Hello,

Below you will find your customizable email course.

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**Instructions**

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**Edit the entire course in 3 easy steps.**

Simply copy and paste the code phrases below into the "find/replace" feature in your text editor.

**1.** Highlight and copy the copy the phrases listed below (including the quotation marks) one at a time and paste them in to the "find what" box.

**2.** Type your own information in to the "replace with" box.

**3.** Click the replace all button.

You're all done. Now just check to see if all the information is correct and then paste the individual messages in to your auto-responder, so that every time someone signs up to take the course the lessons will be out sent automatically.

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**Copy and paste phrases**

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**"personalization merge tag"** (found in your autoresponder service)

\*This will automatically add your subscribers name to the messages.

**"add your name here"** (This adds your name to all the messages at once)

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Best of luck with your new course,

Lisa M Cope,

If you need help or have questions, please ask.

Help desk: <http://www.lisamcope.com/help>

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**Confirmation message** (used only with double optin email lists)

Hello “personalization merge tag”,

Thank you for your interest in the Networking Your Online Business.

It is very important that you confirm your subscription so that we can start sending your lessons right away.

Please take a minute and click the link below to confirm.

"confirmation link" (provided by your autoresponder service)

We will send your first lesson as soon as we receive your confirmation. Remember we value your privacy. We will never rent, share or sell your email address.

"add your name here"

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**Lesson 1:**

**Subject line:** First Lesson - Networking Your Online Business

Hello “personalization merge tag”,

Welcome to the first lesson of the Networking Your Online Business Crash Course. Over the next few days you will receive several lessons that will help you learn how networking can help you grow your online business. In this first lesson we are going to talk a little bit about what networking can do for your business.

As a business owner, you probably feel like there’s always more you could be doing to grow your business. One of the best ways to do that is by networking. Unfortunately, many people think that it’s out dated and only works for those that run a more traditional brick and mortar business. They are under the impression that it won’t work as well for a virtual business owner, when in fact it can be extremely effective.

The good news is the Internet has changed the rules in terms of networking because it opens new opportunities much faster than the more traditional methods that we’re familiar with.

Networking is a very powerful tool that can help you become more knowledgeable, find new clients, and spread the word about your business. It’s all about forming relationships where you can share ideas and build beneficial business connections. The good news is that now going from one local event to another isn’t the only way to make new contacts. It’s easier than ever before to connect with people in your industry locally and even globally.

Not sure if networking is right for your business here are a few reasons why you shouldn’t ignore it even if you hate the idea of it.

- More business opportunities

This is the most obvious reason why people network in their business. When you get other business leads through networking, you can be fairly confident that they’re going to be high quality and can quickly turned into clients. It can open all kinds if new opportunities that you wouldn’t have had otherwise. Like, partnerships, joint ventures, speaking engagements, increased sales, and more.

- More contacts

As I’m sure you’ve heard before “it’s not what you know, it’s who you know” especially when it comes to business. When you connect with other people, you open yourself and your business up to so many beneficial resources. Not only do you get the person or company you network with, but you also get access to all of the people that they have in their network.

Having multiple groups of people, you can call on if needed, is important when it comes to building a strong business.

- Mentoring

This is a great chance for you to get to know people who have a wealth of knowledge and experience that they’re more than willing to share with you. You can learn so much from your network if you take advantage of it.

*-* Positive effect

When you’re growing your business it’s important to surround yourself with positive people and having a network of like-minded, supportive, and positive people in your corner is an invaluable resource.

Networking isn’t always easy for everyone. There are people who naturally good at talking with others and find it quite easy to talk about what they have to offer. Then there are those that are terrified of the idea and would prefer to avoid it altogether.

If you happen to be in the latter keep in mind that it doesn’t have to be a horrible experience. When you prepare for it and go into it with a purpose, you’ll find that it will make an enormous difference in the success of your business.

That's it for today's lesson. We have a lot to go over in the next few days, so make sure you look for your next lesson soon. We will be talking about how to use social media to network your online business.

Until then,

"add your name here"

"your email address"

P.S I want to thank you again for joining me for this short course. If you have questions or need assistance, please feel free to contact me. I will be happy to help!  
You can reach me here: "your URL here"

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**Lesson 2:**

**Subject line:** Second Lesson - Networking Your Online Business

Hello “personalization merge tag”,

It’s time for your second lesson in the Networking Your Online Business Crash Course. I hope you found lesson one helpful. In today’s lesson, we’re going to talk about how to use social media to grow your network.

