

# GETTING THE MOST OUT OF NETWORKING

## WHAT IS “NETWORKING”

Interaction between two or more people with common interests for  
MUTUAL BENEFIT—not a one-way street.

## WHY NETWORK?

- ESTABLISHING BUSINESS CONTACTS
  - Editors/publishers
  - Agents
  - other writers
  - experts/resources for interviews
- MAKING SALES, BUILDING READERSHIP
  - Sell your products--articles, books, pet products
  - Offer your services—available for  
consults/interviews/critiques, editing, etc.
  - Garner professional critiques, or reviews of your work
- FEEDING THE MUSE
  - Inspire and be inspired
  - Develop article and content ideas
- IMPROVING THE CRAFT
  - Gain insight
  - Share experience
  - Learn about biz and promo techniques
  - Stay informed re: changes in markets, new editors, etc.
  - Get technical questions answered—i.e., how many  
words in a typical mass market mystery? What does  
“work-for-hire” mean?
- EMOTIONAL SUPPORT, MORAL BUILDING
  - Share “brags” and celebrate successes

- Offer shoulders for tears (they'll return the favor!)
- Offer encouragement, and accept “bravos!” from others

## WHERE TO NETWORK?

- WRITERS CLUBS & PROFESSIONAL ORGANIZATIONS
  - NWU, Author's Guild, others—CWA, DWAA, local “critique” groups
- WRITERS CONFERENCES
  - [www.catwriters.org](http://www.catwriters.org)
  - <http://www.owfi.org/>
  - <http://www.shawguides.com/writing/>
- ONLINE
  - E-mail lists
    - <http://groups.yahoo.com> and search for “writer”
    - CWA's ProList ([www.catwriters.org](http://www.catwriters.org))
    - Literate Feline (Christine Church, <http://groups.yahoo.com/group/The-Literate-Feline/>)
    - Dog Writers List ([DOGWRITERS-L-request@APPLE.EASE.LSOFT.COM](mailto:DOGWRITERS-L-request@APPLE.EASE.LSOFT.COM), Maggie Bonham, [skywarrior@JUNO.COM](mailto:skywarrior@JUNO.COM))
  - live “chats”
  - writers forums and message boards
    - <http://writersbbs.com/forums/>
    - <http://www.writingworld.com/> (Moirra Anderson, CWA member)

## HOW TO NETWORK?

- BE PROFESSIONAL!
- INTRODUCE YOURSELF

- ASK QUESTIONS
- OFFER ADVICE
- ANNOUNCE “BRAGS”
- OFFER COMPLIMENTS/CONGRATULATIONS
- REQUEST OPINIONS
- RECOMMEND RESOURCES/CONTACTS

## INFO CARD/NETWORKING EXERCISE

(hand out—collect & redistribute)

NAME

CITY/STATE/EMAIL

I'M PUBLISHED IN \_\_\_\_\_

ASPIRE TO WRITE \_\_\_\_\_

INTERVIEW ME ABOUT (SUBJECT) \_\_\_\_\_

TELL ME ABOUT \_\_\_\_\_

NOBODY IN THIS ROOM KNOWS THAT (something fun or funny, impressive, exciting, tragic, interesting...you get the picture)