

“How to Unleash The Power of Social Networking Sites”

Brought To You By:

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“Learn How Social Networking Sites Can Turbo-Charge Not Only Your Life But Also Your Income!”

What is Social Networking?

We have all likely heard of Social Networking before, but not everyone knows what it means. Think about it. If you were asked to define what social networking is, would you be able to give an accurate definition?

Well, most individuals cannot, even though it is likely that they participate in some form of social networking, especially online.

Social networking is defined as ***the grouping of individuals together into to specific groups, often like a small community or a neighborhood.*** Although social networking is possible in person, especially in schools or in the workplace, it is most popular online.

Why?

This is because unlike most high schools, colleges, or workplaces, the Internet is filled with millions, if not more, of individuals who are looking to meet other Internet users and develop friendships.

People turn to social networking to get to know more people, people of the same interest or hobby. And often, they are looking for the easiest way to get to know people, maintain communication with the person and sustain the relationship build.

And the Internet provides people these conveniences. With its fast speed and ability to connect people from all around the world, people now go online to social network. And when it comes to social networking online, websites are used.

These websites are created by people for people to satisfy the need to network together and provides a ‘meeting place’ for people to get together, discuss and socialize. And increasingly, these websites are becoming an integral part of a person’s social life.

What are Social Networking Websites?

How you would like to meet and communicate with other Internet users, especially ones that share the same interests, views and beliefs as you do? When it comes to easily finding and communicating online with other Internet users, social networking sites are, perhaps, the best way to go.

Social networking websites are, in a way, like an online community of Internet users. Depending on the social networking website in question, many of these online community members share a common bond, whether that bond be hobbies, religion, or politics. Once you are granted access to a social networking site, you can begin to socialize.

There are many ways to socialize in a social networking site. They are:

- ✓ Reading the profile pages of other members
- ✓ Add members as friends
- ✓ Emailing/Instant messaging/ contacting other members
- ✓ Creating communities/groups
- ✓ Adding comments or testimonials on other members' pages

Being able to make friends is just one of the many benefits to social networking online. Another benefit includes diversity.

Unlike in most schools or workplaces, the Internet gives individuals, from all around the world, access to social networking sites. This means that although you are in the United States, you could develop an online friendship with someone in Japan. Not only will you make a new friend, you but may also learn a thing or two about a new culture.

As previously mentioned, social networking often involves grouping specific individuals or organizations together. While there are a number of social networking websites that focus on particular interests, there are others that do not.

These 'traditional' social networking sites typically have an open membership. This means that anyone can become a member, no matter what their hobbies, beliefs, or views are. However, once you are inside this online community, you

can begin to create your own network of friends; thus eliminating others that do not meet your criteria.

If networking on the Internet sounds like something you would be interested in, you are encouraged to learn more about it, such as the dangers of online social networking. These dangers often involve online predators or individuals who claim to be someone that they are not. Hence, you are advised to proceed with caution online.

Here are some ways to protect yourself against the dangers of online social networking:

1. Never divulge personal information (credit card numbers, identity numbers etc.) to people you know online
2. Never let your online friend abuse you verbally, sexually or actually in any way
3. Always make sure that you check the profile of your online friend thoroughly before establishing a relationship with them
4. Let your friends (such as your classmates, schoolmates, people whom you physically know) know about the person whom you are chatting with or getting to know from the internet.
5. Never arrange to meet your online friend in a deserted, isolated area and always ask someone to accompany you when doing so.

It's good to be aware of who you are talking to as well as protecting yourself all the time in order for you to be able to safely enjoy online social networking.

Once you know you are comfortable with social networking online, you can begin to search for networking communities to join. And there are a number of popular ones that you can join such as [MySpace](#), [FriendFinder](#), [Facebook](#), [Friendster](#), and [Classmates](#).

Why Social Networking Sites are So Popular?

Social networking websites, over the past few years, have **rapidly** increased in popularity, so much that many are wondering why.

If you have used a social networking website before, it is likely that you are already fully aware of their popularity and the reason for popularity. There is just something about these websites that draw in millions of Internet users. With a wide variety of different social networking websites available, there are a wide variety of different reasons for their popularity. One of those reasons being the *ease of use*.

