

HOW TO SELL BY SOCIAL NETWORKING ▼

Want to get people talking? Newsflash: They already are! They're online—chatting, collaborating, blogging, podcasting—so join their conversations. Social networking enables you to find and target niche markets easily, quickly and absolutely free. So jump in! Start an active dialog. Get to know your audience. Show them how much you care—just never lie about who you are. Your honesty and integrity add real value to your business. Get typing! ■

JENNIFER KUSHELL (pictured below, 1) co-founded YSN.com (Your Success Network), an online universe for ambitious movers and shakers.

