

IT'S TIME TO INVEST



Nancy L. Myrland, President, Myrland Marketing

Social Media Consultant, Speaker & Trainer

A few times a week, I send out short marketing words of wisdom on LinkedIn, Facebook and Twitter called Myrland Marketing Moments. They are always fewer than 120 characters as I want to leave room for those kind enough to share, or ReTweet, them on Twitter. Twitter only allows us 140 characters, so leaving space for others to add their name when sharing is important.

I guess I was feeling particularly “wise” yesterday, because I posted three Myrland Marketing Moments! Actually, the truth is that I was driving to Chicago, and had 3 hours to think freely about business. What a gift!

Here’s one of the three that came to mind: *Myrland Marketing Moment – Social Media: The more you interact, the more people will interact w/you. Invest!*

Allow me to explain. Many who have discovered the merits of Social Media and Social Networking know that it is important to interact with Friends, Followers, Connections and others in order to begin building relationships. Unfortunately, many have not yet discovered the important of doing this, or at least are not comfortable jumping in and having an actual conversation. I understand both situations, and have a great deal of empathy for the latter because that’s not a good feeling. I’ve watched people struggle through the discomfort of having a conversation, and always find myself trying to bring them out of their shell to make the situation more comfortable.

Networking does not come naturally to everyone. Some of us (partially guilty as charged) appear to have been born with the DNA that allows us to talk to anyone about anything. You might find it interesting that, having started Kindergarten at the tender age of 4, I started out a bit bashful in life. I was almost held back that year because I was so shy that I would hide under the play kitchen table when the janitors would walk in the room. My family and friends tease about that, wondering where that shy little girl went, and what happened. It didn’t last long, that’s for sure! We’ll talk more about networking in another post. My point is that I understand if this describes you.

Even if you weren’t born with the networking gene, it is my firm belief it can be developed. I think it is critical to do what is necessary to develop it, because the need to interact with other human beings in this world has never been more important. The communication tools we are surrounded with demand our participation in order to bear fruit.

Having networked, in Social Media and in person, for most of my life, I know for a fact that the more we invest, or contribute, ourselves in conversations with other human beings, the more they will interact and invest in us. I don't mean the investment they will make will always be financial, but sometimes an investment of a very important part of them, which is their time, their trust, their friendship and their loyalty. Aren't these the characteristics that go miles toward developing not only friendships, but also client relationships?

It's easy to grow weary of networking and investing our time, treasure, knowledge and talents to the benefit of others, whether in person or Social Media, but it is imperative we spend the time to do so.

Remember, a "wise" person once said: The more you interact with people, the more they will interact with you. It's time to invest!

Nancy Myrland, President, Myrland Marketing, is a Social Media Consultant, Speaker and Trainer, as well as a Professional Marketing Advisor. She works with law firms and their clients to help them grow by strengthening their relationships with their clients through the strategic use of Social Media. She started Myrland Marketing in 2002, and has over 20 years of strategic marketing and sales experience.

Nancy has spent a great deal of time immersing herself in the worlds of Social Media and Traditional Marketing, and understands how to wisely and efficiently blend the two areas to help you accomplish your goals.

Nancy is innovative, passionate, loyal, strategic, wise, and has a depth of knowledge to share with her clients that comes from working in sales/business development, in management and marketing in corporate America with Time Warner and L. M. Berry, and in law firms and other professional services firms.

To find out more about Myrland Marketing, or to hire Nancy to come to your firm to speak or train, or to read Nancy's blog, please visit <http://www.myrlandmarketing.com>, or email Nancy at nancy@myrlandmarketing.com.

She also invites you to follow her on:

Twitter: <http://www.twitter.com/nancymyrland>

Facebook: <http://facebook.com/nancymyrland>

LinkedIn: <http://www.linkedin.com/in/myrlandmarketing>

Facebook Biz Page: <http://www.facebook.com/nancymyrland>

YouTube: <http://www.youtube.com/nancymyrland>

You may also reach her by calling 317-370-9684.