Social networking websites are, for the most part, **easy to use**. Most sites are easy to navigate. In fact, many require little knowledge of the Internet. In addition to being easy to navigate, social networking websites also make it easier to meet new people online. There are many Internet users who would love to make new friends online; however, that can sometimes be difficult do.

Without social networking websites, you would have to connect with Internet users, often in chat rooms, and learn about their interests before deciding if you would like to consider them your “buddy.” Social networking sites allow you to learn information about another Internet user before ever having to make contact with them.

Another one of the many reasons why social networking sites are popular is because many are *free to use*. In fact, the majority of social networking sites, such as [MySpace](#) and [Friendster](#), are **free to use**.

Despite being free to use, many websites require that you register with them. This registration will not only allow you to create your own profile or online webpage, but it will also allow you to contact other networking members.

Although most social networking websites are free to use, there are some that are not. [FriendFinder](#) is one of those websites. Many of these websites give you a free trial period or a free membership. That membership can be used to help you determine whether or not the website is worth paying for.

What is nice about paid online social networking websites is that many can be considered *exclusive*. Since most Internet users would not want to pay for something that they can get for free, most paid social networking sites are limited

on the number of members they have. This may work out to your advantage because it tends to eliminate those who create fake accounts or aim to cause controversy online.

Social networking websites are also popular because they come in a *wide variety of different formats*. Websites like [MySpace](#) focus on a wide variety of different topics. This means that just about anyone can join. However, there are other social networking sites out there that have a particular focus. These focuses may be on a particular religion, political following, or hobby. Most specialty social networking sites restrict the individuals that can participate in their network; thus, making your experience more enjoyable.

Finally, social networking websites *focus on meeting new people*, especially online, but over recent months, many have started including additional features only available to their online members. Many social networking members can receive their own **free webpage**, get **free access to popular music videos**, a **free blog**, and much more.

Although social networking websites are popular enough to bring in members on their own, these additional features are, in a way, providing Internet users with an incentive to join.

Mentioned above were a few of the most popular social networks that could be found online. Those networks included [MySpace](#), [FriendFinder](#), and [Classmates](#). If you are looking for additional social networking websites, you should easily be able to find some by performing a standard Internet search.

Popular Social Networking Websites

While all social networking websites have their own rules and restrictions, many websites operate in a similar way, with similar goals.

Their goals are to allow Internet users to connect with other Internet users online, often from all around the world. What is nice about social networking websites is that they come in a wide variety of different forms.

There are many websites that are considered “general,” websites. These websites do not really have any particular focus, but there are social networking websites that do have a particular focus. Those focuses often include dating, religion, and school.

If online social networking seems interesting to you, you will have to find a community to join. You can easily do this a number of different ways. By speaking to those that you know, on and offline, you could be alerted to popular social networking websites. You can also find these websites on your own by performing a standard Internet search. Whether you perform your own search or rely on recommendations from others, it is likely that you will find a fairly large number of social networking websites.

What are some of the popular social networking sites?




Friendster was launched in the year 2002 and is a simple-to-use social networking site. It allows people to add friends easily as well as member profiles can be customized individually. Friendster also provides features such as creating groups and blogs. Moreover, it allows members to set privacy levels of which determines how much a member can view another’s profile and information. This is a measure taken by Friendster to prevent spamming from occurring.



Classmates is an online social networking website that is rapidly increasing in popularity. This website focuses on connecting long lost friends or old classmates. Classmates is free to use, but you must become a paying member to enjoy many of their member benefits. These benefits include, but are not limited to, searching for old classmates, reading their profiles, requesting more information from your classmates, or even contacting them.

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

[Facebook](#) is popular mostly among high school students and college students, mostly because it focuses on these individuals in particular. With Facebook, you are required to register for a specific network. That network can either include the high school, college which you attended or are currently attending or workplace networks. Once you have joined the website, you should easily be able to make contact with others who are in the same network.

