

## Sell Yourself on MySpace

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MySpace is a wonderful online community which is free of charge for members. Members of this service are able to create personal websites which can be used to tell other members of the community about their interests. Additionally, members can include pictures, video and music on their websites. Members can also include a blog on their website which they can use to express their opinions, share their thoughts or vent about their personal affairs. All of these different components of MySpace enable members to let others learn more about them. The purpose of creating a website on MySpace may be to find career opportunities, just make friends or network with those who share their business interests. In all of these cases it is important for the individual to really sell themselves through their MySpace website so others will be interested in joining their group of friends or learning more about them.

### **Launch Your Career with MySpace**

MySpace was created as an online community for people to make new friends and connect with existing friends but it has turned into so much more. Some have found they could launch their careers through MySpace. While those with aspirations in the entertainment industry are most likely to be the ones who market themselves through MySpace there are others who have more traditional careers in mind who include resume type information on MySpace in an attempt to find a new job or career.

In either case the MySpace website should be designed to catch the attention of those in the chosen industry. For example, an individual seeking a career in the profession of library science may have outrageous interests and hobbies but designing a website to reflect these hobbies may detract from those who might otherwise consider the education and past work experiences of the individual. Similarly someone who wants to break into the fashion industry should strive to create a MySpace website which is trendy and edgy as opposed to mundane.

### **Increase Your Circle of Friends with MySpace**

Those who use MySpace just to make friends can also benefit from designing a website that really promotes themselves. This website design should not only promote the owner of the website but should also be tailored to suit the tastes of the type of friends the individual would like to make. For example a diehard Yankee fan might want to incorporate a Yankee themed background to the website and include a song such as I Love New York into the website. This will make the website, and the individual, more desirable to those who share their interests.

Similarly those who want to make friends on MySpace who share a passion for a particular band might consider including the bands music on the website and posting new information about the band in a daily blog. This will attract fans of the band to your MySpace website and can help you to make friends with those who share your interests.

### **Network with MySpace**

The MySpace community provides members with a wealth of networking opportunities. Although these opportunities exist, it takes a savvy user to not only find others with whom they would like to

network but also convince these users to join in the networking opportunity.

Individuals who sell Avon cosmetics can be considered as an example of the importance of networking online. These salespeople are prohibited by MySpace to selling their products through the MySpace website but they can certainly find other members interested in the sale or purchase of Avon products and network with these individuals. Entering the term, "Avon cosmetics" into the MySpace search feature may reveal a list of other websites which use this term. Members can review these websites and determine whether or not they believe networking with these individuals would be beneficial. If it seems as though it would be beneficial, the member can either place a comment on the website or send an email or instant message to the other member. This can help to get a conversation started and may lead to more meaningful interactions which may include sales techniques or other industry tips.