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**Please Respect This Intellectual Property
You May Not Give This Ebook Away,
Nor The Business Card System That Came With It
A Lot Of Thought Went Into This Simple Project**

**If Someone Wants It Bad Enough...
It's Just \$7
And Frankly, Worth Every Penny
If Anyone Wants Better Results From Their Networking😊**

Send Them To:

www.bloggernetworkingformula.com

Thank You for Your Consideration

**This Little Ebook Can Easily Revolutionize
Your Entire Business Networking Outlook**

**If You Need Help... Call or Email Me
Contact Info Is At the End**

Blogger Networking Formula

Creating Conversations & Connections With and Through the People You Know and Meet
Now You Can Potentially Benefit Everyone You Meet & Talk To

Introduction

The purpose of this 'How To' & 'Why' document is to help and inspire you to have more conversations, to create more conversations and to simply talk to and help more people during your business networking life and efforts. Ask any good salesman how to make more sales... one of the answers will be to talk to more people.

Did you know that there is a Word Of Mouth Marketing Association? Word of mouth means **talking** to one another. Word of mouth means getting other people to talk about you.

Networking is about helping one another, talking to one another and ultimately talking about one another. Unfortunately there is a problem going on today. Not enough people are actually talking to one another. For the record, the perspective of this document and education is from the perspective of active business networking. This meaning attending networking meetings, functions and events, and what happens afterwards, i.e., Follow Up!

People are not receiving new leads and introductions because they are not talking to new people and they are not actively communicating with current contacts and connections.

People are not giving new leads and introductions because they are not talking to new people and they are not actively communicating with current contacts and connections.

If we are not talking to new people and current contacts and connections, we have nothing new to share and we are not keeping current with the needs of our contacts.

We must be in part, like a honey bee, and start more actively pollinating our business networking efforts with new connections and sharing those worthwhile connections and new conversations with the people we already know, to stay top of mind and to encourage their word of mouth marketing of you!

What goes around... comes around. Help one another, connect one another, and talk to one another.

The Plan

Talk to more people... Share more people... creating new conversations and connections for everyone.
Everyone benefits... including you!

Nothing happens without a conversation. **You are going to create a simple on line introduction system, giving each person a simple web page disguised as a blog post.** Start from today... from among the people you meet with. This is a good reason to meet again with people you already know, like and trust. As you meet with them, (and this is up to you), add them to your networking blog site. One person equals one post. Archiving by name and by business industry will eventually make a great networking database for you and those whom you know. It also makes it quite easy for you to individually share anyone with someone else spontaneously... because each post is a person, and each post has a direct link to share just about anywhere else.

Each post may also be shared using social links such as Twitter and Facebook and also shared by email and more!
And if someone, for some reason, falls from your circle of influence, it is quite easy to remove them from your Blogger introduction system. How cool is that?

The Tools

We will use Google Blogger: www.blogger.com (it's free) to share and introduce the people you know and meet to one another. Rather than using Blogger as a blog, each individual post will be a new person you know or meet.

Please note: additional posting methods are also covered later in this document.

If you want to get a little fancy, it would be a good idea to add the person's photo to your blog post. So take a picture, or grab their photo from LinkedIn or Facebook. If you need to edit that photo a little, like resizing it or cropping it, if you are a PC user, there is a program called 'Paint' that is part of all Windows programs. (See End Of This Document)

You could also add their scanned business card if you like. If you have a scanner as part of your printer, use that. If you have a flatbed scanner, use that. You could even use your smart phone or iPhone to take a picture of the card and add it that way. *Please note*, the quality of a smart phone image really is not very good for this.

If they have a video on YouTube for example, you could even include their video on their blog post.

Point is, this does not have to be hard, or take a major effort. It is a simple free way to help more people have more connections and more conversations... including you.

You Now Have No Excuse To Not Talk To Someone. At the very minimum, you can, if so inspired, easily share them with anyone, for any length of time. They will appreciate you and more likely talk about you to others. That is Word of Mouth Marketing.

It's Also Your Self-Promotion

Remember, what you are doing is creating a free web site with your name on it. (More on the name later)

And you can have additional pages... Which means one of those pages should be about YOU!

This means, every time you introduce other people to one another, there is also the opportunity for those people to learn more about you and what you do or are doing.

Here's the thing, you can set all of this up in an hour or two, or perhaps an afternoon. This will in time, elevate your value to others, and you will become a unique resource center for those in your circle of influence. Plus, if others that you know do this very same thing, you may then network off one-anothers lists with little to no effort. It truly is win, win for everyone.

Recap... At Least Read This!

We are going to do a personal business networking blog using www.blogger.com

Sharing the people we meet with the people we know and inviting them into a conversation with one another

One blog post equals one person – Include photo, business card if you can & short description of that person.