The Orkut logo, featuring the word "orkut" in a stylized, lowercase, pink font.
[Orkut](#) is Google's version of a social networking website. This website was created and officially launched in 2004. Orkut has a large number of member, form all around the world. What is nice about Orkut is that the system is easy to use, that is once you get in. To protect their social networking communities, a large number of social networking websites, including Orkut, have restricted access to the site. If you are interested in joining Orkut you must know someone who is already a member and they must invite you to join the community. If you do not personally know any Orkut member, there is a good chance that you could connect with and obtain an invitation from someone you meet online.

The FriendFinder.com logo, featuring the text "FriendFinder.com" in orange with two red hearts above the "i" and "d", and the tagline "Have fun, meet people, & find love." in a smaller font below it.

[FriendFinder](#) is a social networking website which targets singles and people who are looking to meet new people in hope of finding a special someone. It provides an environment for its members to be able to interact and get to know each other. Targetting singles, FriendFinder is also considered one of the most popular dating websites.

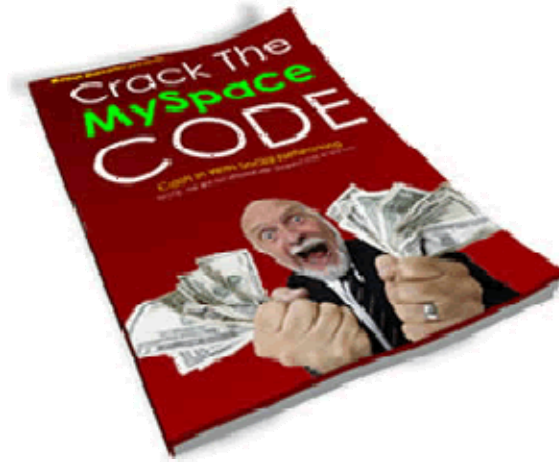
The MySpace logo, featuring the text "myspace.com" in white lowercase letters on a blue background, with the tagline "a place for friends" in a smaller font below it.

[MySpace](#) is known as being the most popular online social networking website. They currently have over one hundred million members! MySpace allows you to create your own profile, in fact, your own personal page. Once your page has been created, you can easily invite other members to become a member of your network and visa versa. You can also display a large number of pictures, video clips, and music clips. Although there are a number of features that makes MySpace so popular, the most popular reason for its popularity is that fact that it is completely free to use.

MySpace BONUS

FREE "Crack The MySpace Code" Report

This free report will give you some really great insightful information about promoting on MySpace.



[Click Here To Download Your FREE Report](#)

These are just a few of the many social networking websites that you can find online. To learn more about each of these sites or to join their community, you are advised to visit their online websites and request additional information. You should be able to find these websites by performing a standard Internet search.

Alternatively, you can check out the list of social networking sites [here!](#)

Setting Up Your Account at a Social Networking Site

If you are interested in joining a social networking website, the first thing that you will need to do is find a network to join. As I mentioned that while some social networking sites are targeting a specific group of people or an interest group, some are just general sites such as [MySpace](#) which cater to all kinds of people.

Learn more about the different social networking sites and visit their online websites. You can request additional information from the site or perhaps just ask friends who are already part of the social networking site for their feedback. Nonetheless, you can also be able to find these websites by performing a standard Internet search. For the best search results, you may want to search with the words social networking or social networking websites. In your search, it is likely that that you come up with a fairly large number of different networking sites other than the popular sites such as [MySpace](#), [FriendFinder](#), [Facebook](#), and [Classmates](#).

Once you have made the decision to join a particular social networking website, whether or not it is one of the ones mentioned above, you will need to need to register with the site. Even free networking communities require that you go through the registration process. Most require you to provide your basic information such as First Name, Last Name, Email Address and create a password. Sign up procedures may vary for different websites.

Once you are registered, you should be able to start communicating with other community members!

Creating Your Social Networking Site Profile

Before you start communicating, you may need to develop your online profile or profile page, depending on the networking site in question. Your social networking profile is important when it comes to meeting other Internet users because, in most cases, Internet users are looking to chat with someone who has the same goals, views, beliefs, and interests as they do. Without a personal profile, it would be difficult or impossible to tell what your interests are. That is why social networking profiles are not only important, but they are needed.

Although it may seem easy enough to create a profile, there are many Internet users who are unsure exactly what they should and should not include.

