THE RELUCTANT NETWORKER: ONLINE NETWORKING IN THE LITERARY WORLD

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- **Confidence building tricks – how to get over the fear of networking**
- **Telling your story – practice pinpointing what makes you unique**
- **Relationship building – what makes conversations and connections meaningful online**
- **Personal branding – discover how having a strong personal brand can impact on your future relationships**
- **Social media for networking – use social media effectively to find your tribe**

CONFIDENCE BUILDING

KNOW YOURSELF - WHO ARE YOU?

KNOW YOUR WORTH - WHAT IS YOUR VALUE?

KNOW YOUR INDUSTRY - WHAT DO YOU WANT TO BE KNOWN FOR

DEAL WITH FAILURE - WHAT ARE YOUR COPING MECHANISMS?

BE BRAVE -
 DO SOMETHING TO MAKE YOU UNCOMFORTABLE

CONFIDENCE BUILDING

- KEEP A RECORD OF ACHIEVEMENTS

- SET YOURSELF DARING GOALS - WHAT ARE YOUR GOALS AS AN AUTHOR?

- SPEAK UP - VIRTUAL EVENTS, ORGANISE YOUR OWN READINGS, USE SOCIAL MEDIA

- DO SOMETHING DIFFERENT - WHAT CAN YOU DO TO STAND OUT AS AN AUTHOR?

TELLING YOUR STORY

TAKE THE TIME TO WORK ON WHAT MAKES YOU UNIQUE AS AN AUTHOR. WHAT IS YOUR STORY? WHY DO YOU WRITE?

USE DIGITAL SPACES & SOCIAL MEDIA TO GET THE MESSAGE OUT THERE

CHALLENGE THE STATUS QUO

ARE YOU A PROGRESSIVE? A DISRUPTER? A UNICORN?

WHO IS YOUR AUDIENCE?

READERS

PUBLISHING INDUSTRY
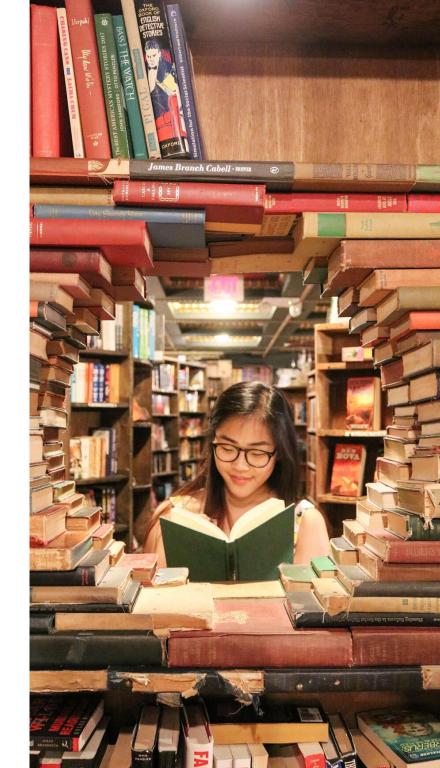
OTHER AUTHORS

MEDIA AND PRESS

RELATIONSHIP BUILDING

Be open and available

Be visible

Be generous

Be receptive

Maintain boundaries

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By developing your personal brand you have the power to take ownership of how you are perceived at work and powerful navigate the industry.

How do you want to be perceived?

VISIBLE VS
INVISIBLE

ACCESSIBLE

CONTROVERSIAL

AUTHENTIC

WHAT IS YOUR PERSONAL BRAND?

Does your personal brand open up opportunities for growth?

Are you able to confidently navigate through the career ladder?

Are you seen as an expert?

Are you seen as a team player?

Are you building strong networks and relationships which are enhancing your every day life?

Use social media to network, promote and publicise your work and build relationships

TYPES OF SOCIAL MEDIA

- Blog
- Facebook
- Twitter
- LinkedIn
- Instagram
- Pinterest
- Snapchat
- YouTube

COMMON SOCIAL MEDIA NETWORKING CONCERNS

Follower counts

Trolling

Posting the wrong things

not posting enough

Not engagng with community

Becoming attached to a set group

SOCIAL MEDIA NETWORKING

Read the virtual room: Social awareness and sensitivity

Build a tribe: Engage and interact with people who broaden your scope of awareness.

Find common ground: Look for shared interests and keep conversation light

Content creation: Be creative

Set boundaries: Be mindful and willing to learn

THANK YOU
ANY QUESTIONS?

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