

# WHERE AND HOW TO RESEARCH PEOPLE



## Bio and/or About page on their company website



## Website / Company Blog



## Twitter

An absolute GOLDMINE for all the things they've been up to recently/are currently into. Don't be afraid to go way back in history if you need to.



## LinkedIn

Check their employment history, where they went to school and what they studied.



## Facebook

Check their About. If you're not friends, have they made any posts "Public"?



## Business Facebook Page

...for anything personal they've written (ie other than links to their own site)



## Instagram

Find out where they've been, and what they've been up to



## Pinterest

What excites them? What do they collect or long for?



## Google + and other social media

If you know they're on anything else – have a look!

If they are the kind of person who has been interviewed by anyone, these are terms you can type into Google, one at a time:

*(Person's name)* "interview"

*(Person's name)* "interviews"

*(Person's name)* "chats to"

*(Person's name)* "chats with"

*(Person's name)* "speaks to"

*(Person's name)* "talks to"

*(Person's name)* "catches up with"

*(Person's name)* "has a word with"

Remember – you don't have to do all of this!

But the more you do, the more effective your contact plan will be.



I'm Marsha, founder of Yes Yes Marsha and Networking Mentor. I work with coaches, freelancers and entrepreneurs who are brilliant at what they do (basically: you) – BUT – who are having trouble getting discovered by the people they **most** want to help through their work.

**I can show you how to get noticed by, and build genuine relationships with key players in your industry.** This will steer you into a whole new universe of possibilities – including collaboration, endorsements, maybe even these new friends sharing your offerings on their social media platforms and to their mailing lists.

**With this boost, you can get your message out to the people that need to hear about it. And the more of them that hear it, the more clients you get!**

I would love to show you how to take the ick out of networking – and start to find it actually FUN. For more on how you can do that, have a look at [YesYesMarsha.com](https://www.yesyesmarsha.com).