

Friendster

Friendster is a purely social networking tool designed to connect groups of friends and allows you to build relationships with your friends' friends. The basic premise is that this is a friend-making tool where the people you come in contact with are already known to your friends or friends' friends. This is a great tool for making contacts with young, single people!

LinkedIn

LinkedIn (www.linkedin.com) is a purely professional network of 1.4 million people. Register and provide some basic information about yourself and then feed your Rolodex into the system. If you have colleagues that aren't registered, you can invite them. Use the system to search for people and organizations you want to make contact with. For example, if you want to make contact with the CEO of a company to establish a business relationship, do a search for that person's name. If the CEO is in the system, LinkedIn tells you how many contacts you have in common, or trace a route from your contacts, your contacts' contacts, and hence to the CEO.

The entire system is based on referrals, so the chances are high that you can make a connection to a potential business partner. I used LinkedIn, which is shown in Figure 8-6, frequently while writing this book to find and request contact with bloggers and technology companies.

Figure 8-6:
The LinkedIn professional network allows you to leverage the contacts of your contacts to make new business relationships.

