



EXECUTIVE SUMMARY

Penny Power, Founder, Ecademy

Highlights

- [Ecademy](#) began in 1998 from a simple idea - to serve as a means to connect others trying to grow a business on their own
- Their philosophy and success is based on a “win by sharing” model
- While they may have been ahead of their time with respect to social and professional networking, they’re global network is recognized as the **MySpace for Business** serving **3.4M users** and supporting **240,000+ members** around the world
- Members are expected to have an “attitude of giving”; the stronger that attitude prevails, the greater the success they experience
- The key to business success is to **focus on building relationships first** and looking for opportunities second; people are willing to help you even more when you **don’t make it all about you**
- To be interesting, be interested; **community is caring about the other people in your network**
- Participate in clubs and **use offline opportunities for interaction to supplement your online activities**; meeting face-to-face extends your support network and advocacy base even further
- Ask “**what can I do for you?**” not “what can you do for me?”
- “**Selfless acts**” don’t exist; you’ll always receive more than you give

Top 3 Takeaways

- ALEX:
1. Growth by organic means may take longer and be more challenging (even painful) but your roots will run very deep.
 2. Ordinary things done consistently well can make a big difference in your life and in the lives of others.
 3. With [Ecademy](#), 24/7 access to a world community is just one mouse click away.

- LINDA:
1. People thrive in the community of like-minded others.
 2. You may work from home or be self-employed but you don’t have to feel isolated or alone.
 3. Business success is about more than just the bottom line.