

4 TIPS FOR USING CONTENT-BASED NETWORKING TO BUILD MEANINGFUL RELATIONSHIPS AT WORK (AND BEYOND)

Credit for concepts to James Carbery, founder of Sweet Fish Media



STOP SHYING AWAY FROM FRIENDSHIPS IN BUSINESS

Let's get one thing clear right away: there's absolutely nothing wrong with building friendships in your professional sphere. In fact, James is a big believer that we should be using the word "friendship" in business *more*.

PUT YOURSELF IN A POSITION TO CONNECT WITH PEOPLE WHO CAN HELP YOU REACH YOUR GOALS



James breaks down the process for building relationships via content-based networking into three key steps.



FOCUS ON THE VALUE YOU CAN BRING TO YOUR PROFESSIONAL RELATIONSHIPS

Content-based networking isn't just about getting what you need out of a relationship. It's a two-way street. James takes this aspect of networking very seriously.

NAMES GO A LONG WAY

When asked about the keys to success for the B2B Growth podcast, James says he thinks it has a lot to do with the name. By using the phrase "B2B" in the show title and the phrase "B2B marketing" in the show tagline, the team behind the B2B Growth podcast ensured that it would be easy to find for people searching for B2B-related resources. It all comes down to SEO.



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