

Resources for Networking

Learn from Master Connectors

books...

Brag! The Art of Tooting Your Own Horn without Blowing It by Peggy Klaus

How to Win Friends and Influence People by Dale Carnegie

The Little Black Book of Connections by Jeffrey Gitomer

Love and Survival by Dr. Dean Ornish

Masters of Networking by Ivan R. Misner, Ph.D. and Don Morgan, MA

Never Eat Alone by Keith Ferrazzi

The One Minute Millionaire by Mark Victor Hansen and Robert G. Allen

Relationship Networking, The Art of Turning Contacts into Connections by Sandra Yancey (CEO and Founder eWomen Network)

The Tipping Point by Malcolm Gladwell

e-zines...

Charlie Cummins, Moving Towards Greatness, www.charliecummins.com

Jim Rohn, business philosopher, www.jimrohn.com

Jon Gordon, Ways to Energize Your Life, www.jongordon.com

Jeffrey Gitomer, sales trainer and author, www.gitomer.com

The **Word of Mouth Marketing Association** has research that proves the average salesperson, business owner or entrepreneur lost out on 75% of their potential income last year due to poor networking skills.
www.womma.com

Keys to Successful Connecting

1) Be interested

- Ask Questions and Listen

2) Be interesting

- Have a *30 second elevator speech* that states who you are, creatively tells what you do and shows how you can help others
- Have Fun and Be Different

3) Follow Up!

- Make the connections you promise
- Find something of interest to send your contacts
- Handwritten notes make an impact – memorable and highly personal, touching emotions
- Make follow-up a habit... use systems to make it easy
- Nurture your Network with regular contact

“Good follow-up alone elevates you above 95 percent of your peers. The follow-up is the hammer and nails of your networking tool kit.” Keith Ferrazzi, *Never Eat Alone*

Get Out and Meet People

- **Networking groups** – connect and build relationships

Business Networking International (BNI), www.bni.com

eWomen Network, www.ewomennetwork.com

National Association of Women Business Owners (NAWBO), www.nawbo.org

- **Civic groups** – build relationships while helping others

Rotary, www.rotary.org

Kiwanis, www.kiwanis.org

Lions Club, www.lionsclubs.org

- **Local Churches and Charities**

- **Learn to leverage relationships**

The Referral Company, www.thereferralcompany.biz
Emile Paradis, 404-309-7352

Relationship Economics, www.relationshipeconomics.net
David Nour, 404-419-2115

Build Relationships using Handwritten Notes

- **Note-able Power Tips**,

www.profitsinprogress.com/noteworking/powertips.html
Read how industry leaders use handwritten notes to increase their success and make a memorable impression

- **Note-working Success System™**

www.profitsinprogress.com/noteworking
Handwrite and mail three notes a day in less than 10 minutes, with a system to track and measure results

- **Free e-Newsletter**

Sign up at www.profitsinprogress.com/resources

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WWW.PROFITSINPROGRESS.COM
Handwritten, Personal Notes — Increase Your Success Through NOTE-working