The bottom line is, you can disclose as much and as little information about yourself as you want and decide what you choose to share. You can even post pictures of yourself to add to the fun. However, you should always protect yourself by not disclosing personal information such as your credit card number and address.

One of the first things to include in your social networking site member profile is *your name*. Now, when it comes to your name, you need to be cautious. You are advised against giving your full name, especially if your profile or profile page contains a personal photograph of you. In addition to your name, you may want to put down your location. As with your name, it is important to display caution. You are advised to only **post your first name** in your profile. This will make it more difficult for anyone to try and contact you off of the Internet.

In addition to your name, you may want to **include your photograph**. While a personal picture is optional, it is ideal. Many Internet users enjoy taking to someone that they can see in their minds, without a picture this is difficult. If you are looking to use social networking websites just to meet new friends you may not necessarily need to post a private picture, but you may need to if you are looking to find love online. When it comes to Internet dating, many individuals will not even view an online profile if a picture is not included.

If you are interested in posting a personal picture of yourself in your online profile you can do so, but you are advised to **carefully choose that picture**. While you will want to look your best, you are advised against posting a picture that is too revealing or seductive in nature.

You may also want to include information on yourself. This information may include your hobbies, issues that are important to do, your likes, and your dislikes. With many social networking websites, including MySpace, you will find that there are preset profile fields for this information. In addition to preset questions or categories on your likes and dislikes, you may also find additional information, including fun questionnaires. Many social networking websites will ask that you describe your favorite color, your goals in life, your most embarrassing moment, and so on. As with your other personal information, it is important to stay as vague and possible and not use any full names, especially real ones.

It is also advised that you **carefully choose your location**. A large number of online social networking sites require that you select a city, as well as a state. If it

is allowed, you may only wish to list your state and not the city. If you are required to list the city and the state that you live in, you may want to think about using a nearby city or town, especially if you live in a small town.

By keeping the above mentioned points in mind, you should not only be able to create an online social networking profile that is filled with valuable information, but you can do so while staying safe at the same time. Your safety on the Internet is in your hands, that is why it is important to think about safety, as well as Internet popularity.

As much as you would like to fill your social networking profiles with personal information, you are advised to think about your safety before anything else. It has been said that pictures produce the best responses, as well as detailed personal information. Although a picture and detailed personal information may help to increase your page views, you may be getting views that you do not necessarily want. So always remember that disclosing too much information such as your address, and your full name can be dangerous, especially if it falls into the wrong hands.

In addition to the above precautionary measures, it is advised that you **do not post detailed information on your children, the location of your home, your income, or when you will be leaving for vacation!** By keeping these and the above mentioned points in mind, you should be able to enjoy online social networking without having to always look behind your back.

Inviting and Adding Friends

Once you have your profile up and running, start inviting your friends to join in the fun! Refer friends to the social networking site to build up your personal network. Moreover, you can start expanding your circle of friends exponentially when you encourage your friends to invite their friends.

You can also start viewing your friends' profiles and be able to learn their interests and even view their pictures. You can always browse your network to see who you are connected to and add those people whom you already know.

Meeting New People

You can email or contact any user whom you are interested to be friends with. You can join groups and communities to meet new friends, meet a new person

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and perhaps even a love interest. You can even start your very own group with people that share the same ideas as yourself.

Search people who have the same interests, age or stay in the same area and get to know them! You'll be amazed at all the kinds of people you are able to get to know and be connected with!

A Social Networking Site You Should Join – Kanggie



Kanggie is the latest social networking website where people can freely trade products and services while learning more about internet marketing. Though it is targeting Internet Marketers as well as internet marketing beginners, it wants to attract any Internet user who has something to sell or is looking for things to buy online.

Kanggie also wants its members to benefit from its services in order to find out how the internet can help them in creating a passive income stream and at the same time, to let its users express themselves by creating and customizing their very own profile with more information about themselves, pictures, videos, audios.

So, why should you join Kanggie?

