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Autore	Connolly Sharon
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Nota di contenuto	Cover; Title; Copyright; Acknowledgements; Preface; Contents; Introduction; Assess Yourself; 1. The Networking Launch Pad; Why network?; Setting your goals; Who do you want to meet?; Targeting your niche; Finding the hip and happening events; Star Tips when planning your networking; 2. Pre-Event Preparation; Choosing your first networking events; Enlist a wingman; Check the venue location; Decide on an impactful outfit; Prepare your elevator pitches; Nailing the petrifying one-minute pitch; Have an outstanding business card; Star Tips when preparing for your networking event 3. Prospecting for GoldLocate the hotspots; Use your elevator pitch; Aim and fire; How's your handshake and posture?; Visualisation; Star Tips when prospecting for gold; 4. Building Rapport with Anyone and Everyone; Schmooze with small talk; Activate your listening skills; The importance of body language; Becoming an expert connector; Exiting the conversation; Trawling for your big fish; Star Tips for building rapport with anyone and everyone; 5. Making Yourself Memorable; Presence; Looking the part; Quality; Colour; Style personality; Posture and body language; Voice; Modern manners Star Tips for making yourself memorable6. Organising Fabulous

Networking Events; Networking to get new clients; Networking to reinforce existing relationships; Networking to win business; Administration for your event; Sending reminders to guests; Hiring a speaker; Different types of events; Fee or no fee?; Your return on investment; Star Tips on organising fabulous networking events; 7. Hosting a Fabulous Networking Event; Your role as the host; The registration process; Maximise your technology; Helping the flow of traffic; Host responsibilities; Remembering names; After the introductions

Appointing ambassadors Managing your guest speaker; Getting feedback; Following up; Star Tips on hosting a fabulous event; 8. The Naked Networker: Networking Online with Facebook; Fascinating Facebook facts; Your Facebook dilemmas; Facebook fundamentals; Using Facebook to network; Your personal profile; Things not to do on Facebook; Your Professional Facebook page; Facebook groups; Facebook Events; Star Tips on using Facebook to network; 9. Social Media Beyond Facebook; Pinterest; LinkedIn; Enhance your networking with LinkedIn; Twitter; YouTube; The importance of social media Star Tips for social media beyond Facebook 10. Networking Success Stories; Success story #1; Success story #2; How does your garden grow?; The importance of referrals; Star Tips for being a star in your own networking success stories; Index; About the Author

Sommario/riassunto

The measure of your success will most probably not depend on what you know, but who you know! It has never been more important to develop great relationships and ensure that you are in the right place at the right time. When you become an effective networker, opportunities will continually knock at your door. But simply connecting is not enough, and opportunities rarely happen by luck or accident. Skilful networkers plan their networking for a greater return on investment. Confident networkers polish their small talk and conversation to become a charming, popular guest at any event. In her cle