If you are running your business online, then it only makes sense to build your network through social media. These days it’s a must, if you hope to get noticed by your peers and customers. However, to achieve the best results it’s important to approach it properly. Take time to understand all the benefits of each different social network and focus on the ones that are the best match for your business.

- Who’s Your Audience?

The first place to start is by finding out which network your audience uses the most. Do they like Facebook, Twitter, Instagram, LinkedIn? Maybe they are more into YouTube, Pinterest or Snapchat. Think about the leaders in your industry. Check out their social profiles. Once you know where they are you can begin connecting with them.

Start by getting involved in groups that include people you’d like to build relationships with. For professional networking, the best places to participate in groups are on LinkedIn and Facebook.

If they like Twitter, then join some Twitter chats. These are generally at a set time and during the chat, you’ll use a hashtag that identifies the chat and shows your participating in the conversation.

There are several ways you can find twitter chats. Using sites like TweetReports or Twubs can make the job a little easier. You can also host a twitter chat, where you set up the time and hashtag, and invite others to join in.

Tip: you can register your hashtag on Twubs to get more participants.

If you’d like to know more about Twitter chats here is a post from Hootsuite that can help: <https://blog.hootsuite.com/a-step-by-step-guide-to-twitter-chats>

As you participate in groups and chats keep note of the people you might like to connect with one-on-one. then follow or friend them, so you can connect with them and begin developing a working relationship.

- Participate frequently

You’ll want to post and comment on a regular basis. It’s a good idea to include a set time in your schedule for social networking. For example, you may want to spend an hour in the morning posting or commenting or maybe split that up into shorter blocks of time throughout the day. It may take some time to find the perfect schedule for your business, but once you do it will become a part of your daily routine.

- Offer value

To get the best results always offer something of value to your network as opposed to always asking for something. Don’t join in just to sell. Always keep in mind that the whole point of networking on social media is to be social. This means you must interact and engage with your connections. Don’t start by asking them to do or buy something, instead see what you can do for them, be helpful and informative.

- Track your progress

Know what kind of posts are getting the most interaction and what time you’re posting them. This will help you connect better with your audience by knowing what they like to see and when they’re most likely to see it.

Social networking can be intimidating, but it doesn’t have to be. It offers fast and affordable ways to build relationships with people in your industry, just remember it’s a two-way street. The goal is to create a highly interactive community that can help you grow your business, so be sure to give if you hope to receive.

That's it for today's lesson. In your next lesson, we will be talking about how to network your online business locally.

Until then,

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P.S. Again, I appreciate your joining me for this short ecourse. Remember, if you have

any questions please feel free to ask. I’m here to help!

"your URL here"

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**Lesson 3:**

**Subject line:** Third Lesson - Networking Your Online Business

Hello “personalization merge tag”,

It’s time for your third lesson in the Networking Your Online Business Crash Course. Today’s lesson is all about how to network your online business locally.

As we have been discussing in these lessons, networking is an important part of any business. You need to network if you want to grow. Just because you run your business strictly online doesn’t mean you have to miss out on local networking events because they can be very beneficial.

Many online business owners avoid local networking because they feel like it won’t work for them or they’re unsure how to get started. When in fact it can help you make more strategic connections in your community. It can also be a very enriching experience because it puts you in touch with people who understand what it’s like to run a business.

The best way to start is to go out into your community and meet people and other business owners, whether they are like yours or not. Contact your local chamber of commerce, often they’ll have a calendar of local events you can check into.

- Go to fundraisers

Remember, this isn’t the place to be selling your business, but you can definitely meet potential connections this way. Even just going out to the golf course or taking a crafting class is a great way to network and meet people with similar interests to you. It doesn’t have to be a business relationship when you network with people. Anyone who is going to spread the word about your business is part of your network.

- Check out your current contacts

You might already have people you can network with locally that will help you grow your business. They might already have a network that could be beneficial to growing your business too.

Here are a few more benefits for you to consider:

When you network locally, you’ll have more opportunities to explain what your business does, and you can specifically tailor your message to the people you’re speaking to. You’ll also enjoy immediate feedback on your ideas.

