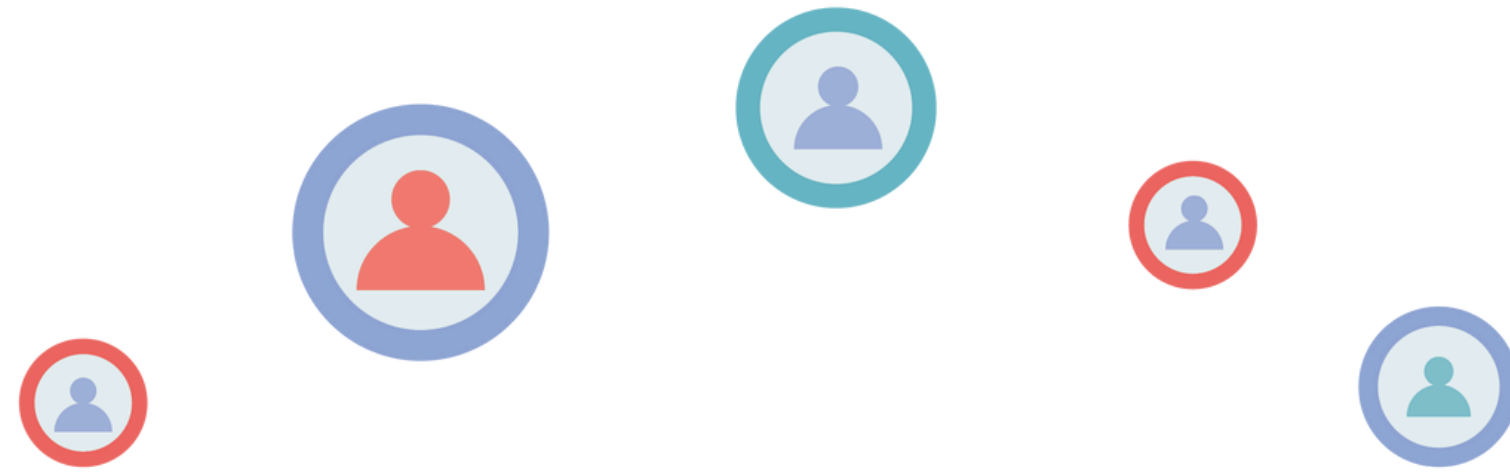
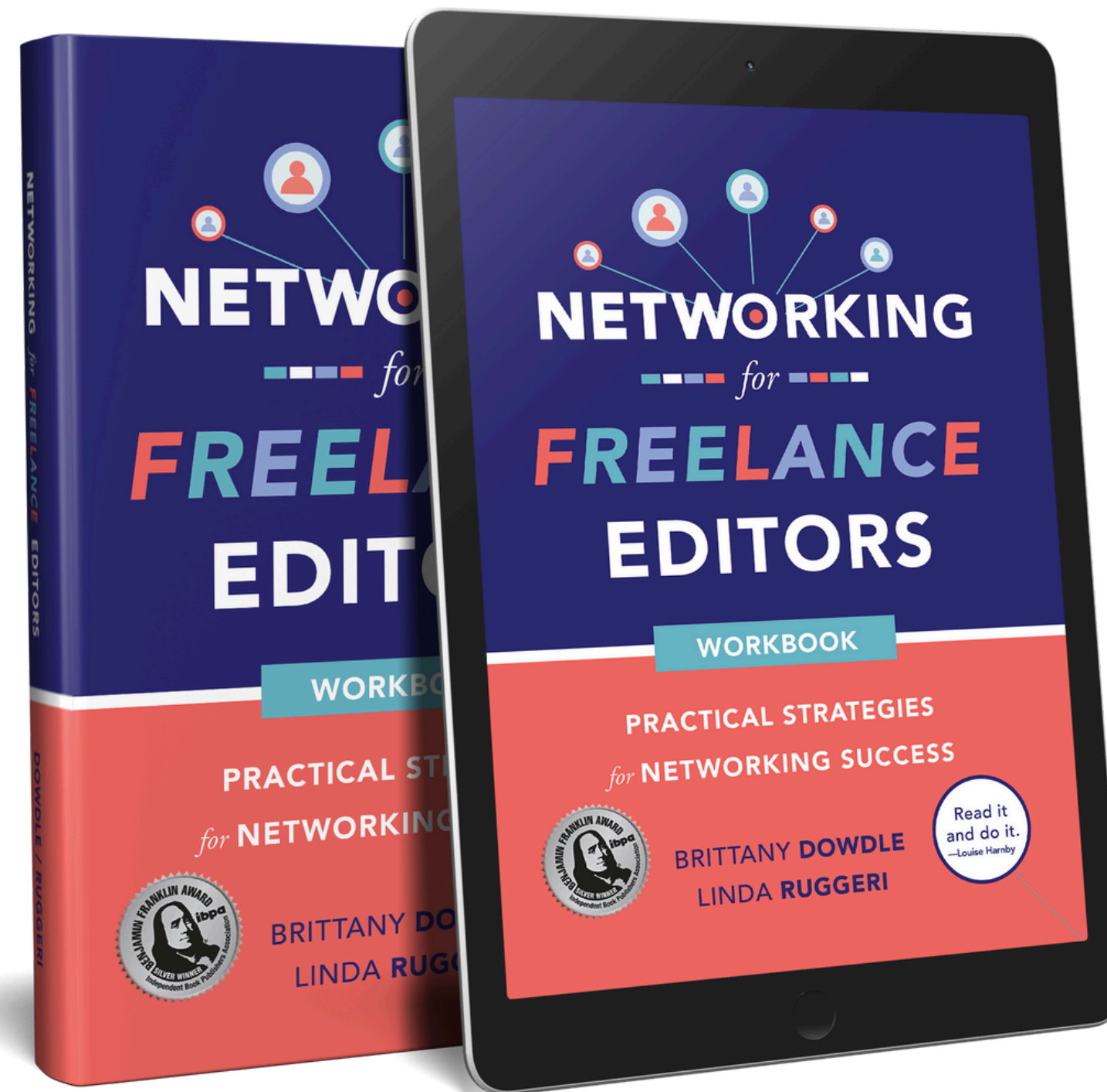