(Ask the person you are sharing for that perfect short description, telling them what you are going to do)

Over time, you will have a collection of the people you know, like and trust, organized by industry

Easily share using a direct link / Easily share by Social Networking Platforms / Easily Share by Email

Easily remove pages when someone falls out of your sphere of influence

They are all on a web site with your name on it and with your own promotional material

You now have a reason to talk to most anyone

Now people have another good reason to talk to you... You can easily promote and share them

Any one can easily subscribe to your blog receiving new connections every time you make a new post

Once you have a simple web site, you can very easily share and Promote most anything... All for Free!

And imagine if you will, if you were part of a group, and all of you were doing this... with and for one another... Conversations would flourish and businesses would certainly grow!

The Basic Blog
How it looks is totally up to you
My Web Address: www.nw-meilermann.blogspot.com
Try to keep it short (NW = Networking With)

Networking With Michael Eilermann

Introducing People I Meet... To The People I Know!... And Helping Telephones To Ring.....
Reach Out And Connect With One Another --- And Why Not Do This For The People You Meet & Know?

Home Blogger Networking Formula What I Do Contact Me

Tuesday, May 20, 2014

Yaun, Ben

Ben Yaun
Ide'ation Marketing Management
404-771-3837



Ide'ation Marketing Management specializes in new business development programs that deliver measurable bottom-line results.

Our marketing programs are researched, planned and implemented with detailed tracking and monitoring processes that measure the results and evaluate your return on investment every step of the way.

Have you met your best customer?

Our FREE one hour marketing model evaluation services help you clearly identify your best customers and understand their unique "behavioral triggers" that put them in the market for your products or services.

You will discover "what's working" and "what's not working" within your business plan, current advertising tactics and marketing strategy.

Ide'ation
Marketing Management

Ben Yaun
Ide'ation Marketing Management

P: 404.771.3837
E: benyaun007@bellsouth.net
A: 3101 Howell Mill RD NW Suite 209 Atlanta GA 30327

Right Click On Above Image To Save To Computer
Please Share Me Using The Links Below

Posted by Michael Eilermann at 4:41 PM

Recommend this on Google

Labels: Mktg Mgt

About This Networking Blog -----
Tell Them Michael Eilermann Sent You!

This blog is about introducing and connecting people who want to and will talk to one another. This blog is about my introducing to you, people I meet in hopes that new conversations, collaborations and business will develop among more people. Nothing happens without a conversation! Have One On Me!

Get Introductions by Email -----
About Once A Week

Email address...

Categories & People

• Mktg Mgt

Blog Archive

▼ 2014 (1)

▼ May (1)

Yaun, Ben

About Me



Michael Eilermann

Follow 48

My calling is to bring together Christian business people (primarily in the Atlanta area) to work together for the good of all, and especially for one another *In Their Business Lives*. Were we to do more of life and business *the way* God intended, more of life and business would be *what God* intended. Please See www.G6ten.net

I believe that a significant key to God's way is together. John 17:21a says, "That they may all be as one"... I am here to help and encourage more Christian business people to embrace more business relationships with one another on purpose. Effective business networking is a bi-product of the relationship. Let's have one together!

View my complete profile

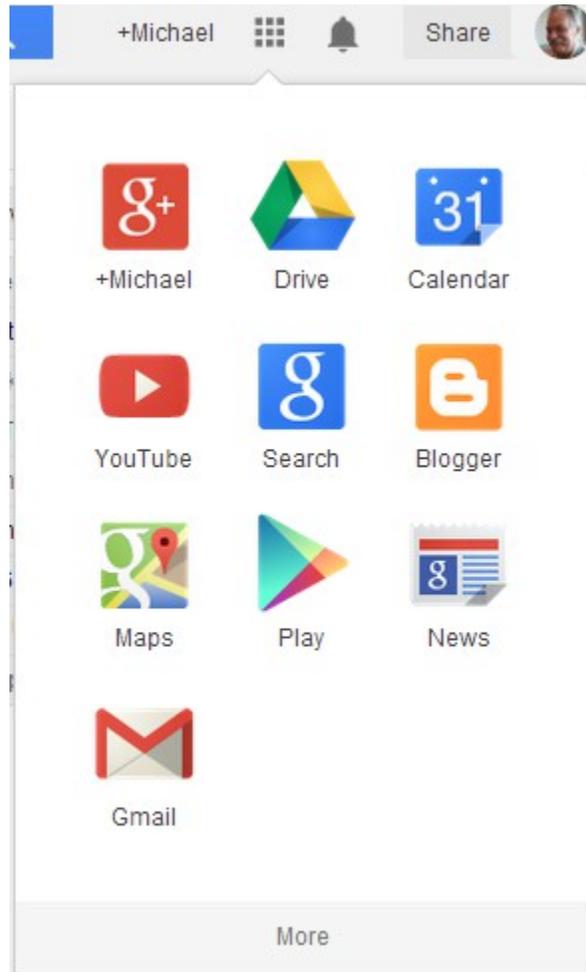
Home

Each blog post is short and simple and generally takes only a few minutes
The person you are posting about should send you what they want you to tell others about them

Creating Your Networking Blog

Creating a Google Blogger blog requires you to have a Google Account. A Gmail address does the trick. Having this opens up many other doors, including your own YouTube account and Google Plus account.