- ✓ Connects like-minded individuals and organizations
- ✓ Free to join
- ✓ Be able to share information
- ✓ Get to know more friends
- ✓ Reach people beyond your own circle of friends and acquaintances
- ✓ Build up your online profile and internet marketing reputation
- ✓ Make use of widgets to help promote the popularity of your website
- ✓ Update others easily on your latest activities

Now that you have the reasons to join Kanggie, the first step in joining this social network is to register for an account. Although you can view a number of different Kanggie pages without registering, it is advised that you do. Anyway, registration can be done in a matter of seconds! Just enter in your email address, your username, password and Paypal email address to begin!

Upon verification and activation of your account, you can not only create your profile page, but enjoy many of the other features that can be found on the site such as the IM Vault.

What are the features of Kanggie?

IM Vault is one of the main features of Kanggie. There is a **Tutorials** section where you can find content on almost every aspect of internet marketing that you need to know. There are over 300 plus pages worth of content and you can be sure that reading those tutorials can greatly benefit you and your understanding of Internet Marketing.

Additionally, each of the tutorial sections come with step-by-step video tutorials, instant downloads and these resources that are provided are useful and practiced by many successful internet marketers today.

Tuesdays With Kanggie is a section where you can find new products offered by Kanggie and every Tuesday, there will be a new product being offered and they are guaranteed to be reliable and useful!

Kanggie's **Irresistable Offer** is a place whereby you can post your special offers exclusively for Kanggie members, or find special offers for yourself and your business. You can use this as a testing ground to see how the market responds to your new products to gather feedback or you can just simply offer an excellent deal to your fellow Kanggie friends to build up your bonds and relationships!

The **Interviews** section is where you can find interviews done with other successful internet marketers to find out what are their secrets to success, what are their recommendations and so much more revealed! Fresh interviews will be added each week so you can expect to find constant fresh insights for your business.

The **PLR Vault** provides you with a ton of PLR(Private Label Rights) products. This is where you can find ready made products that can be resold and can generate you **100% profits**.

Lastly, the **News** section will provide you with the latest news and updates in the Internet Marketing world. You can also submit your own news or press releases related to internet marketing and it will be displayed upon approval.

The IM Vault is certainly a place that you can learn a lot from in Kanggie and the information can potentially help you to create a massive online income when you are able to put all these information into practice.

There's also the **Forum** where you can get to participate in discussions, debates or exchange opinions. You can also find products and services to buy at the **Marketplace** where products and services are listed by people and you can

purchase them with the Kanggie Currency, Kanggie dollars. Or you can even put up your own products and services for sale!

What is the Kanggie Dollars about?

The Kanggie currency is known as **Kanggie Dollars** and it can be used to make purchases within the site. Kanggie Dollars is equivalent to real money! In fact, *every 1000 Kanggie Dollars is equivalent to USD1*. Furthermore, all *lifetime commissions* are also paid out in Kanggie Dollars and members can cash out Kanggie Dollars when they have accumulated 100,000KD = USD100.

Kanggie Dollars can be used to purchase products and services through the marketplace, buy advertising space on the site, view videos and tutorials, download interviews and download other internet marketing related products found inside the IMVault.

There's also the **Kanggie credits** which are used to purchase promo-products, buy advertising space, view videos, download interviews and download other internet marketing related products found inside the IM Vault. **Kanggie credits** are a part of the rewards system to thank members for helping to promote Kanggie on the Internet.

Is it for free?

What you may like most about Kanggie is that it is completely free to join! And you can just simply refer friends to Kanggie to earn Kanggie Credits (KC) and also be part of the Monthly Referral Contest in which you can win attractive prizes too! You can make use of the promotional tools and the widgets available to advertise Kanggie on your site to help you in getting referrals too!

What happens when I join Kanggie?

Once you join Kanggie, you can personalize your profile page. Although this is optional, it is the best way to communicate with others and make new friends. You can personalize it by uploading your avatar, and if you have basic knowledge of HTML, you can make your 'About Me' section as attractive as possible.

You can also add you own pictures and your own videos, if you choose to do so. Although Kanggie does have some rules, which can be found in their terms of service agreement, you basically have unlimited freedom, when it comes to creating your own Kanggie profile page.

After you have created your profile, you can explore the rest of the site and find other people on Kanggie. You can easily search for others using a wide variety of different keyword phrases under the 'Search' tab. Once you have found the profile of someone who you would like to become friends with, you can add them as your contact. You can explore the Marketplace as well to find people to add and people who have the same interests.

