

Spinning Your Networking Web

The more you network, the better you'll become at it, and the larger your own network of contacts will grow. Your presence and authority will grow, and because you're much more "visible" in your market, you'll no doubt experience business, financial, and personal growth as well.

There are many benefits of continuing to grow your "web of trust". While financial growth and gain is the most prominent of these benefits, there are several that are less overt, but just as valuable to your businesses success.

The ability to search out a business mentor is a benefit that is not widely discussed, but can mean the difference between failure and success, especially when you're just starting out in business. Being able to find someone who has traveled the path that you are now traveling, and has gone through the ups and downs before you, can help ease your own business learning curve. By following a mentor who is now where you'd like to be, and by internalizing their business advice, you can avoid many common mistakes that new business owners make, saving you time, money and resources in the end.

There is great value in seeing a situation through another's eyes, and networking allows you to mingle with people who come from different backgrounds and have traveled much different paths to get to where they are than you have. Being open to seeing situations from a different perspective will help broaden your own horizons and open your eyes to situations and perceptions you may not have been able to see previously.

Nearly everyone who has been in business for any length of time has simply gotten tired and burned out at some point. Networking with like-minded individuals will give you the support you need to boost yourself up out of that slump. Those you network with can help get your creative juices flowing with new ideas, and bring back the motivation to grow and succeed. Being stalled is a common occurrence in any business and by networking, you'll find others that have been similarly stalled and have gotten through it.

It's easy to get caught up in the business benefits of networking, but we can't forget that networking can also provide personal benefits in the form of friendships. Business friendships tend to be strong, as you both will likely share a similar work ethic, similar business interests, and have similar goals for personal and financial growth.