Go to www.blogger.com – Or access your blogger account from your Gmail account



Then Create A New Blog



Michael Eilermann's blogs

New Blog

Networking

Pick A Template Then Customize It How You Like

- New post
- Overview
- Posts
- Pages
- Comments
- Google+
- Stats
- Earnings
- Layout
- Template**
- Settings

Start with a base template and customize your background, layout, colors, fonts and more...

Live on Blog



[Customize](#) [Edit HTML](#)

Mobile



Simple



You Can Then Customize The Look & Colors

Blogger Template Designer [← Back to Blogger](#) [View Blog](#) [Help](#) [Apply to Blog](#)

Templates

- Background
- Adjust widths
- Layout
- Advanced

Live on Blog
Based on [Simple](#)

Simple

Dynamic Views

Picture Window

Awesome Inc.

Simple

Simple

Simple

Simple

Simple

Simple

Simple

You've customized this template. [Remove customizations](#)

You can modify just about everything including the various widths of your blog.

Just play with it until you come on to something you like...

You can always change it and over time, you will, until you settle on something you really like

In The Layout View... You Should Add A Few Gadgets To Your Blog
Just Click On “Add A Gadget” and See what you have to work with
Gadgets add personalization to your blog, but keep it as simple as possible.
What you should add is below the graphic

The screenshot shows the Blogger layout editor interface. At the top, there's a navigation bar with the Blogger logo, a pencil icon, a document icon, a 'View blog' button, a user profile '+Michael', a grid icon, a bell icon, and a 'Share' button. Below this, the page title is 'Networking With Michael Eilermann · Layout'. To the right of the title are buttons for 'Save arrangement', 'Preview', 'Clear', and a settings gear icon. On the left side, there's a sidebar with a 'New post' button and a list of navigation options: Overview, Posts, Pages, Comments, Google+, Stats, Earnings, Layout (highlighted), Template, and Settings. The main content area is titled 'Add, remove, edit gadgets on your blog. Click and drag to rearrange gadgets. To change columns and widths, use the [Template Designer](#).' It displays a grid of gadgets: 'Favicon' (with an 'Edit' link), 'Navbar' (with an 'Edit' link), 'Networking With Michael Eil...' (with an 'Edit' link), 'Pages' (with an 'Edit' link), 'Blog Posts' (with an 'Edit' link), and a vertical stack of gadgets on the right: 'Add a Gadget' (dashed border), 'It's All About Creating Con...' (with an 'Edit' link), 'About This Networking Blog ...' (with an 'Edit' link), 'Get Introductions by Email ...' (with an 'Edit' link), 'Categories' (with an 'Edit' link), and 'Blog Archive'. A 'Send feedback' button is located at the bottom right of the main area.

You should add Categories or Labels as Blogger calls them

Choosing the 'Cloud' option will conserve space & Showing number of posts makes a great separator.

Configure Labels

Title	<input type="text" value="Categories"/>
Show	<input checked="" type="radio"/> All Labels <input type="radio"/> Selected Labels
Sorting	<input checked="" type="radio"/> Alphabetically <input type="radio"/> By Frequency
Display	<input type="radio"/> List <input checked="" type="radio"/> Cloud
	<input checked="" type="checkbox"/> Show number of posts per label

Follow By Email Gadget enables your viewers to be notified when you make a new introduction.

You will need to ask your associates and connections to follow your posts... They likely won't without asking!

It is advisable to only post once per week (you can schedule this)

In that way, your subscribers will only get one email per week or less

This will also show you how many people are receiving your updates.



Configure Follow By Email

Title	<input type="text" value="Get Introductions by Email About Once"/>
-------	--

FeedBurner URL	<input type="text" value="http://feeds.feedburner.com/NetworkingWithMichael"/>
----------------	--

This feed has been created using FeedBurner and is owned by:
meilermann50@gmail.com

[View stats and learn more.](#)

Adding Pages

You can also add additional static pages to your blog

Add the Pages Gadget under your blog title –

After you create new pages, you must come back and select the pages to show

Introducing People I Meet... To The People I Know!... And Helping Telephones To Ring.....
Reach Out And Connect With One Another --- And Why Not Do This For The People You Meet & Know?

Home	Blogger Networking Formula	What I Do	Contact Me	
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One page should certainly be 'About You'

Another page should be a 'Contact Me' page

Your contact me page can in fact have a contact form, but you will have to use a third party app for that.