You can make use of your Kanggie profile to build up your reputation as an Internet Marketer or an online seller as well as list your products and services in order to build up your customer database.

Be educated on Internet Marketing through the tons of internet marketing resources, video tutorials and products which can help you to earn a passive income online. Moreover, get to know people who can potentially be your Joint Venture partner!

In addition to being a traditional social networking website, one that lets you meet and speak to other members, Kanggie has other additional features which are guaranteed to help you pursue your interest in internet marketing and learning how to earn money online. If you are interested in using these features, as well as the many others that can be found on Kanggie, you are encouraged to register for your free membership today. You can do this by visiting:

<http://www.kanggie.com>

Using Social Networking Sites to Promote Your Blog

Promote your blog? Why would you want to do that? Honestly, if you have to ask yourself that question you probably shouldn't even have one. The whole purpose of a blog is to document your thoughts, views, and opinions on a particular topic, issue, or subject.

In addition to sharing your thoughts with the rest of the world, did you know that ***you could also make money from your blog?***

You can do so through [Google AdSense](#) to earn advertising revenue or sign up for affiliate programs and get paid to sell other people's products!

As previously mentioned, if you love meeting with or talking to people online, there is a good chance that you belong to a social networking website or community. The individuals that you talk to and that are in your community are likely the individuals that you wish to target. Since most social networking websites work to connect Internet users who have the same goals and common interests, there is a good chance that your online friends will enjoy reading your blog. But, before they can read your blog, you have to let them know that it exists.

When it comes to promoting your blog on social networking websites, you have a number of different options. Your first option is to include a link to your blog in your community profile or profile page. This will allow other community members to checkout your blog, only if they wish to do so. The other way is to inform your online friends of your blog through private messages. Once you join a social networking website and create or join a network of friends, you should easily be able to communicate with those friends. Sending each of your friends a private message with information and a link to your blog tends to be more effective than just placing a link in your profile or on your profile page.

In order for all this to take place, you will need to find a social networking site to join and you may want to first examine the website to ensure that it is everything that you want it to be.

Always remember that your ultimate aim is to get as many people to visit your blog as possible and one of the best ways to do so, is to promote your blog in a high traffic website such as a social networking site! The more people you lead to your blog, the more opportunities you have to make money through your blog.

Driving Traffic from Social Networking Sites to Your Website

A large number of Internet users run their own personal websites, but others run their websites as a way to make money. Of course, any website owner wishes to promote their online website, but those who rely on their websites for income are more willing to. Whichever type of website you have, did you know that you could help to promote your website and drive traffic to it with the help of online social networking websites?

Online social networking websites are like online communities. They give Internet users an easy and fairly safe way to come together. Many social networking websites are designed to make it easier for you to search for and make contact with other Internet users, especially those that you have something in common with.

With a fairly large number of social networking websites, including [MySpace](#), having over millions of users, there is a good chance that you could not only make new friends, but find Internet users that would be interested in visiting your website, especially if that website is your personal website.

When joining an online networking community, you should be given your own profile page. On this page you could not only describe yourself, but also your website. By mentioning what your personal online webpage is all about and providing a link, you will receive a number of new visitors.

As previously mentioned, social networking websites can benefit all website owners, especially those who are looking to make a profit with their websites. If you have a website that is selling products or services, you can use social networking sites to your advantage. This is because, if you wish, you could do product or service spotlights. Each day, week, or month, you could showcase one of the products or services that your website sells. This could either be done right on your profile page or on a blog page provided by most social networking websites.

If you are using your website to make money with advertising programs, such as affiliate programs or [Google AdSense](#), you may need to approach social networking websites in a different matter. Since you will not necessarily have a particular product or service to focus on, you will need to approach these websites as if they were personal websites.

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If your website discusses being a dog owner, it may be a good idea to state your love for dogs in your profile. After doing so, it would be acceptable and not necessarily considered spam to add a link to your online website. As with all other types of online websites, social networking websites can help to increase the number of page views your website receives. In most cases, more page views mean more clicks which means money for you.

