

## "How Proactive Networking Can Dramatically Boost Your Business"

Do you know why most people fail at marketing anything on the Internet? Even though the products or services they are trying to sell are awesome?

Regardless of your present level of success, pause for a minute and try to find out the #1 reason for failure so you can avoid making the same marketing mistake most people make over and over. Found it? It is fairly simple: once they have caught someone's attention, most people will start touting about how great their products or services are: "nothing that you will have ever seen..."

Generally, when you own a "brick-and-mortar" business, you get to meet face-to-face with your potential customers at least once. That's how people get acquainted and how business relationships are established and eventually develop into long-lasting and mutually beneficial rapports.

It's a fact, people are usually more enticed to do business with someone they feel they can trust. Believe me, establishing trust on the Internet is the most difficult and challenging thing to accomplish. Why is that?

Here is the main reason: people don't get to see each other, to feel each other, to see each other's expressions and body language which helps to gauge the person that is in front of us and immediately determine whether we want to do business with that person or not. Don't we say we have 15 seconds to make a good or bad impression?

If you want to be successful online, your #1 goal is to establish a trustworthy relationship with your potential customers. Instead of touting about your products or services right off the bat, you would be better off trying to know people's needs first!

That's where proactive networking comes into play. Proactive networking has become a necessity in today's business world. Pro-active networking is the systematic process of establishing relationships with new people to build mutually beneficial relationships.

Once a relationship is established, it will be easier to offer your products or services to people that are in your network and trust you!

Happy Proactive Networking!

To your complete success,  
Christophe

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Christophe is the Founder/President & CEO of International Network of Social Entrepreneurs Inc., a global organization offering a Web 2.0 Global Communication platform, whose mission is to provide business education to entrepreneurs worldwide and inspire them to work collaboratively toward the achievement of the Millennium Development Goals (MDGs) through the adoption of the triple bottom-line: People-Planet-Profits. More details available at: <http://inse.groupsite.com>

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