

# TOP 10 TOOLS FOR NETWORKING ONLINE

By John Corcoran

This is a list of indispensable digital tools I use for networking and nurturing relationships online. If you enjoy this list, I also suggest you read my free 52+ page ebook, *How to Create Your Personal Networking Plan*, which can be downloaded by signing up for my email list at [Smart Business Revolution](#). In that free ebook, I explain why tools are just one piece of the puzzle; what you really need is a solid strategy for building a strong personal network, along with the tools. I detail that strategy in the book.

If you are already an email subscriber, then you can download *How to Create Your Personal Networking Plan* using the link you should have received immediately after signing up for my email list.

*NOTE: some of these links here are affiliate links, meaning if you click through and purchase, we will get a commission. However, this does not increase your cost (the cost is the same for you). I only recommend tools that I have actually personally used and would recommend regardless of any commission.*

Aweber.com ([referral link](#)) – email marketing system. I use aweber for my email list, and I love it. Related reading:

- [How to Create a Blog for Business in Five Simple Steps](#)

[FreeConferenceCall.com](#) – free service for easily recording phone conversations. You can use this service to easily record interviews over the phone and then publish them to your blog, website, or podcast.

[Contactually](#) – this is a relatively new CRM (Customer relationship management) program that allows you to manage relationships and follow-up communications. You can check out this [video review](#) I created demonstrating how I use Contactually. (You can also use this link: <http://smartbusinessrevolution.com/contactually> for an extra 30 days of premium features.)

[Quicktime player](#) – You can use this free software to record short videos – either audio recordings, movie recordings, or screen recordings. I explain more about this in Step 6 of *How to Create Your Personal Networking Plan*.

[Skype](#) – I use this free service to do a virtual “cup of coffee” with people who don’t live close to me. I also use Skype for recording interviews for my podcast.

[Ecomm Call Recorder](#) for Mac (\$20) or [Pamela](#) for PC (\$20) – Ecomm Call Recorder is a small piece of software that integrates with Skype. It allows you to record Skype videos or audio calls. I use this to record my interviews for my podcast. Even without a podcast, you can use it to record interviews and embed them on a blog. Ecomm

also allows you to split the two sides of an audio call after recording it, which helps with tweaking and improving the audio quality. *NOTE: Skype is scheduled to phase out support for these products in December 2013.*

[Google Hangout](#) – web-based video call software, similar to Skype. I use Google Hangout to meet with one of my mastermind groups and have used it for interviews. One nice feature is you can also easily record Google Hangouts and upload them to Youtube.

[Screenflow](#) – software to record screen presentations.

Screencast-o-matic.com – I love this simple screencasting video recording software. For \$15/year, you can upgrade to their Pro version which eliminates the watermark and gives you additional editing tools.

Alexa.com – provides traffic information on websites. I use Alexa to find out how much traffic certain websites or blogs get. Alexa also has a Google Chrome extension I have installed in my browser so I can very quickly get basic traffic information about whatever website or blog I am reading as I am reading it.

[BufferApp](#) – allows you to send tweets at optimal times when your followers are most active. I have the buffer Google Chrome extension installed so I can quickly add

something I want to share on Twitter to my bufferapp queue to be tweeted out at some point later.

[SocialOomph](#) – free and paid service to schedule tweets.

Odesk – excellent website for finding, managing and paying freelancers. You could use a freelancer on Odesk to do anything, from designing a custom greeting card for someone to managing your email inbox.

Fiverr.com – on Fiverr, people provide small services for \$5. You can get someone to design a special gift, graphic or cartoon. It's an inexpensive tool for doing something memorable.

TaskRabbit – allows you to find prescreened help in your local community to do specific tasks, from shopping to helping around the house. You could use a TaskRabbit to pick up and deliver a gift to someone, or to help stuff and stamp your holiday cards.

Hootsuite.com – advanced social media account management program which allows you to coordinate and schedule all of your social media account updates from one central location.

LinkedInfluence.com ([referral link](#)) – Lewis Howes and Sean Malarkey developed this LinkedIn training program, which is one of the best on the market.

You can [find out more here](#). I think you'll love it.

## **If You Enjoyed This eBook, Check out My Advanced Networking Training: The Power Networking System**

I created this list of tools and I wrote the *How to Create Your Personal Networking Plan* ebook so that you could create your own networking plan by yourself, without any further assistance. However, if you could still use more help with networking and using relationships in business, I would love it if you checked out my [advanced training](#), The Power Networking System.

The [Power Networking System](#) includes:

- Eight separate modules which break down the pieces of what goes into a great networking plan.
- MP3 files where I walk you through (step-by-step) how to create your target lists, measure your results, etc.
- Case studies on successful networking experiments and other specific examples of what's working now.
- Spreadsheets and worksheets so you can get to work immediately.
- My tech tools and exact email scripts and phone scripts I use in my networking today (which will save you tons of time).

Finally, I'd love to hear from you. If you get the chance, shoot me an email at [johnccorcoran@gmail.com](mailto:johnccorcoran@gmail.com) to let me know what you thought of this list, and what you found helpful and not so helpful.

## About John Corcoran

I was very fortunate in that I got my “dream job” at 23. I got a job as a Writer in the Clinton White House, where I worked in the Office of Presidential Letters and Messages (the office which writes everything the speechwriters basically don’t want or have time to write).

I didn’t get the job because I’m brilliant. I didn’t go to an Ivy League school and my parents weren’t well-connected high-level donors.

But I did have one thing – a laser-focused determination to get a job at the White House. And I used many of the techniques I discussed in *How to Create Your Personal Networking Plan* to land that job.



I didn't stop there. In my career, I've also worked at DreamWorks SKG (Steven Spielberg's studio), as a Speechwriter for the Governor of California, and I've started my own six-figure business. I've also had amazing experiences such as getting an exclusive tour of the top of the Golden Gate Bridge and getting to take a brand new Tesla Roadster on a joy ride – back in the early days of the company before Tesla became a household name.

All of these things happened because of networking. And I tell you these things not to show off, but to inspire you to use mutually beneficial networking to



achieve *your* dreams.

Only after years of having friends tell me I should teach others about my networking strategies did I finally



agree to do something about it. That's how this eBook and the [Power Networking System](#) were both born.

In my current life, I am an attorney working with entrepreneurs, and the creator of [SmartBusinessRevolution.com](#), where I write about how political strategies and tactics (such as networking) can be used in the world of business and entrepreneurship. I am a contributor for [The Huffington Post](#), and I've written for *Forbes*, the [Art of Manliness](#), [Get Rich Slowly](#) and the *San Francisco Chronicle*.

I live in Marin county just north of San Francisco with my wife, Nicole, and our son Mason.