Results-Driven Networking for Freelance Editors



Brittany Dowdle



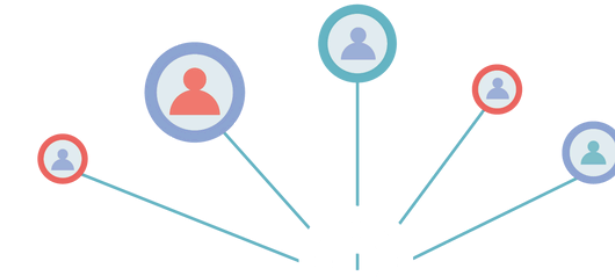
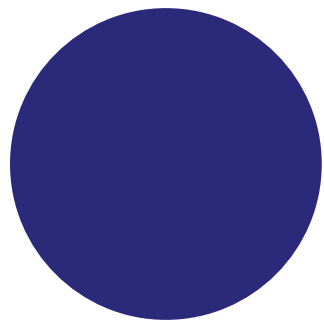
Linda Ruggeri

Goals

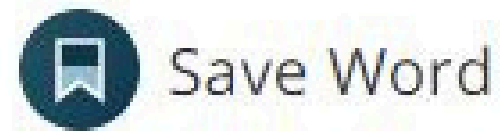


RISE

- REDEFINE networking
- IDENTIFY your current network
- SET achievable goals
- EVALUATE how they work together