As you can easily see, there are a number of different ways that you can promote your online website, no matter what type of website you have or what you use it for. By keeping the above mentioned points in mind, you should be able to see an increase in your page views, in no time at all.

Boost Your Business Profile Through Social Networking Sites

The goal of business owners is to **make money**. This often results with the selling of a particular product or service. However, to sell that product or service business owners need to alert the general public. Customer cannot buy a product or a service if they do not know that it exists. That is why, as a business owner, you need to advertise your business.

When it comes to advertising there are many business owners who literally cringe. Are you doing this now? There is a good chance that you are because many advertising methods cost money. As a business owner you want to make money but not spend it, right? Unfortunately, if you believe that all forms of advertising take money, you are sadly mistaken. Although you may have to spend money to make your business what you want it to be, there are ways to promote your business and the products or services that you sell without having to spend any money at all.

Is your curiosity peaked yet?

There is a good chance that it is, rightfully so. One of the ways that you can promote your online business, without having to spend a dime, is by using something that is readily available online. That thing is a social networking site. A large number of Internet users, in fact millions of them, belong to at least one social networking website.

Social networking sites have helped people get connected and well, networking across the globe is so much easier and convenient now. Moreover, people not only benefit from the ease of networking through the internet but businesses can also benefit too!

How?

Social networks are viral and once you are able to get your consumers to join you at a social networking site as members, invite their friends to join, view interesting reads and to grow their own online networks. Then chances are many more viewers know of your company website, name and brand.

You can easily update your members about the various activities at your business site and this gives rise to more visitors which in turn can bring about more consumers. And the best thing is all of this online publicity, is *low cost* and *effective*.

But some companies are still skeptical. They think that when it comes to online social networking, there are many individuals who think of online friendships or online relationships.

While these types of relationships are the most common, did you know that the original concept of social networking is also used for businesses? In fact, that was originally how social networking got started. If you are a small business owner, especially one that operates an online business, there is a way that you can use social networking sites to your advantage.

Although social networking sites are traditionally focused on those who would like to make online friends or develop online relationships, *there are **social networking sites that are designed for business owners*** such as [Kanggie](#). These websites will not only allow you to share your business information with other business owners, but it will also allow you to develop close relationships with those that share an interest that is similar to yours. Essentially, this means that you could not only learn valuable business information, but you could also walk away with a new business partner or a new friend.

As previously mentioned, social networking sites with a focus on businesses, are a great way to promote your business. However, this does not mean that you should completely forget about the other online social networking websites, the ones that are designed to make online friendships.

If you are looking to join an online community, you will need to create your own profile or profile page. If you are planning on joining a traditional social networking website, to gain access to millions of potential new customers, you are urged to be careful when making your online webpage or profile. One thing that Internet users hate is being solicited for business. This does not mean that you cannot use social networking to your advantage; it just means that you need to be careful with how you do it. Instead of creating a MySpace page for your business, you are advised to make one for yourself, but, of course, you will want to include information on your business.

Coupled with the ease of communication through the internet, online social networking sites can expand your customer base virally and boost revenue. When a consumer and a member of your social network adds a new friend, your customer base is expanding its pool of potential customers as this happens because he/she has the potential to join your network and learn more about your business. This means a possible increase in customers meaning an increase in sales which in turn brings about an increase in revenue!

By having your consumer as a friend/member of your social network increases customer loyalty and branding. You can send out e-mail notifications of your

How To Unleash The Power Of Social Networking Sites

business activities to people on your friends' list and network. This keeps your business and company name fresh in the users' minds.

You can easily maintain your relationship with your customers by using the features of the social networking site such as the blog to maintain relations with your customers.

Social networks differentiate a business from its competitors and stand out more prominently in the marketplace. Because not all business owners will set up a social networking site profile and by doing so, will help you to connect your consumers to you and make them repeat customers.

The use of the Internet and even social networking has allowed greater competition amongst businesses and it is important for you to realise the huge potential of social networking sites as a platform for you to expand your businesses in just a short period of time without much costs and effort!

Simply join a social networking website, especially one that is popular and has a large number of members and you should be able to generate interest in your business, including the products or services that you sell. Who knows that the interest generated could turn into sales, thereby turbo-charging your business and income and thus making your social networking experience more than worth it!

