



Sounds like music and networking

Manuel Marino is talented professional musician who has specialized in both composing and producing music. His extremely wide network spreads all over the world like the music and art he produces.

What's your name?

My name is Manuel Marino.

Where are you from?

I am from Italy, exactly Sicily, the beautiful island I love.

What is your profession?

I am mainly a music composer and producer, but I consider myself an all around artist, blessed with many talents, from music to painting, graphics and photography.

What do you have online?

I have many websites, most important are my weblog about music and arts ManuelMarino.com and my studio homepage MarinoSounds.com. From my profiles, the best one is the LinkedIn profile <http://www.linkedin.com/in/manuelmarino> where I have more than 12,000 direct contacts. You can search my name on Google to find more info, reviews and profiles.

About blogging, you have an active blog, when did you start writing it?

I started ManuelMarino.com in October 2007.

What inspired you to first start blogging?

First of all the idea to freely surf and read everything about anything always fascinated me. I think this is why people love to have many blog feeds to read daily. Next to this idea is the one to freely write interesting articles for the Internet community. Both gives a kind of freedom that I never felt before.

What is your blog about?

ManuelMarino.com is about music, arts, philosophy, poetry, independent artists, humanities and freedom. I invite experts and sincere professionals and artists to write articles. I believe very much in freedom, honesty, sincerity and I'm able to feel these when I meet people. There are many good persons in the world, but sometimes we are too much obsessed by everyday life to understand this and find this.

How much time do you spend blogging every week?

Probably I spend too much. I love blogging, read other people's blogs, surf and find interesting news.

What inspires you to write an entry to your

blog?

Usually my ideas about news, culture and art, sometimes my intuition. We need more intuition, people tend to forget the importance of it and uses too much their left brain.

How do you spread a word about your blog?

Well, word of mouth, mainly backlinks, more than 30,000 on Yahoo. But a tracker gave me also a global number of 70,000 so I can say between 30,000 and 70,000.

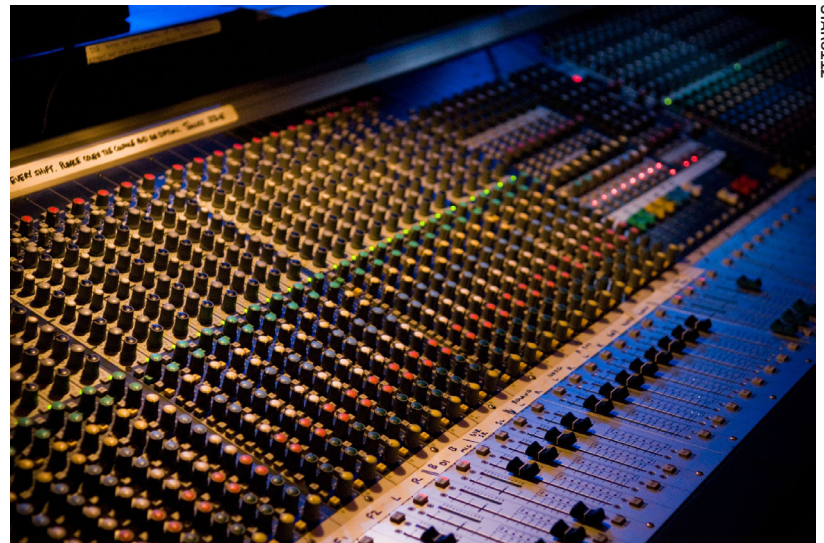
What blogging tools you use?

I like very much Wordpress, it is very easy to use but also powerful.

Is there any subject you won't ever write about?

Well, I don't think I want to write about politics and religion at the moment, maybe in the future. Absolutely I'll never write about sex. It is something very personal and not to be publicly discussed.

Have you had any mistakes with blogging?



Modern studio equipment is an important part of music production. This huge mixing board is one of the basic setups in a studio.

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Never. I'm very moderate in many topics, not for "safe" reasons. It's just that I'm this way. I like to study topics carefully and understand all the points of view.

Do visitors comment your texts?

I have comments, I'll have many more in the next months, since I'll ask my Yahoo group and network friends to participate. I waited to have enough backlinks and readers. I think it is the time to ask people to write. There will be very interesting discussions.

What do you think, are you still writing to your blog in five years time?

Of course! Blogging is awesome! It is also a very important service to the community, the more options and ideas we can read about, the more we can understand our lives, our society and how it will evolve.

You also have active network online. What are the most important social network sites you use?

I use many, I can say... I don't have all the time I need to manage successfully all of them, so I focus on LinkedIn and Ecademy. My profile on Ecademy is <http://www.ecademy.com/user/manuelmarino> but lately I found also Naymz where I have a reputation score of 10/10. It is a very important score that considers many factors, mainly the reputation as professional and as Internet networker.

What website you prefer as your main network service and why?

I prefer LinkedIn. My 12,554 direct connections link me to 21,258,100+ professionals. I use many LinkedIn tools to contact professionals and artists all over the world and collaborate with them on music, games and multimedia projects. You can really feel to be a world citizen this way!

When did you create your first public profile and where was it?

I answer again LinkedIn. I found it just surfing the web. My local friends don't know anything about these tools, probably many Italians don't use them. It's a pity, Internet networking is one of the latest trends, but it is also a great way to communicate and create important relationships. The results are projects, new ideas and new ways to create. Of course I made many web friends and friends in other cities that use LinkedIn.

Why did you decide to build an online network of contacts?