networking noun



net·work·ing | \ 'net-,wər-kiŋ  \

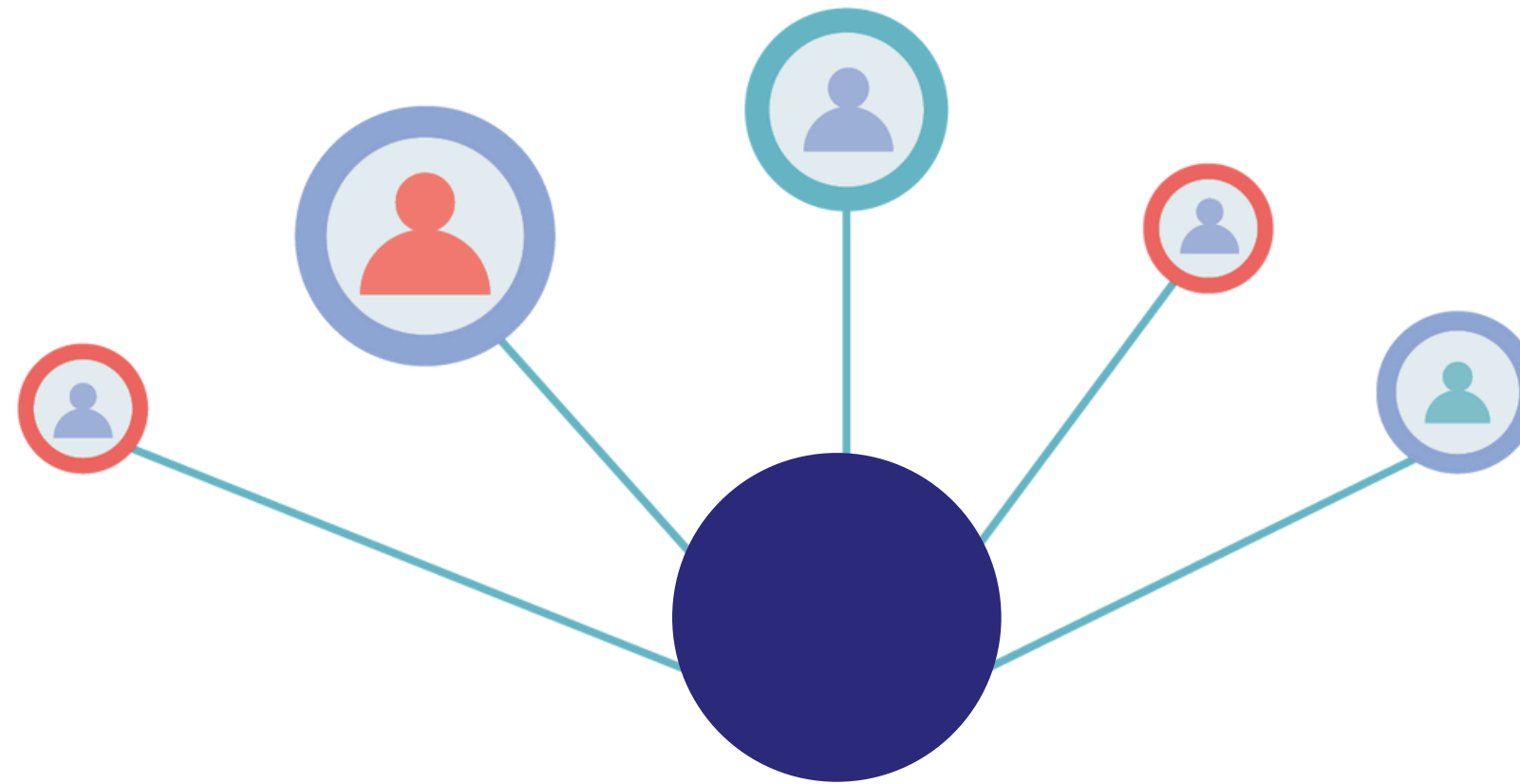
Definition of *networking*

1 : the exchange of information or services among individuals, groups, or institutions

specifically : the cultivation of productive relationships for employment or business

// ... *networking* remains the No. 1 cause of job attainment ...

