Strategic Networking for Introverts, Extroverts, and Everyone in Between

Do you network because you know you should but have little to show for the effort? Or do you avoid networking altogether because it seems too time-consuming, intimidating, or salesy? If so, this book is for you.

Written by an introvert who networks, Strategic Networking for Introverts, Extroverts, and Everyone in Between incorporates tips, insight, and advice from three dozen effective networkers. You will learn how to:

• Create a networking strategy that fits your goals and preferences
• Choose the venues that will help you meet the people you want to know
• Prepare for networking events to get the most out of your time
• Craft a memorable, engaging elevator speech
• Make genuine connections that lead to valuable relationships

Strategy is the key to successful networking. This book outlines how taking the time to plan, prepare, and follow specific action steps will make you comfortable with your networking efforts and increase your effectiveness. With this book as your guide, you too can learn to stop worrying and love networking.

Carol Schiro Greenwald, Ph.D., is a marketing and management strategist, trainer, and business development coach. She works with professionals and professional service firms to structure and implement growth programs that are targeted, strategic, and practical. Her clients become more efficient, effective, and successful at bringing in business that fuels firm profitability. Her book, Strategic Networking for Introverts, Extroverts, and Everyone in Between, provides a training and coaching guide for linking business development activities with both personal and firm goals.