- It’s more personal

Face-to-face meetings are always going to be more personal and give you a better opportunity to show who you really are. It’s hard to see someone’s personality when you can’t actually see them or hear them. If you want your personality to shine, then you need to network locally.

You can learn so much about a person just by seeing their mannerisms. In person you can read body language, hear tone of voice, see facial expressions and pick up on feelings.

If all your meetings are done online through email or on social media, then you won’t get that direct feedback that you do when you’re face to face. Yes, Skype and video chats are effective but it’s still difficult to read the other person’s body language when you aren’t in the same room. This makes it very easy to misinterpret their intent.

- Stronger relationships

It’s always much harder to build a strong relationship with someone you’ve never met in person. There needs to be a human connection. It just builds a stronger bond. You can think a person is great when you meet them online, but to actually see them in action and be a part of their energy is a whole other story.

- Maintain relationships

Once you have taken the time to add a great contact to your network don’t lose track of them. A good rule of thumb is to have at least 5 to10 strategic relationships that you’re always nurturing. Make sure you interact with them regularly and that you’re bringing value to the relationship. A beneficial connection is one that serves both parties involved, so you’ll want to take time every so often to re-evaluate your network, your needs, and perhaps even the needs of the people you’ve formed a connection with.

If you find that someone isn’t bringing value or just isn’t a good fit for your business, then it might be time to shift your focus more towards contacts that will help your network grow. You don’t want to burn bridges in the process, but always be mindful of your objectives. Remember the goal is to build strategic relationships that will help your business grow.

That's it for today's lesson. In your next lesson, we’ll be talking about some of the most effective apps available to make networking your business a little easier.

Until then,

"add your name here"

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P.S. Don’t forget, I’m here to help, so if you have questions just ask!

The fastest way to reach me is here: "your URL here"

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**Lesson 4:**

**Subject line:** Fourth Lesson - Networking Your Online Business

Hello “personalization merge tag”,

How are you? We're winding down to the end of this short course. But we still need to go over a few things, so today we are going to jump right in and talk about some of the most effective apps available to make networking your business a little easier.

As we know, meeting new people and building a strong network is one of the best ways to grow your online business, but networking isn’t always easy for everyone. It can be challenging to find connections who share your interest both online and offline.

Chances are you won't just casually bump into people who can help you grow your business on the street. Even if you attend all the right events, you'll still have to try hard to meet the right people. Relationships with those people spur our creativity, help us land more clients and help us learn things we wouldn’t have learned on our own.

Fortunately, we live in a time where there is an app for everything, so if you’re having trouble networking in the more traditional ways, or just want to make the job a little easier, then you should check out some of the networking apps available.

Now keep in mind that there are new apps coming out all the time and as diligent as I was with my research for this lesson, I haven’t personally tried all of the ones I have listed below, but they all have good ratings and they will give you a pretty good idea of what to expect when it comes to using an app for networking.

- GroupMe

This app uses your location to detect where you are and connect you with the people in your area. You can then group people together and text the entire group to let them know about an upcoming event that they might be interested in attending, or other great things happening in your business.

- MeetMe

Have you ever tried to find a central location for you and your business associate to meet and came up empty? Well, iPhone has an app for that. MeetMe takes the hassle out of picking a place to meet. You can put in both your locations and it will generate a list of places you can meet in the middle. It will even give you and your contact directions to the selected location.

- Bizzabo

This one is best for networking with new people at conferences. It filters through lists of event attendees and helps you connect with relevant people. You can connect your LinkedIn account to the app and find out who in your contact list is attending events even before you register, pull up their profiles for quick access to their business info and add events to your calendar from in the app.

- NameKeeper

Are you terrible with names? Not the best problem to have when you’re in business and trying to build your network of connections. This app allows you to add names to your database quickly. When you do the current address is automatically suggested if you allow GPS access. You can also include a short description a photo and filter all your contacts by name, description or address.

- Happening

This is an iPhone app that will help you locate upcoming events in your area. Pick and choose however many of these events you’re interested in attending and add them right to your calendar.

- Meetup

This handy app allows you to explore and discover groups in your area that are all about the things that are important to you. You can also create your own Meetup and invite people from your community to come join the fun.