— Hal Lancaster



Our Definition of Networking:

behavior that builds a web of mutually beneficial relationships



long-term business relationships

not a one-stop shop

volunteering

sharing what I know

intentional

WHAT

NETWORKING IS . . .

community building

genuine/organic

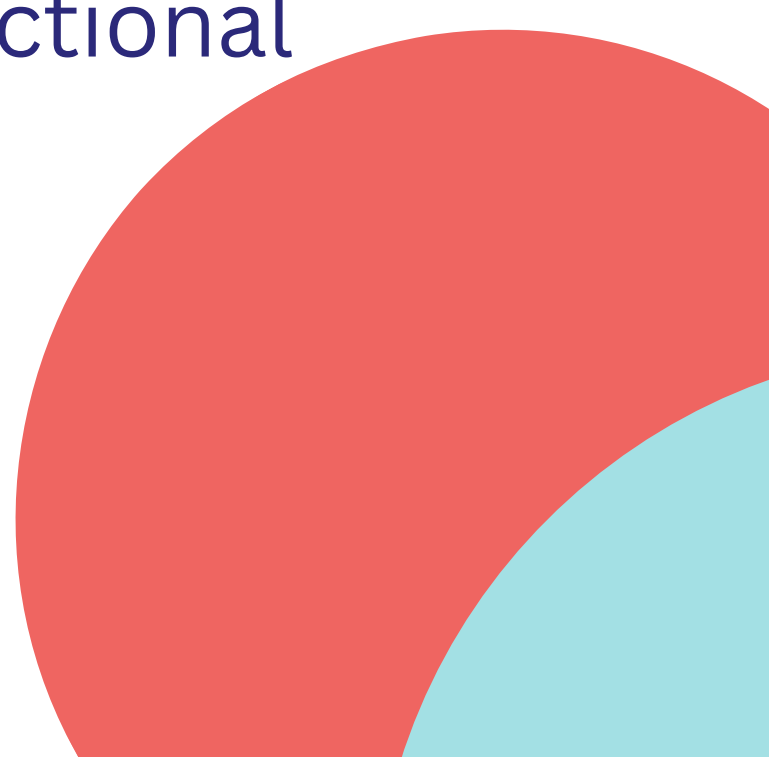
not transactional

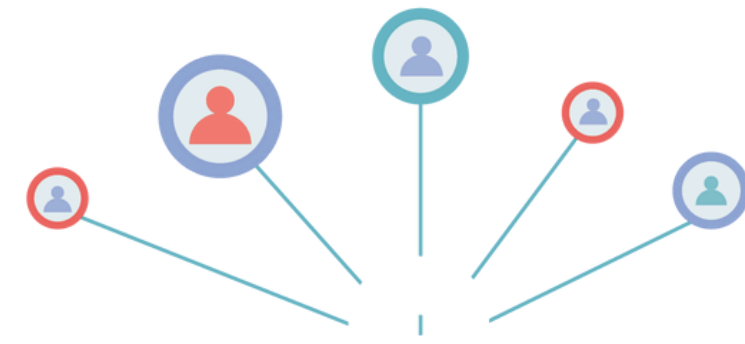
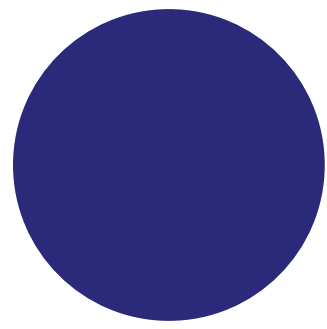
a process

