



**“Even If You Are On The Right Track, You’ll Get Run Over If You Just Sit There”  
-- Will Rogers**

**It's not what you know, but who you know  
... and who knows you!**

It's Your Business - a newsletter from  
Integrated Process Developers, Inc.

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**The old adage is true - it's not what you know, but who you know. But in today's business world, it is also who knows you.**

Networking has been around for the ages, but in today's world, we can network more effectively and efficiently using such sites as LinkedIn, Facebook and Twitter.

Learn the **'Nine Hard and Fast Rules of Social Networking'**

*Training Today – Increased Productivity Tomorrow<sup>SM</sup>*

### **Social Networking for Business**

Recently, I attended a business conference where one of the topics was Social Networking for Business. The presenters were Charlie Wollborg of Curve Connect and Terry Bean of Networked.

Below are, what they called, the 'Nine Hard and Fast Rules of Social Networking'.

**1. Ready. Aim. Fire.**

Social networks reward early adopters. The rabbit wins. Every time.

**2. Join all. Participate few.**

Stake your claim on new networks where your prospects play.

**3. PBO is the new SEO.**

Ensure your Personal Brand is Optimized at every touchpoint.

**4. Don't be that guy.**

Social media is a conversation, not a sales pitch.

**5. Feed your networks.**

Your network needs fresh content to survive, thrive and drive business.

**6. It ROIs or it dies.**

Build your network, your reputation and your bottom line.

**7. Find your golden ratio.**

Share the megaphone and increase your own amplification.

**8. Build it before you need it.**

### **Helpful Tips**

#### **Will Your Social Networking Profile Get You Hired or Fired?**

Selena Dehne, JIST Publishing

By now, most of us have heard a handful of horror stories about how a person's online profile wrecked his or her job search or career. Yet, every day people swarm social networking Web sites making the exact same mistakes. Maintaining an "It-won't-happen-to-me" attitude, many people have no idea that the derogatory statements they just posted or the lewd pictures of themselves online may cost them the job of their dreams.

[Click here for the rest of the article...](#)

### **Project Management Humor**

#### **Project Management Quotes**

"If you're 6 months late on a milestone due next week but really believe you can make it, you're a project manager."

[Click here](#) to read the rest of the quotes as well as other project management humor.

Plant, nurture and grow your networks before you expect to harvest.

**9. Tools are not tactics.**

A scalpel doesn't make you a surgeon. Hire the experts.

To learn more, contact Charlie Wollborg (aka 'Charlie Curve') - Partner and Chief Troublemaker of [Curve Connect](#) - Advertising, Marketing and Design and Terry Bean, CNO (Chief Networking Officer) of [Networked](#)

Feel free to find them in LinkedIn and, while you are at it, find me in LinkedIn and send me a connection invitation. [Click here](#) for my LinkedIn profile



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Sincerely,

**Douglas B. Boebinger, PMP**  
**Integrated Process Developers Inc.**

**Integrated Process Developers, Inc. (IPDI)**

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