



Ask SCORE for Business Advice

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Perfect Networker by Tina Dettman-Bielefeldt

As few weeks ago, Joyce Nelson, owner of Joyce Ventures (www.joyceventures.com) talked about dedicating her career to appreciation and relationship marketing. Although she sees the benefit of personal, face-to-face contact, she has also become a strong advocate of building a global network of support through social marketing. One site, The Perfect Networker, is a favorite. As an ambassador for the site, she thinks that most small businesses can benefit from taking part.

"I found the site when I was searching for business networking groups," Nelson said. "It was launched online in May of 2008, and I happened to meet one of the founders in Baltimore. It was a dynamic global community and I jumped on board."

Nelson says that the site is a combination of Facebook, LinkedIn and Twitter. The goal of the site is to create opportunity and provide an interactive, personal forum where businesses and individuals can help each other succeed.

She noted, "I have built friendships and business relationships that have come in handy, like when I needed an attorney in Florida over a holiday weekend or when I helped someone from Seattle find a private jet. In the last year alone, I have made personal business connections in Florida, Seattle, France, Baltimore and Texas that I would never have made otherwise."

For businesses, the applications are many. By using the advance searches, people can be located by geography, personal and professional interests, books, quotes, and type of business. A business looking for a supplier, a specific item, or tips on shippers in a certain area can go to the site for assistance. Ambassadors like Nelson are also available to assist in making connections. Information can be obtained to help a business run more efficiently, save money, or deal with problems that others have experienced.

Nelson has had numerous benefits from being on the site. She explained, "PerfectNetworker has offered me visibility and credibility. I have an additional venue for blogs, educational material, videos, testimonials, meeting and greeting people, offering and receiving recommendations, and am now seen as a relationship based social networker."

Similar to LinkedIn, a basic membership is free. It takes about ten minutes to create a profile that includes contact information for you and your company. By using all of the applications available, the profile presents a detailed picture of you, your business, and how others can help. Nelson says that the site has a unique personal quality. However, that doesn't mean that other sites should be neglected.

“I would recommend a business owner, sales people, management and customer service agents sign up for Facebook, LinkedIn, PerfectNetworker, and Twitter, because it's free exposure,” Nelson commented. “It expands your reach, makes your business more searchable on Google and increases your visible frequency. Businesses must keep up. The days of pulling over at a gas station to ask for a phone book are gone. It's all technology, and it's all about relationships.”

If you'd like to learn more about the necessity of research, contact the Green Bay Chapter of SCORE. Visit www.greenbayscore.org or call Cindy Gokey at 920-496-8930 for information.

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