This will give others who do not have your contact information a way to reach you by email, without them actually having your email address

Here are two outside services you can use, which are free

www.kontactr.com & www.foxyform.com

FoxyForm is the quickest and easiest way to do this

You choose a few options, they give you some code, and you add it to your page

See Next Page

This is the FoxyForm

Contact Me

Contact Michael Eilermann

Name: *

E-Mail: *

Subject: *

Message: *

AntiSpam Protection: **uS9bf**

All fields marked with * are required.

foxyform

They Give You some HTML code to add to your page to make this work – Keep Reading, I'll show you how.
Choose To Make or Edit your Contact Me Page

My blogs

Networking With Michael Eilermann · F

Overview

Posts

Pages
All (4)

[Contact Me](#)

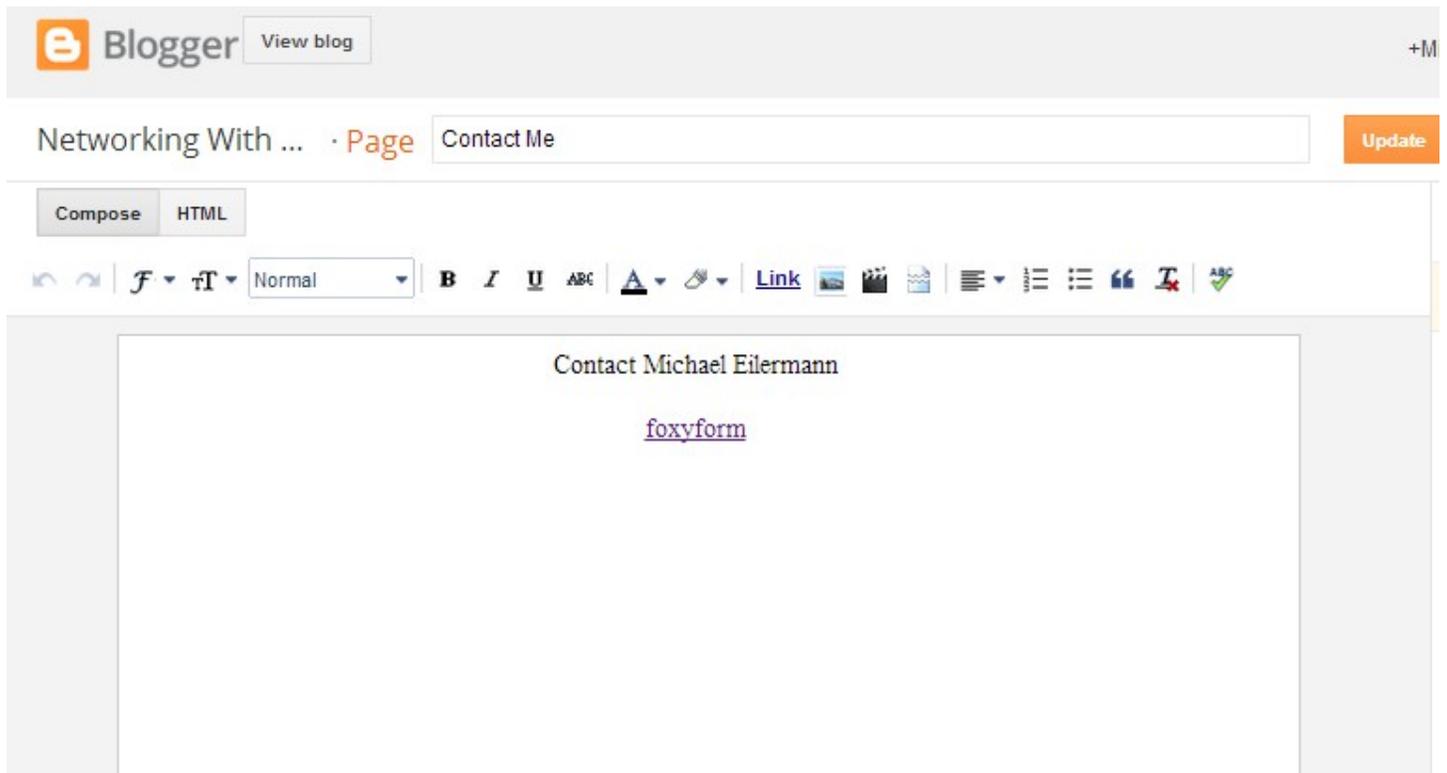
[Directory](#)

Click Edit Page

- [Contact Me](#)
[Edit](#) | [View](#) | [Share](#) | [Delete](#)

On Your New Contact Page... click to edit the HTML (I added "Contact Michael Eilermann as text to the page)

The Page Title is: Contact Me



The screenshot shows the Blogger HTML editor interface. At the top, there's a 'Blogger' logo and a 'View blog' button. Below that, the page title is 'Networking With ... · Page Contact Me' with an 'Update' button. The editor has two tabs: 'Compose' and 'HTML'. The HTML tab is active, showing a toolbar with various formatting options. The main content area contains the text 'Contact Michael Eilermann' followed by a blue underlined link 'foxyform'.

