sure to respond to emails within 24 hours
3. Say "thank you" more
4. Come up with an engaging tagline for my email signature

Action for My Social Media:

1. Research colleagues who specialize in indie genre fiction and make note of which platforms they use—and how they engage with clients and each other
2. Test out the List function on Twitter and build a list of indie mystery authors to follow
3. Create a weekly plan for the two platforms I want to focus on

Action for My Professional Organizations:

1. Join Sisters in Crime and participate on a weekly basis
2. Join PEN and attend five webinars on topics that will help grow my business
3. Join the Editors Lair and connect with other indie specialist editors

Action for My Volunteer Activities:

1. Volunteer with Sisters in Crime newsletter
2. Volunteer to staff the EFA table at Bouchercon
3. Volunteer with PEN's Mentorship Program

Progress:

Everyday Networking Cheat Sheet

Website

Put it to work!

- Customize your contact form.
- Create an email opt-in.
- Make sure your resources page aligns with your specialty.
- Create a blog that showcases your expertise (commit to one post per month, two per week, or whatever you *will* do).
- Create a fun 404 page.
- Update your portfolio to match your desired niche.
- Take an SEO class and work on implementing best practices.

Personal Communications

Be present. Be generous. Stay in touch.

Email:

- Make your signature line work for you.
- Add membership logos, relevant social media links, your logo, and even a tagline.
- Take time to connect on a personal level.
- Open with a personal greeting such as “I hope this finds you well”; close with a timely “Have a great weekend” or something more personal or specific.
- Learn your recipient’s cultural holidays.
- Congratulate as appropriate.
- Remember birthdays.
- Show appreciation. Say “thank you.”
- Be personal *and* professional; it’s possible to be both.

In person:

- Take the opportunity to engage with service providers, neighbors, etc.
- Use your pitch when someone asks what you do. Review your conference notecards.
- Don’t hide your enthusiasm for your work!

Social Media

Make it fun.

- Create a Facebook business page and link it to your blog, then post a resource or writing insight twice a week. Engage with visitors; *always* respond to a comment.
- Research and join a Facebook writers/editors group. On Instagram, research hashtags your ideal clients follow.
- Create a signature Instagram post template.
- Identify potential publishing contacts on LinkedIn and follow them, see what LI groups they are in and join, if appropriate.
- Create a business Pinterest account and post resources for writers.
- On Twitter, follow people you admire and want to tweet like; pick up communication clues, start tweeting, and see what sticks.
- On Meetup, sign up, choose your interests, and find a meeting!
- On Nextdoor, join, create a profile, and share with your neighbors what type of work you do. See how you can help your community every day by sharing information.

Groups

Read group forums and answer a call for help. Find a mentor. Become a mentor. Leave a compliment. Post a helpful resource.

More groups to consider:

- [SCORE](#)
- Local young professionals groups
- Toastmasters
- Nonprofits doing work you support
- Hobby groups
- Clubs based on your interests



Your Editor Snapshot (Needs and Goals)

Meet _____, the _____ editor:
your name *adjective*

I have _____, but _____.
current situation/experience *unmet need/challenge*

To meet this need/fix this problem/change this situation, my goal is

To achieve this goal, I will focus on these building-block goals (list two networking goals that have the potential to solve this challenge):



Your Editor Snapshot (People to Connect With)

Meet _____, the _____ editor:
your name *adjective*

_____ 's main goal: _____
your name

_____ 's building-block goals:
your name

- _____

- _____



People to connect with (general):



People to connect with (specific):



Where they are active:



Where they are active:



NETWORKING TOP-PRIORITY TOOLS

My Website

Create, review, update, and personalize my website

My LinkedIn Profile

Create, review, update, and personalize my profile

My Directory Profiles

Create, review, update, and personalize my profiles

