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## Why Not Create Your Own Networking Group?

If you are an avid networker and an entrepreneur, then you have probably considered creating your own personal networking group. You can imagine it, can't you? Inviting people, greeting them, getting into deep conversations, and each and every week growing your own network.

Wow!

But, reality sets in. How do you build the group? How do you manage the invites? How do you get the word out? Where do you hold the events? And my worst nightmare — what if I have a party and nobody shows up?

Very few of us have the time or the inclination to bother with these challenges. We want to rely on the efforts of others, pay a few bucks, go to event, and say thank you to the host.

But I bet, somewhere, way in the back of your mind, we think, “If this was my event...”

Well now you can JUST DO IT. [Meetup.com](#) does it all for you. It is a website engine that lets you create a networking group, manage the group, send out invitations and manage responses, post notes to all its members, and in general have a great time. And the coolest thing when you are starting –it contacts people whom it thinks will be interested in your Meetup. Instant friends – you have got to love it.

While Toronto has a huge number of Meetup.com groups (Toronto is a very friendly city) – there are Meetup.com groups across the country and around the world and on almost any topic.

Each Meetup.com group is run by an “Organizer” who pays the fee (\$15.00 or less a month) and registers the group. They are effectively the owner of the group. Once up and going, the organizer can have assistant organizers as well. While Meetup.com is a for profit organization – there is an expectation that the Meetup.com group is about a topic and that when you attend the group – everybody will be interested in the topic and they won't be getting a sales pitch.

However, the business Meetups are business Meetups. People go expecting to sell and expecting to be sold.

Canada has Meetup.com groups in almost every city, and almost every topic. I thought it was very interesting that [Sarnia](#) has five different Meetup.com groups just for dog lovers.

One thing I love about Meetup.com is that you can find a group name – and then be “Alerted” when people are interested in joining that group. So, if you have an idea for a Meetup.com group – just create an “Alert” and when people are interested – you will get contacted. If you judge the interest is good enough - you create the Meetup and boom you have instant members.

Meetup.com gives all sorts of interesting advice on how to create your meetup, how to attract people to it, everything a Newbie would need to know.

How successful is Meetup.com in Toronto?

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The Toronto Meetup.com Queen must be [Janet McGinty](#). Janet is a busy mom of two young girls, a financial planner working for BMO Nesbitt Burns, and a community activist who participates on the board level of several organizations. If a woman of Janet’s talents is involved in Meetup.com – then it must be the thing to do. Through her four Meetup.com groups, Janet merges her personal loves while at the same time meeting potential clients. She runs [Boomer Group](#) – A group for the sandwich generation, [The Coffeehouse Group](#) – social conversation and coffee, [Toronto Hip Momma](#) – a group for cool sexy moms. Janet is the assistant organizer for [The Toronto Entrepreneur Group](#) – a group for entrepreneurs. It was through this group that I met her. Janet’s activities are as eclectic as she is, in the same week she is taking one group [tobogganing](#) and at another she is helping people with [business ideas](#).

If Janet is the Toronto Meetup.com Queen then [Shawn Tedder](#) is the Toronto Meetup.com largest addict, attending events 3 or 4 times a week. Shawn was a few minutes late for the [Toronto Marketing](#) run by [David Yao](#) because he had just arrived from the [Toronto Social Media PR](#) Meetup.com group. David did something which I thought was an excellent idea; he took everybody’s card and scanned and loaded the image up the scan on the groups file section.

I wonder if there is a 12 step Meetup.com group for recovering Meetup.com addicts.

Are you a Janet, Shawn, or a David? Go onto Meetup.com for your city or town and find the networking event that is for you. And if its not there –create it and don’t forget to invite me!

See you next month!

Zale