helping others

bringing value

based on trust





What networking *isn't*



Reality check

Network Snapshots

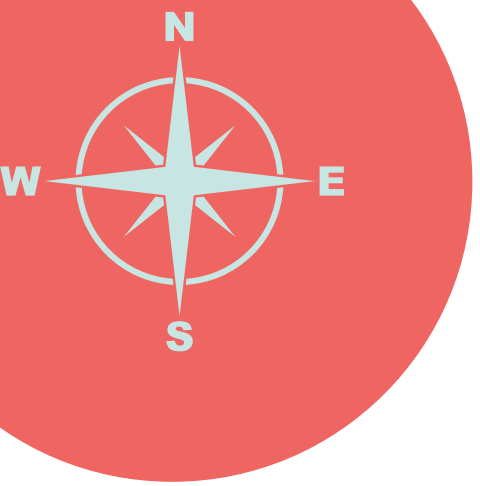
My Small, Trusted Network

Person	Platform	Industry/Specialty

My Broad, Dispersed Network

Person	Platform	Industry/Specialty



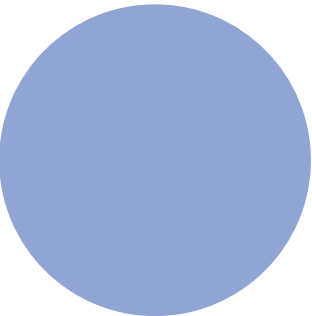


Goals affect:

- biz planning
- productivity

Goals as a compass:

- networking
- to people & organizations



Main Goals

1. _____

Current network member

Potential network member

Potential network member

2. _____

Supporting Goals

3. _____

4. _____

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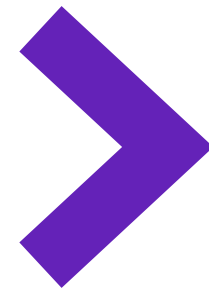
3



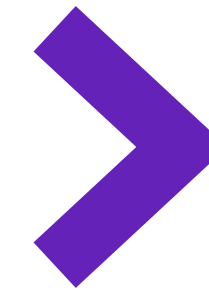
Goals > **Activities** > **People**



Goals



Activities



People



COMMUNITY!

SPEAKER SERIES 2024

Topic :
Grow your network and expand your editorial work perspective.

100% ONLINE Live on the TNS Circle Community

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OUR 2024 SPEAKER LINEUP



FEBRUARY 2024
EDITOR WEBSITES
Carlos Rivera
Website Designer
La Mejor Website



FEBRUARY 2024
SEO FOR EDITORS
Michelle Lowery
SEO & Content Marketing Specialist



MARCH 2024
TAXES FOR EDITORS
Daisy Moreno
Accountant
Certum Solutions



MAY 2024
EDITOR VISIBILITY
Jennifer Milius
Editor & Author
Author's Stylist Guide



MAY 2024
GOALS & MINDSET
Linda Ruggeri
Editor & Author
The Networking Studio



AUGUST 2024
CLIENT RAPPORT
Tenesha Curtis
Editor & Author
Writerwerx University



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(for editor websites)
Stacy Juba
Author & Editor
Shortcuts for Writers



OCTOBER 2024
Podcasting for Editors
Rhonda Douglas
Author & Editor
Resilient Writers Radio Show



NOVEMBER 2024
Be Confident Online!
Judy Mohr
Dev Editor & Author
Hidden Traps of the Internet



NOVEMBER
STYLESHEETS 101
Brittany Dowdle
Editor & Writer
The Networking Studio



DECEMBER 2024
Working with PEs & Publishers
Kellie Hultgren
Editor
KMH Editing



DECEMBER 2024
Q4 Check-in & Social
Brittany Dowdle & Linda Ruggeri
The Networking Studio

Things that should align with your goals

My Talking Points

How to introduce myself and my services:

- My name is _____,
and
- I'm a/an _____ (profession/services),
specializing in _____.
- I work with _____ (client type or specialty).
- I live in _____.

My Talking Points II

Go deeper:

Internal

What part of my work am I most passionate about?

What do I want to be known for as a person? How can I share this aspect of myself?

What do I want to be known for professionally? How can I share this skill/knowledge?

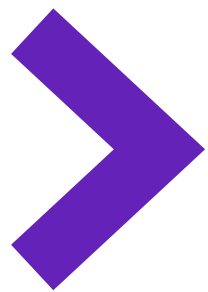
External

How can I use my knowledge, network, and empathy to help the person I'm talking with?



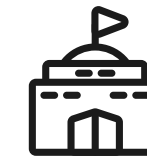
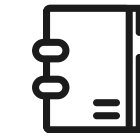
RISE framework

- REDEFINE networking
- IDENTIFY your current network
- SET achievable goals
- EVALUATE how they work together



Free Resources

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Thank you for joining us

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