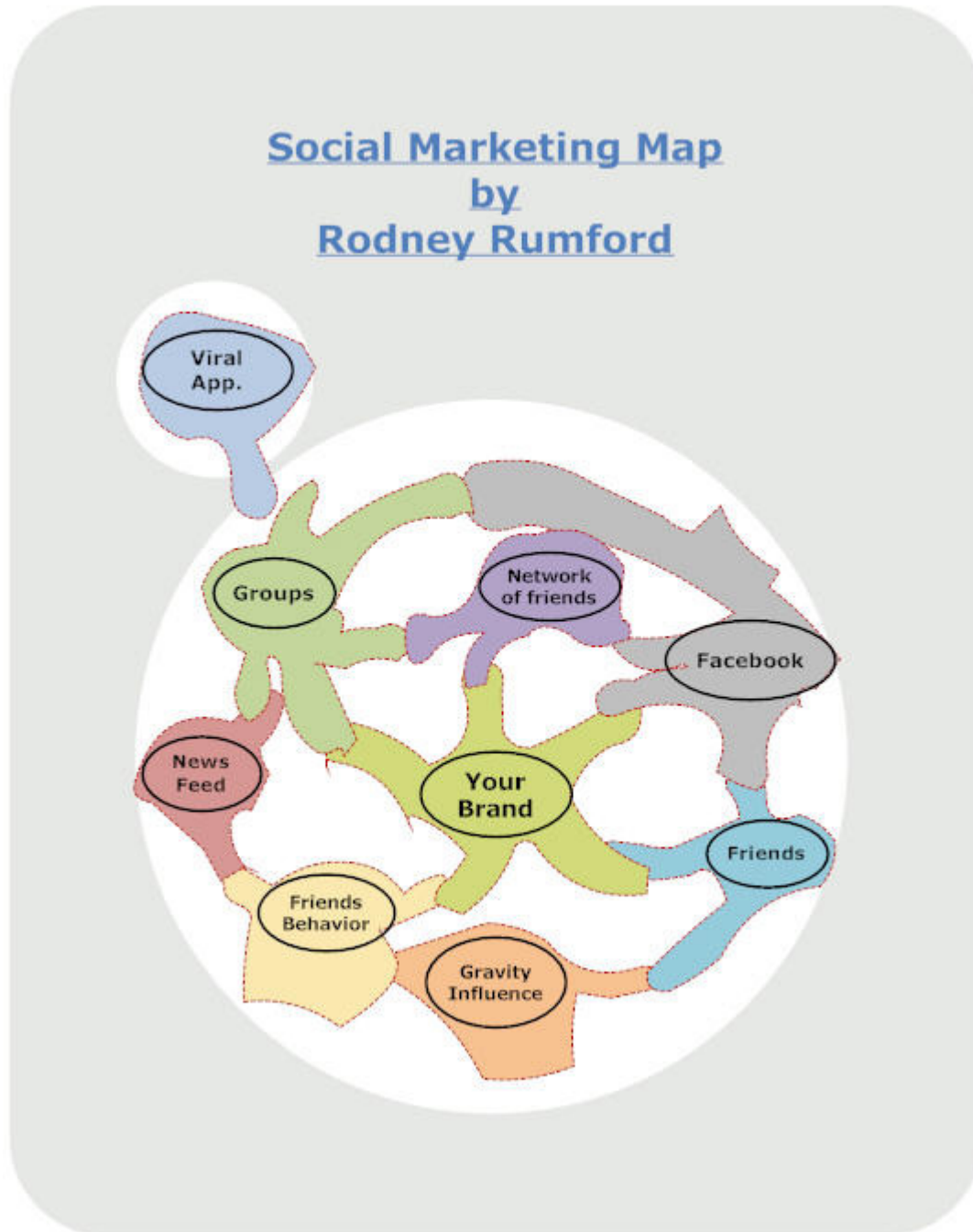


Using the Power of Facebook to Increase the Wealth of Your Personal Network.



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Online Social Networking sites such as Facebook are becoming much more prevalent. These sites are not a passing fad meant for teenagers. Facebook currently has over 53 million users and the fastest growing group is users over 26 years old and professionals.

There are ~ 10,000 company networks currently on Facebook. There are nearly 7000 different applications that are available to use on the website. Many of these applications help to foster connections and help you meet people that you would like to meet.

Facebook is an outstanding way to stay connected with people that you already know in the real world. Communicating on facebook can help make these relationships deeper and more meaningful.

Facebook has well over 10,000 groups on every topic imaginable. Leveraging the concentration of people that are in these groups to attract the people that you want to connect with is easy.

Have you ever wanted to meet someone that is famous or well respected in your industry? Have you thought that you could never connect with them on personal level and begin to forge a relationship? Well, with facebook you can do just that.

I have personally met many people that I desired to meet for many years in just a few months on facebook. I have met Multi-Millionaires, Authors, TV personalities, Tech Industry Titans, Inventors, Business Leaders, and Entrepreneurs. In fact many of these people reached out to me and wanted to know me. They reached out because I gave as much of my knowledge freely and openly as was humanly possible. There were pulled to my personal gravity of knowledge, influence and personality.