Being an artist, I reply with another "artist answer" – freedom. Yes, this amazing freedom feeling that Internet gives. Building an online network of contacts gives you freedom and the ability to "move your



mind" in so many projects, countries, cities. You are able to find new traditions and culture. As an example, I learned important details about Buddhism and oriental culture through a friend in Singapore. We also had much fun playing GO, an oriental board game. Singapore is very far from Italy... it's not easy to reach it through a "real trip". Internet can help, when distances are so far. The world is just one click away.

Can you name one online success story that has helped you or your business?

Mmmm, not sure if it's a "story", but the mp3.com experience has been very important for me. It explained me the great potential of Internet and the ability to meet new friends and collaborate with them through the web. It has been about 8 years ago. Musicians were working together, many projects were born, first Internet radios, an important community of listeners was supporting us. We've been able to produce albums with no costs from us (it was a real innovation in that period). The royalties mp3.com was giving us were fair and honest. I will always be delighted to remember those years.

How much time do you spend maintaining your network per week?

I receive about 400 emails daily and I always try to reply to anyone. So I spend about 3 hours a day for the emails. I've got many filters so I can recognize on the fly the important emails and delete the spam. I spend about 2 more hours surfing. I don't post daily articles, so I can say that blog posting is not a time consuming work for me. The rest of the day is dedicated to music and my fiancé, Monica.

Do you promote your public network profile and how?

I print the addresses in my business card, but I don't consider it a promotion tool. No, I think the word of mouth is the best tool. You have to write important articles, optimize the posts for the search engines and people will come. Optimization is the best way to promote a website and of course a weblog. I can give my two cents about this topic. Just focus on the title and the description of each page. Don't spend time trying to find the perfect keyword or similar. Keywords must be very relevant and must perfectly explain the article. Same thing for the title and the description. Try-

ing to bend in other ways the search engine system, will only ruin your reputation, and also lower your daily visitors stats. Believe me. Honesty wins, always.

Have you ever closed a profile in some service and what made you to decide to quit?

No, never. I think all the profiles are useful. Of course, the more you manage, the more is your Internet presence. If you want to create a business online, profiles are necessary, the more, the best.

If you are invited to a brand new social network, how do you respond?

I don't rush to open a new account. I study the options. Maybe I can just keep the email safe in a directory, and then check it again when I have time, maybe also after one week. If I don't have time to manage more profiles, I prefer to keep these emails unanswered until I'll be able to study this new network.

How do you build your online network, do you actively send out invitations or are people inviting you?

Both. I invite and I am invited as well. They are both necessary operations. But now that my Network is really big... I receive about 50 invitations every day. I study them carefully, and I like to browse new profiles. Sometimes I don't consider a profile relevant to my projects or interests and then I just leave alone the invitation. This way there is no bad result for the people inviting me.

Do you accept all invitations or are you selective?

As an Open Networker, I am not obliged to accept all the invitations, but to just be open minded and not picky. Also, I don't put in a negative situation someone who invites me. I just ignore or archive the invitation if I don't think there could be a synergy between us.

How are you maintaining your contacts? Do you actively send out messages or do you just keep the contact list intact?

It is always better to contact the persons directly. If you think it's time to collaborate together, a personal email is the right way.

If you decided to remove someone from your network, what would be the main reasons for such a decision?

It's all about synergy, a combined action of two or more agents which produces a result stronger than their individual efforts. I like this definition. If there is no more synergy, it's time to remove the contact.

Do you use other features on your selected social network?

I maintain a Yahoo group at <http://groups.yahoo.com/group/manuelmarino/join>. We talk about many topics, usually arts, music and poetry. We talk also

about arts news from the most important newspapers and magazines.

Is there any feature you are missing?

To be honest, I think there are too many features in modern social tools. There is a kind of rush to add always new tools. The important thing is to maintain a clear profile, a clear page. Adding too much, too many links, not relevant, can make the page very confusing.

What information you wouldn't ever reveal in your public profile and why?

I think that the professional info is important, if you work online. Other personal info, I don't think it's a good idea. We don't enter in pubs or theaters with our personal data printed on the back, so why we should do this online? Internet is very similar to a plaza, and every website is a small tent, you can decide to visit different tents, looking at the goods they offer, or just have a beer and find new friends, but you'll say more about yourself only to real friends, not people just met.

Have you had any issues while networking?

No, I can say I never had problems. Well, except spamming, of course this is a phenomenon that happens to anyone's mailbox. I've got a Wordpress plugin to filter the comments, and many are spam. As I said, Internet is very similar to a plaza, you can find anything there, like in the real world. If you are careful in the real world, you have to be as well in the virtual one. I can't say Internet is more dangerous or less dangerous.

I think it's just a way to communicate, but the people are always the same. Said that, I repeat that there are very good men and women in the world that just need to be discovered. So, being careful is OK, but optimistic about meeting new people.

If someone is now considering starting social networking, what is your advice?

I will encourage them, social networking is a fantastic experience, done for fun, for business or just because you are bored.

Again, how do you see yourself on social networks in five years time?

I will be there, always helping my contacts and my friends.

Finally, what is your opinion of the future of social networking?

I think it will grow, as will grow technology and Internet. There will be new tools, new ways to communicate, social networking will just be there, moving, transforming, changing, but never disappearing.



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Meet Manuel Marino Online

Manuel Marino is very active virtual networker having many websites, groups and resources to explore. Wizzit Magazine encourages you to meet Manuel online, so check out what he has to offer.

- www.manuelmarino.com
- www.marinounds.com
- www.linkedin.com/in/manuelmarino
- www.ecademy.com/user/manuelmarino
- groups.yahoo.com/group/manuelmarino
- www.cafepress.com/manuelmarino