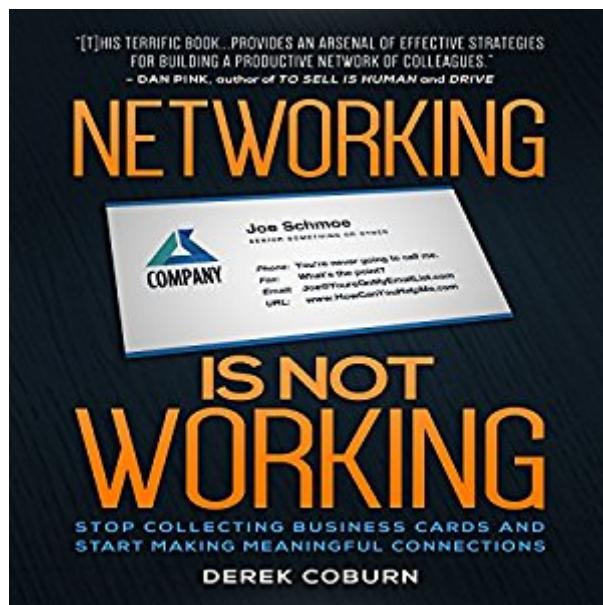


The book was found

Networking Is Not Working: Stop Collecting Business Cards And Start Making Meaningful Connections



Synopsis

Over the last few decades, networking has devolved into an endless series of cattle call events full of open bars and closed fists. Perfect strangers, after a long day at the office, agree to show up and bump into each other, randomly exchanging business pitches for business cards. Needless to say, traditional networking isn't working anymore. For successful 21st century business people, large networking events and the mountains of business cards they produce have become a waste of time and valuable resources. It's time for a new, modern approach to networking. Born out of author Derek Coburn's frustration with having spent thousands of fruitless hours attending traditional networking events, this book offers fresh, effective, unconventional strategies for growing and nurturing a powerful network. These strategies grew Coburn's revenue by 300% in just 18 months and can have a major impact on your business. You will learn how to:

Become the Ultimate Connector
Become the Ultimate Resource
Identify and develop relationships with world-class professionals
Enhance the value you deliver for your best clients
Position yourself for more quality introductions to ideal prospective clients
Once you implement the networking strategies in this audiobook, the quality of your clients, your business, and your life will improve dramatically.

Book Information

Audible Audio Edition

Listening Length: 2 hours and 18 minutes

Program Type: Audiobook

Version: Unabridged

Publisher: Derek Coburn

Audible.com Release Date: December 3, 2014

Whispersync for Voice: Ready

Language: English

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Customer Reviews

Derek sent me an early copy of his book because we're in a like-minded group together. Being in that group has fundamentally changed my business over the past year. Not so much a tantamount to the book, but definitely one to finding a great group of people. On the book and why I enjoyed it

but also why I took off one star. **Why I Took Off One Star:** I guess mostly I'm bored of business books. There's no way that I would have picked this up in a store and read it. Not so much a knock on the book itself but more on the genre. **Why I Gave it 4 Stars** The strategies are good (how to find the right people, how to connect, how to follow up) and actionable (making a mix tape, bi-weekly lunches, the power of an introduction the right way) but I wasn't left with a single "damn. I need to do this now!" at the end of it. Instead, I had a lot of "that sounds like a great idea". It's well-written, easy to follow, and well-organized. The most important concept that Derek covers is the power of connecting clients to other clients or in providing clients top referrals to other experts. This concept alone will make most businesses turnkey by creating amazing relationships with existing customers. A simple "I know a guy for that" is perhaps more powerful than any marketing could ever be. Not for "the guy" but for the guy who has a guy. Becoming a dependable source for as many things as possible (mechanic, investment advisor, child tutor, etc.) is a surefire way to win in this connection economy we all know and love to hate. Finally, the most useful part of Derek's book was the systems for following up.

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