

# How to improve your networking as a first time startup owner

By [Veselina Dzhangarova](#)

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We can say that being a startup owner is a process that is both lonely and incredibly filled with relationships that are developed. If you want to be really successful, you need to have a B2B approach. That is much more important than you may believe. Developing a network with potential partners can be incredibly helpful for the future of your company.



Image via [123RF](#)

The problem is that it is difficult to network, especially when you first start out. If this is your situation, here are some tips that will help you.

## Join a startup accelerator

The [accelerator](#) basically offers mentorship, advice, sometimes investment opportunities and quite an instant network. There are many such options that are currently available for you and that can be considered. The best accelerators will offer mentors that can help you to deal with everything associated with your company, including helping you to find potential partners or sell your services in a more efficient manner.

## The regular event participation method

Before the internet was huge, business owners networked by participating in various business events. This still works and is highly effective. You have to consider both niched and general business events. Remember that as a business owner, people that own other businesses need to get to know you, what you do and who you are. [Most startups fail](#). If you do not want to fail, you have to seriously consider participating in these events as you never know when a great business opportunity appears after meeting another business owner.

## Use highly influential blogs and online articles

The great thing about the internet is that it will help you to easily build your own reputation, together with that of your company. When you comment on highly influential articles and web blogs, you can use your own name. Other business owners are going to notice you. Never be afraid to start discussions that are opinionated and intelligent on online forums that are credible. By simply connecting to a writer, you can end up connecting with his network. Highly niched and respected online authors have huge networks that you would want to be a part of.

## Be open for business opportunities

Many of the more experienced business owners are going to analyze you and if they think that there is a possibility that you can work together, they are going to contact you. Always remain open for the potential to expand and build some sort

of deal that would be beneficial for every single party involved.

Too many beginners are afraid to barter and when referring to marketing their own services, they take a one directional approach that is not at all optimal. Working with different other companies that are complimentary to what you offer would bring in the possibility to increase your profits and network at the same time.

## Conclusions

The bottom line is that connections will always be really helpful in doing business. That is especially the case when you own a startup. It is vital that the product you create is of a high quality but when you network, it is easier to achieve success, understand your audience, allies and competition.

## ABOUT THE AUTHOR

Veselina Dzhingarova is following the latest business trends and marketing ideas. She is also a co-founder of [[Dzhingarov.com]] and regular contributor at [[Xpertmoney.com]]. Apart from that she is a passionate about travelling.

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