Just copy the code they give you into the page

You won't see the form until you post the page

The code starts at **Do Not Change The Code**

```
<div style="text-align: center;">
<!-- Do not change the code! -->
<a href="http://www.foxyform.com/" id="foxyform_embed_link_557385">foxyform</a>
<script type="text/javascript">
(function(d, t){
  var g = d.createElement(t),
      s = d.getElementsByTagName(t)[0];
  g.src = "http://www.foxyform.com/js.php?id=557385&sec_hash=9aa1604bd0e&width=350px";
  s.parentNode.insertBefore(g, s);
})(document, "script");
</script>
<!-- Do not change the code! --></div>
```

Then Save and Publish Your Page... You Will Then See Your Form – I advise Testing It

Making Posts – Adding People To Your Blog

From Your Dashboard, click on Make A New Post

New post

This will give you a blank page with all the basics that you need
Insert Photo / Insert Text / Insert Business Card if you have it

Ideally, the person you are sharing should provide you with the best information to share.

Post Title: Always title your post by the persons name, Last Name First... Here, it is Harper, Carol
This will help you search for the blog post later if and when you want to edit or delete the post.

Carol Harper
Carol Harper Speaks
770-505-0514

Carol Harper is a speaker and an author on a mission. That mission is to help women raise their self-esteem so they can reach their full potential. If you are searching for your purpose, you must hear Carol's inspiring talk.

After a head-on collision with a drunk driver, Carol thought her life was over. In the 100 m.p.h. impact, her facial bones were crushed to powder. A traumatic brain injury left her in critical condition. She survived but had six surgeries to rebuild her face. She learned to see her inner beauty and shares this message with other women.

Carol knows adversity and can help others stay positive during turbulent times in their lives. God helped Carol heal her emotional wounds and now she is helping others through her speaking and books on self-esteem.

Mention you saw this in Michael Eilermann's networking blog and get a free thirty minute coaching session with Carol.

www.carolharperspeaks.com

Carol Harper Speaks
Carol Harper, Speaker
The Drunk Driver Survivor
Author, Of Face Value
www.carolharperspeaks.com
carol@carolharperspeaks.com
Phone: 770-505-0514

It Is Advisable to NOT INCLUDE EMAIL ADDRESSES In The Post – The person will end up getting spammed

You Have Posting Options:

Labels... Make these up as you go, using a 'Best Fit' name, and **only one label per person.**

This will make it easier for you to find them later, and it will make it easier for your viewers to find them



More About Categories or Labels

You can in fact get a little more creative, remembering that you can easily take away or remove at any time should circumstances change, or someone is no longer important to your way of thinking.

You could have a general introduction category, which may be a short term post, introducing someone and creating a new conversation, but that someone may not be a permanent, long term contact.

The various criteria is in your mind only... and not something you need to share with others, as some may in fact wonder why they are not included in your Blogger networking program.

Employment Seekers: You could also include employment seekers in hopes that others viewing your networking blog may in fact be able to help them. Again, these employment seekers do not have to stay on your blog forever. Simply remove the post as needed.

Get Creative if you like... Nothing is ever permanent, and you are doing this to help others, and to create conversations for your benefit as well. This Blogger networking gives others more reason to talk to you. Keep this in mind, if all you have to offer is what you have to sell, you are severely limiting yourself.

Post anytime you like, but PUBLISH ALL YOUR WEEKLY POST ONCE PER WEEK... THIS KEEPS YOUR SUBSCRIBERS FROM RECEIVING TOO MANY AUTOMATICALLY GENERATED EMAILS

<p>You Can Choose When To Actually Publish Your Post</p>	<p>Simply Choose the date and time.</p> <p>I highly suggest arranging for all your posts to publish on the same day. This way, your subscribers will only get one email per week.</p> <p>I also suggest you post on the same day of the week. This too will benefit your readers.</p>
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<p>🕒 Published on</p> <p><input type="radio"/> Automatic</p> <p><input checked="" type="radio"/> Set date and time</p> <p>May 21, 2014 4:36 PM</p> <div style="border: 1px solid #ccc; padding: 5px; margin: 5px 0;"> <p style="text-align: center; color: #4f81bd;">< May 2014 ></p> <table style="width: 100%; text-align: center; border-collapse: collapse;"> <tr> <td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td> </tr> <tr> <td>27</td><td>28</td><td>29</td><td>30</td><td>1</td><td>2</td><td>3</td> </tr> <tr> <td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td> </tr> <tr> <td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td> </tr> <tr> <td>18</td><td>19</td><td>20</td><td style="background-color: #f4a460;">21</td><td>22</td><td>23</td><td>24</td> </tr> <tr> <td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td> </tr> <tr> <td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td> </tr> </table> <p>Timezone: Eastern Daylight Time</p> <p style="text-align: center; border: 1px solid #ccc; padding: 2px 5px;">Done</p> </div>	S	M	T	W	T	F	S	27	28	29	30	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	1	2	3	4	5	6	7		
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27	28	29	30	1	2	3																																													
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18	19	20	21	22	23	24																																													
25	26	27	28	29	30	31																																													
1	2	3	4	5	6	7																																													

