

1 Pick one or two social networking venues and focus on those. You don't have to do it all.

2 Know where your market spends time on the web so you're not wasting your time and energy in the wrong places.

3 Make choices based on what supports your goals, not on what's available.

4 Be honest about what you have time and energy for. How many hours a week can you spend on your web presence?

5 Know your keyword phrases and use them in your writing. This is a good simple step toward better search engine optimization.

6 Use a good password strategy to handle all those passwords.

7 Limit your channels of communication. It's too much if you are checking multiple email addresses, social networking sites, and instant messengers.

8 Schedule a web writing weekend once every three months to write newsletter articles, blog posts and social networking statuses ahead of time.

9 Don't try and do it yourself if you don't like computers.

BONUS TIP

Choose great web professionals that you feel comfortable with, are respectful toward you as the owner of your business, and communicate with you in language you understand.

