



Our mission is to build a solid group of highly qualified professionals who are dedicated to building a strong networking referral group based on the philosophy that you have to give to get.

October 19, 2017
Volume 5, Issue 39

Nova Networking Thursdays
11:30 – 1:00



FIONA'S Irish PUB
5810 Kingstown Center
Alexandria, VA 22315

UPCOMING MEETINGS

- 10/26 Donna Wilson**
- 11/2 Robin Wulff**
- 11/9 Affinity Groups / Training**

Leadership Team

President

Kevin Cook

Vice President

Elaine O'Malley

Recording Secretary

Robin Wulff

WebMaster

Matt Callen

SocialMedia/Marketing

Laura R Drain

Training Facilitator

Kathryn Young

Membership Team

Brook Mitchell

Elaine O'Malley

Ron Reyner

Treasurer

Donna Wilson

Guest Hosts

Jerry Haley

Linda Rodgerson

Ways to Effectively Use Facebook To Build Your Business

Word of mouth advertising is usually the most effective type of marketing. When you have a solid Facebook presence, you have access to the best type of word of mouth advertising.

Many companies struggle with how to figure out the right balance when using Facebook to build their business. Those that follow the "rules" of social media marketing are usually more successful than those that do not.

Use A Good Profile Photo:

Building relationships with people on social media is important. When you first start out using Facebook for your business, be sure to set a goal to develop long term, and mutually beneficial relationships.

Your purpose is to provide valuable input and information while developing relationships with people. Remember to be interesting, but not just to show that you are interesting. Your posts should be interesting to your target market in a way that is about them.

Just pitching your product or service usually does not work very well. Spend some time to build relationships with people that you connect with. If done correctly, your followers will certainly ask you about your opportunity or product.

Meeting Agenda

- ❖ Casual networking
- ❖ Recognition of first time guests
- ❖ Introduction of Leadership Team
- ❖ Words of Wisdom
- ❖ Secretary's Report
- ❖ Induction of New Members
- ❖ Elevator speeches
- ❖ Group Activity: Facebook
- ❖ Activity Reporting
- ❖ Announcements
- ❖ Drawing
- ❖ Final Thoughts

Anyone Interested in Becoming a Member Please Contact:

- Brook Mitchell
- Elaine O'malley
- Ron Reyner

Notes:

Announcements

What are you doing on October 25th?

Time 3:00 – 7:00 PM

The right answer is “going to Tysons 2050” - hear from local business leaders share what they believe Tysons will be like in the next 30 years.

Get your tickets! www.tysons2050.com

Hurry - get your ticket - don't wait any longer, buy your ticket



Interview at Radio Fairfax members and guest are invited to participate in a conversation with Laura Drain @cafelatinoTV about Nova Networking. You will have opportunity to talk about your business



When: All Sundays

Time: 3:00 to 4:00PM

Where: Radio Fairfax 2929 Eskridge Rd Fairfax VA

Limited to 6 people

RSVP Carmen@cafelatinotv.com

More info www.cafelatinoRadio.com

Use Common Sense for Facebook Posts

Stop and think about what you want to write before you post an update, upload a picture, or invite someone to play a game. If you find that you are posting pictures that would lessen your status as an authority, then you want to think about why you're using Facebook to begin with.

Just remember that people are watching you and you may not even realize it. Here are some questions you'll want to ask yourself when you are about to post a status update on Facebook.

- *Is this something I would want to read or see?*
- *If I were to read this post, would it turn me off about the Network Marketing industry or opportunity?*
- *Is there any insightful value or helpful information in this post?*
- *Does this sound scammy, spammy and pitchy?*
- *If you don't apply common sense, then you are going to push people away and not even realize it. If you are posting game requests to your friends, then you are going to portray a very unprofessional image.*

Of course, we all like the games on Facebook during our downtime, but use a separate profile for games. Use a different profile for professional marketing purposes.

When you use social media for marketing, you need to be selective in building your friend's list. You want to attract and connect with people like yourself.

Be Strategic in Building your Facebook Friend's List

Start by looking for groups that are of interest to you and your organization then join them. Decide what your interests are and your niche is. Search out the leaders and influences in your niche or industry and connect with them on Facebook.

More info <http://bit.ly/NovaNetworking>