Setting a Permanent Link to Your Blog Post

<p>You can also set a more custom permanent link</p> <div style="border: 1px solid #ccc; padding: 5px; margin: 5px 0;"> <p>🔗 Permalink</p> <p>http://nw-meilermann.blogspot.com/2014/05/harper-carol.html</p> <p style="text-align: center; border: 1px solid #ccc; padding: 2px 5px;">Done</p> </div>	<p>Please notice here, the link is the persons name. This has many advantages, this is beneficial to you as well as to the person you are sharing, as they now have another search engine advantage.</p>
--	--

Posts With Web Page Links – This Is Really Important

When someone clicks a link to another web page in your post, in this case the web page link for the person you are sharing, Blogger takes you to that page, *leaving your blog behind*... This is not good!

The best result is for your link to open in a new window or new browser tab, thus keeping people on your blog 😊

To make a link, click the link button... See Below

Then complete the form, being sure to check the box – **“Open This Link In A New Window”**

Be sure to edit or change your link, that you may access the check box to make the link open in a new window.

This way, your visitors will not be leaving your networking blog to view another web site

Networking With ... · Post Post title

Compose HTML

Normal

Edit Link ✕

Text to display:

Link to:

Web address
 Email address

To what URL should this link go?

[Test this link](#)

Not sure what to put in the box? First, find the page on the web that you want to link to. (A search engine might be useful.) Then, copy the web address from the box in your browser's address bar, and paste it into the box above.

Open this link in a new window
 Add 'rel=nofollow' attribute ([Learn more](#))

OK Cancel

Simple Posting Alternative:

You could in fact utilize the actual blog page to introduce new people added to your networking blog, then simply make a list of people on a separate page. This is a very simplified method of sharing your know, like and trust list to others that you meet.

Use this idea as shown below.

Cosmetics

Mary Kay - Alannah LeVan <http://www.marykay.com/alevan>

Document Services (Cloud Based)

Modern Image USA - David McDonough - www.modernimageusa.com 404-840-0101

Health & Wellness

Youngevity - Luvenia Parker - www.my90forlife.com/365923 718-690-9450

Insurance

IPA Family - Amy Kelley - www.ipafamily.com 770-527-5598
Amy know just about everything about the Affordable Care Act and has read the entire thing... Have a question... Call Her and mention my name.

Senior Services

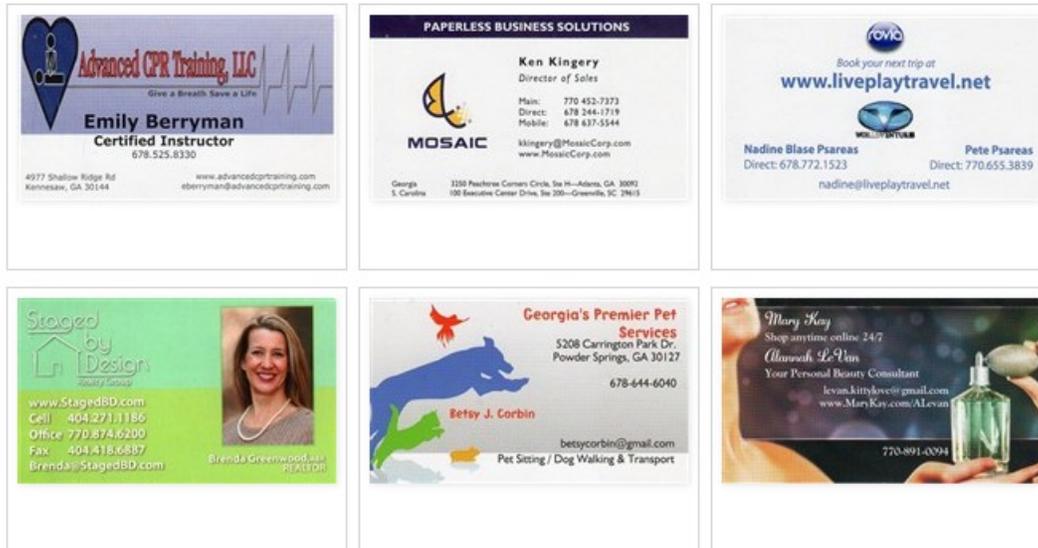
Seniors Helping Seniors - Michael Kaplan www.shsmarietta.com 404-219-8222

About Adding Business Cards.

I have found another on line free tool to create an image gallery that you can embed into a web page.