Here is a simple to follow 7 step plan that will allow you to begin down this path and quickly meet the people that you want; so that you can create a power network that will be attracted to you and bring you to a level of personal wealth that could unlock your improved life.

7 Steps to Jump Starting Your Personal Network

1. Join facebook and fill out your profile completely. Make sure you add your picture, interests, as well as your personal information. The more transparent you are about yourself the better. Business relationships are rooted in personal connections. So don't be embarrassed to list your interests, books you read, etc. This is how people connect, with 1 seemingly impossibly small common interest thread you can start to build your network.
2. Look for groups that are of interest to you and join. But you must do more than merely join a group. You must contribute to group conversations and posts. Give with all your head and heart and share with the group members your thoughts and insights. You will attract people to you that are common minded and this can help to begin the process of connecting around a shared interest.
3. Invite EVERYONE that you know to join facebook. This is easy and takes under 1 minute to do. This will jump start your network of friends on facebook. Your friends have connections that you could never know about through normal channels. When they are on facebook their personal network is made visible to you and you will be amazed at who your friends know. Many of these connections are buried in the minutia of everyday life and facebook allows you to see whom your friends know.
4. If you have a friend who knows someone that you would like to know; you simply can write that person a short note and tell him or her why you would like to be connected to him or her. They will automatically know who your mutual friend is and are more willing to connect with you. Think of this as a personal introduction with out having to ask your friend for an introduction. As your network of friends on facebook grows; so does your ability to create a large network that you can communicate with and grow your power network.

5. Create your own personal gravity in the network. You can do this by sharing in conversations in groups, sharing interesting web links that are related to your interests, sharing photos, using facebook applications, etc. The more you contribute and share the more people notice what you are doing. This will attract more people towards you as they share what you have shared. Think of this as Word of Mouth Marketing on steroids with all the friction points removed. There has never been anything like this anywhere on the Internet before.

6. Start your own Group on Facebook and invite everyone you know. This is the fastest way to gather people from all over the planet to your shared topic of interest. Make your group publicly open so that any member can invite everyone that they know also. Groups in facebook act as a center of gravity and they attract people like magnets. Some groups on facebook have well over 100,000 members. I have personally started several groups that have attracted well over 1000 members in less than 5 days. The value of starting a group and nourishing it is that you can communicate with the entire group and get most people in the group to participate. This is a key element to increasing the wealth of your personal network.

7. Give. Give. Give. No one likes a taker. The final step is to contribute to every group that you are a member of. When you see that people have shared an item, thank them for it and give your feedback. Add valuable insights, content and opinions. People will be pulled towards your gravity and want to reach out and connect to you more frequently. People want to be associated with thought leaders and this can attract more people to you than you ever imagined. Remember that all relationships start with a personal connection.

Please do not be intimidated by Internet technology. This technology is so very easy to use. Even for people that are not normally tech savvy, this is easy (and you just might have a lot of doing this). Invest a few hours of your life and you could potentially see a better return than you might have ever imagined.

Now go out there and increase the power of your personal network with facebook today!

Rodney L. Rumford



Please watch this animated video to understand the power of Social Networking sites such as Facebook in under 2 minutes: Click on this link: <http://facereviews.com/2007/11/08/social-networks-101>



About the Author:



Rodney L. Rumford is the industry-leading expert on Facebook. His thought leadership on the subject of Social Media has kept him in demand as an authoritative speaker on the subject at numerous industry conferences, business conferences and leading companies.

He is the founder of www.FaceReviews.com & Gravitational Media. FaceReviews.com is the authoritative blog about Facebook. He rates and reviews facebook applications, as well as reports on trends and how

businesses can leverage facebook. Gravitational Media helps companies to leverage this technology by offering branding and consulting services as well as building facebook applications for clients.

He has been featured in the Wall Street Journal, Business Week, Associated Press, Reuters, Revenue, Mentors and numerous other print publications. He has over 20 years experience in technology, marketing, strategy, engineering, sales, branding and consulting. He has worked for Fortune 100 companies and startups in a variety of management positions.

He has been helping clients with New Media Technologies such as Business Blogging, Podcasting, Facebook and Social Media for several years and has developed software solutions in the areas of RSS, RSS Content Syndication, Facebook, Blogs, Audio & Video Blogs, Podcasting, Video Sharing, Branding and Advertising.

He has also authored several books on Marketing, Business Blogging and Podcasting. Two of his websites have been featured in the acclaimed "For Dummies" series of books, as well as Associated Press & Reuters articles.

He is the founder of the Facebook Applications Group on Facebook. He has organized Facebook sponsored events for businesses and the technology community. Rodney also sits on the advisory boards of several companies.

Clients Include: Pfizer, DOW, Freddie Mac, Vivendi, Simon & Schuster, Earth News Radio, Midwest Today Magazine, MojoPages, Brian Tracy International and many more.