Why You Should Join a Social Networking Site Now

As the book draws to an end and if you aren't part of the next wave of the future just yet, you probably want to ask yourself:

“Am I interested in meeting new people online?”

And if your answer is **YES**, *hop in right now!* Although social networking is here to stay, but why wait any longer?

Before the era of social networking websites, it was difficult to meet other Internet users. If you tried, you would have to rely on chat rooms or instant messaging services. As nice as these popular Internet features are, they are not always considered safe. With chat rooms or instant messaging programs you were often given little reassurance that a person was who they claimed to be. Without profiles, there was no way that you could learn more about a particular Internet user, even if you wanted to. Social networking websites have changed that.

Not only have social networking websites made it safer to meet people online, it also allows you to meet people that have the same or similar interests as yourself. Most social networking websites allow you to create your own profile; in fact, many even give you your own webpage. These profiles or pages will allow you to share information on yourself, including your likes and dislikes. Since all other network members should have the same pages and profiles, it should be fairly easy for you to meet up with other Internet users, especially those who enjoy or believe in the same things that you do.

Another one of the many reasons why you should join a social networking website is because you literally have a wide variety of different choices. As social networking websites increased in popularity, so did the number of websites that could be found online. Although MySpace is often deemed the most popular online social networking website, there are others that are just as easy or as much fun to use. You should easily be able to find those websites by performing a standard Internet search.

In your search, for social networking websites, you will come across a number of different networks. Many of those sites will have a particular focus. Unlike MySpace, which accepts just about any Internet user, there are online networks that aim to accept Internet users that have a particular hobby, view, or belief. Online, it is not uncommon to find social networking websites that focus on

politics, religion, pets, sports, and more. If you are unsure about joining an online networking community, specialty networking sites may be your best bet. They are a great way to test the waters and they are nice because they automatically pair you with Internet users who have the same interests, views, or beliefs as you do.

Perhaps, the greatest reasons why should join a social networking site is because most are free to use. Popular free networks include [Friendster](#), [Orkut](#), and [MySpace](#). In addition to free social networks, there are online networks in which you are required to pay to join such as [FriendFinder](#). Although you may not want to pay for something that you can obtain for free elsewhere, you will find that most paid networks offer you more membership benefits, when compared to free social networking sites.

Due to the fact that most social networking sites are free to use or at least free to try, you are encouraged to give them a shot. If you are unsatisfied with what you see, you can easily cancel your membership, often at anytime.

Now that you are presented with the idea of social networking sites and how you can make new friends, socialize and network through the Internet easily, you should realize the impact that your social life is getting! With more friendships and relationships built in the social networking site, you can be sure that your income can also be in turn boosted with traffic coming from there to your site!

[So let your life and income be turbo-charged and join a social networking site right now!](#)

Wondering which social networking site to join? Well, wonder no more!

Remember that I mentioned earlier there are social networking sites that not only allow you to share your business information with others but also to develop close relationships with those who share an interest that is similar to yours. So, you are able to make friends and develop relationships and at the same time, you are able to learn valuable business information, all at one stop.

[Kanggie](#) is the **ULTIMATE** site with features that will empower their members with the ability to propel their lives, businesses and income by leaps and bounds. It is a revolutionary site that is geared to help people interested to create, market and sustain an online business while easily networking with people around the world.

Sounds good? Well, I want you to be a part of it!

Claim Your FREE Kanggie VIP Pass Now!



Here's what in store for you:

- A **social networking platform** designed for internet marketers/ people who wish to learn more about internet marketing to build connections, make friends and find JV partners
- Over 100 unique **Step by step video tutorials** on the various aspects of internet marketing which includes HTML, traffic generation, list building, copywriting, SEO, graphics design, blogging and much much more
- Gain awareness for your products and future product launches
- A buzzing marketplace for you to buy/sell your products
- List building opportunities
- Lucrative affiliate program offering **lifetime commissions**
- Gain access to free **internet marketing related resources**
- Special discounts and promotions for numerous products
- Instant **income opportunities**
- The latest news and buzz in the internet marketing industry
- Have fun as you make money

And much much more...

It's All Happening At Kanggie...

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