

Using Social Networks to Increase Your Referrals

We've all heard Adam Saxon make the ask. "I'm looking for a particular person at X Corporation."

That person may not be part of our immediate social circles, HOWEVER, they could be a person to which you're connected on another network. Facebook or LinkedIn, for example.

So here are two behaviors to learn. 1) Look for social circles to join. Remember that every person knows 250 people. So networks of people grow exponentially as we add folks to our networks on the Internet. So I currently have 252 LinkedIn connections. LinkedIn says that translates to 77,100 second level connections. And 5,468,500+ third level connections.

2) Do your research. Adam has just asked for a contact at X Corporation. The next step is to go back to your office to see if your connected to anyone from X Corporation. Or if someone from X Corporation is a member and could be asked for a connection. Or if someone at X Corporation needs the services that Adam provides.

LinkedIn and other networking tools can be valuable networking tools. It requires no gasoline, no wasted time driving, and not even a local relationship. Such tools make your network larger than the town you live in.

In a networking chapter that decided to expand their networking tools, they experienced exponential growth in referrals, visitors to the chapter increased, and financial value given also increased.

MBXers would be well served to all join LinkedIn and then connect to each other. LinkedIn's power of connection could be used for the growth of MBX. To get an idea of what is possible using LinkedIn please watch the video at this link: <<http://www.slideshare.net/rickipll/bni-lin-pam-russell-presentation-2>>