- CamCard

Have you ever been at a conference and received so many business cards that you can’t keep track of who’s who? This is another handy iPhone app that makes it easy to add all of the information from those cards to your contact list by snapping a quick picture. It makes it easy to exchange electronic business cards securely when you meet new contacts. You can also add notes, set reminders, and use tagging to make finding specific contacts a breeze.

- Shapr

This app quickly matches professionals in the same industries. It’s almost like Tinder for networking. It’s available for Android or iPhone and makes it easy to grow your network by screening a large database of shared contacts that match your criteria. You can swipe anonymously through profiles and when the interest is mutual, you’ll be matched, then you can arrange to meet.

These are just a few of the apps available for networking. There are many more that can help you make great connections, but they can't do the networking for you. It’s your job to make that connection work for your business. Make sure that you take time to cultivate relationships with the people you meet, and your efforts will pay off.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

Until then,

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"your email address"

P.S. Do you have questions? Please feel free to ask:

"your URL here"

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**Lesson 5:**

**Subject line:** Fifth Lesson - Networking Your Online Business

Hello “personalization merge tag”,

Well, we have come to the final lesson in the Networking Your Online Business Crash Course. I hope you’ve enjoyed your lessons and learned a lot about networking. In this final lesson we’re going to go over a few common mistakes people make when they first start building their network, so you can avoid them.

As we discussed in your second lesson it’s very important to track your progress, so that you know whether you’re getting results or not. It’s also important to make sure you’re doing things right, so your business will grow.

However, knowing what to do is one thing; knowing what not to do is something else completely. You might even think you’re doing everything right, but if you find that you’re not making the connections you expected, then it’s time to re-evaluate and adjust your strategy. To help with this we’re going to go over some of the more common mistakes you can make, often without even realizing it. This way you can avoid them.

- Not accepting help

Networking is all about making connections and learning from our peers but when it comes to accepting help many of us find it difficult. Even if it’s simply in the form of advice. If this is you, try to keep in mind that people don’t know what you need unless you ask them.

The whole point of networking is to build a personal or professional network of people you can call on when you’re struggling to move forward. That’s why it’s so important to be connected to the right people.

- Not maintaining relationships

It’s very easy to fall out of touch with people, but if you want to form a strong network it’s important to maintain communication with your current contacts. As I mentioned in lesson three, you want to have at least five to ten strategic relationships that you’re always nurturing.

Set aside time in your schedule to follow up with them on a regular basis. See how they’re doing, offer aid if they need it and let them know how you’re doing too. This type of mutual accountability is one of the biggest benefits of networking. It’s a great motivator.

- Not using social media

We live in a time where networking is something that most of us do on some level every day. Social media makes it easy to connect to countless people all with diverse knowledge and skills to share. If you’re not taking advantage of this, then you’re missing out on a great opportunity to grow.

If you aren’t sure where to start LinkedIn is a good choice for making professional connections. As I’m sure you know this isn’t the only social media platform you should be using, but it’s a great place to begin getting your business in front of the right people.

- Not making connections in-person

While we’re in a time where social media is very important to networking, that doesn’t mean you should stop meeting people in person. If you want your online business to really grow you should make a real effort spend time with your contacts in person whether it’s locally or at conferences. Remember, you can’t do everything over the internet.

- Not expressing gratitude

Showing gratitude is more than just a social grace. When someone helps you, gratitude goes a long way. After having a conversation with someone in person or online, send them a quick thank you note for their time. It’s a small thing, but letting people know they’re appreciated encourages them to want to build a stronger working relationship with you.

- Forgetting it’s a two-way street

The law of reciprocity is extremely important when it comes to building a strong network, so when someone helps you, no matter how big or small, always be sure to reciprocate in some way.

Hopefully this lesson will help you avoid making some of these mistakes as you go out and start networking your online business. Remember it should be a scheduled activity to connect and follow up with the people in your network. Before long you’ll have a strong and very beneficial group of people in your corner that are more than willing to help your business grow.

As we close, I would like to thank you again for joining me for this short course. I sincerely hope that you’ve learned a lot about the importance of networking your online business. Even though the lessons have come to an end, I want you to know that you can still feel free to contact me if you have any questions. I’m more than happy to help.

Until then,

"add your name here"

"your email address"

"your URL here"

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