<http://www.cincopa.com/>

This has a bit of a learning curve, but as you can see on my personal networking blog, it does work quite well. It is advisable to flat-bed scan the business card, then resize it to 350 pixels x 200 pixels. This is the standard size of normal businesses cards (unless they are tall cards the the dimensions would be reversed).



Conclusion

All this is not that hard, it just takes a little trial and error at first, and a little initiative and a little practice.

Make a couple email lists...

One list of the people contained in your blog

One list of the people you want to share your blog with. After they subscribe, then take them off your email list.

In the long run... Everyone Wins!

You will be helping yourself- helping the people you add to the blog - and helping the people who read your blog. You are creating value in you and the people you are sharing.

This is such an easy way to leverage the people you know and meet into something good for everyone through conversations that simply may not have ever happened.

Keep in mind as well, that the Blogger system also provides all the social sharing links you need. It is so much more important and valuable to share a real person that you care about.

And remember, every time someone goes to your blog to explore and connect with a person, they also have the opportunity to explore more of you as well, through the About You pages that you also include. Make use of those opportunities.

I hope this has provided you with enough information to get you started. I am always available to help.

Nothing Happens Without A Conversation

It is so important that we create new contacts, conversations and collaborations... This is truly an easy way to do it.

God Bless,

Michael Eilermann – 404-322-8978 – michael@michaeleilermann.com www.eilermann.us
www.nw-meilermann.blogspot.com Please subscribe to my networking blog

How To Use Microsoft Paint (resizing headshots) Below

How To Use Microsoft Paint MAC Surely has something Similar

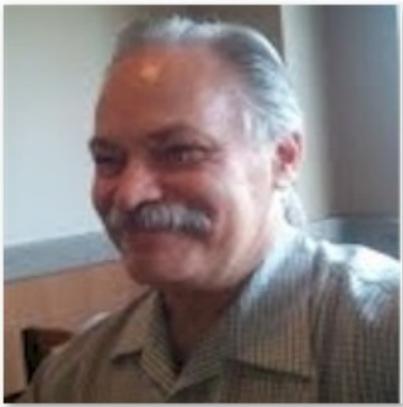
If you choose to grab a photo of someone off of their Facebook page or their LinkedIn profile, it will likely be bigger than you like.

Image Sizes

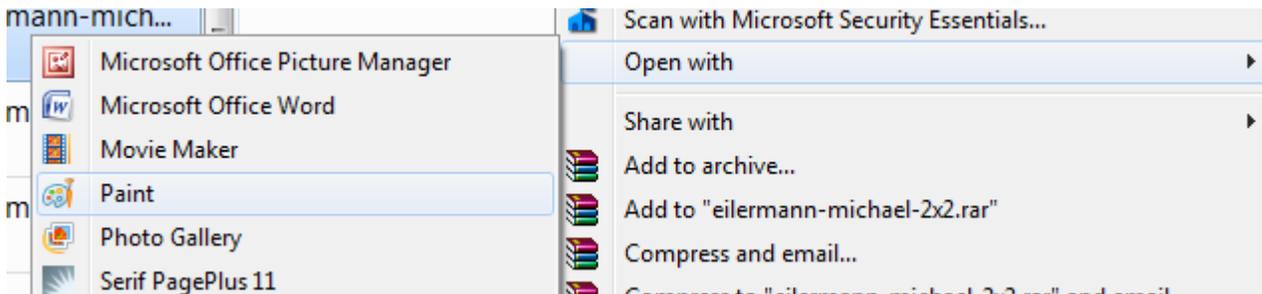
I have found that head shot images around the size of 150 – 160 pixels square is really good
Business card images are best at 350 pixels by 200 pixels

So Here Is How To Do That

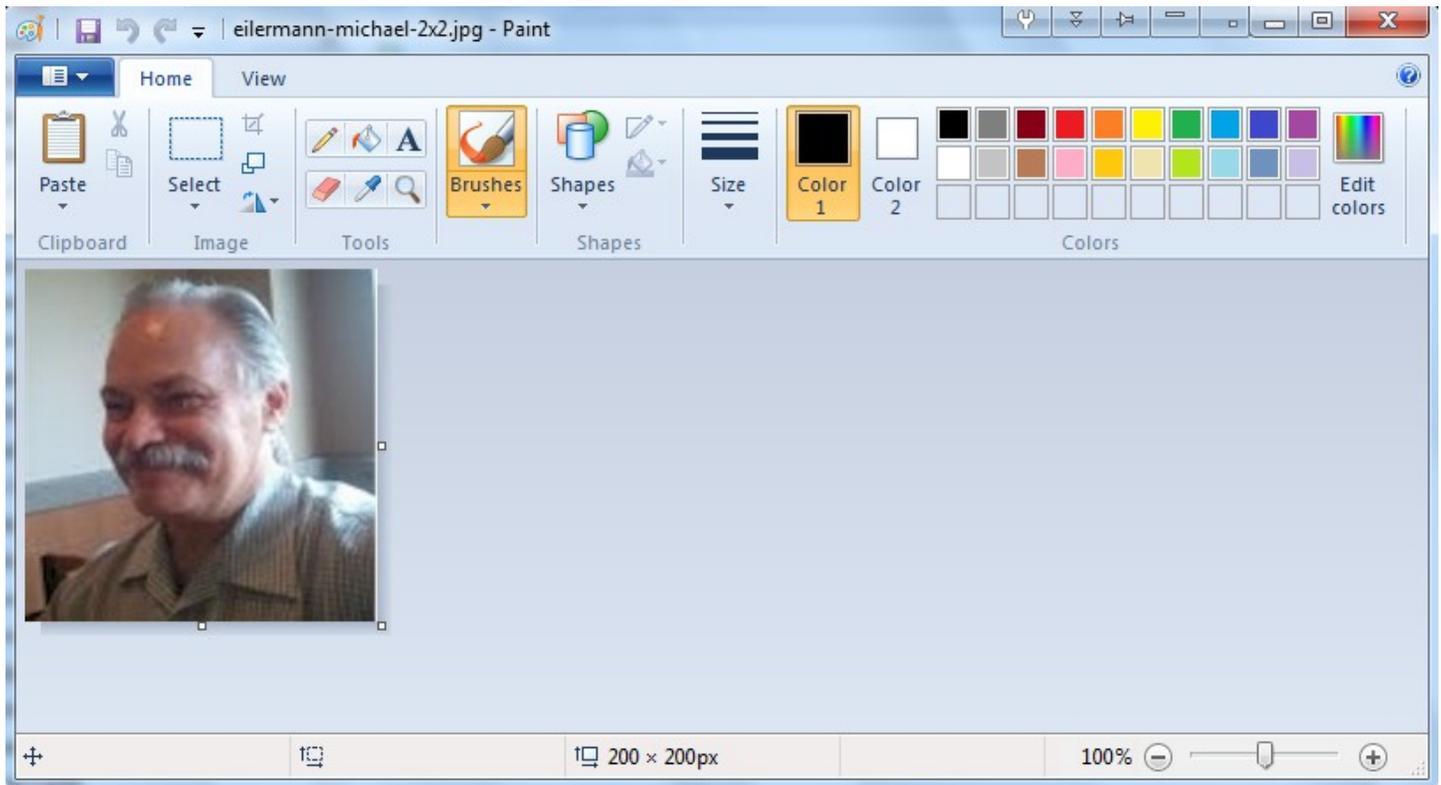
Find A Photo and save it to your computer (This is me ☺)



Right Click on the Photo and Open It with Microsoft Paint

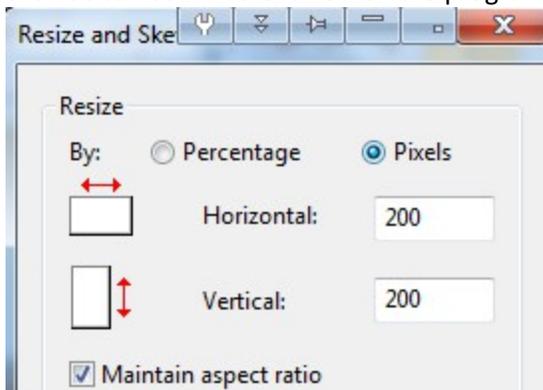


This is what it looks like in 'Paint'... It's Too Big
So we are going to resize it... **Click the little double boxes**

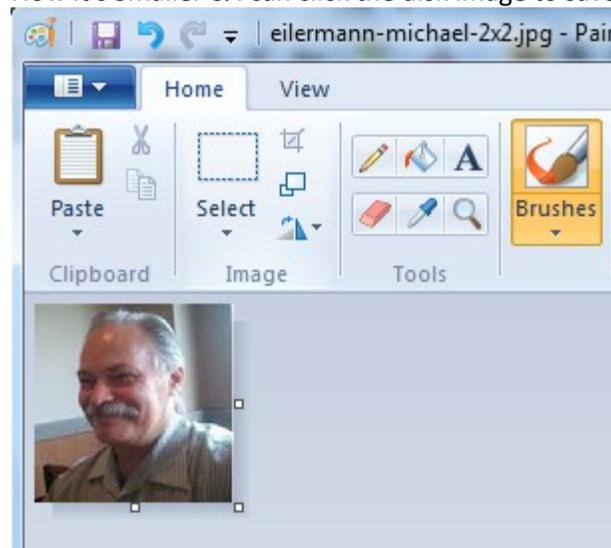


We are going to resize in Pixels

And I'm Going To Make It 100 Pixels by changing the 200 to 100... And Click OK on the program



Now It's Smaller & I can click the disk image to save at the new size



Now put the resized image into your blog post