Reviews

Why is networking important? Because it’s the best way to build connections with people who may ultimately turn into clients. This is a must-read book for the introvert and for the extrovert because the author offers something for both: for the introvert, Carol’s tips on how to create a plan to network boosts the introvert’s confidence so that they can feel more at ease when networking. And for the extrovert, her tips on how to stay focused enough to create a networking plan can elevate the extrovert’s networking from just having fun to creating actual networking opportunities. This book reflects not only Carol’s networking experience, but that of the 35 people she interviewed in a variety of professions and industries. You can tell Carol is a strategic planner by the way she strategically organized this book to appeal to all types of learners: For instance, for those too busy to read every page of this book, Carol provides chapter summaries at the end of each chapter. For those who like to read text, there’s plenty of text, and for those who are visual learners, there’s plenty of charts and graphs. For those who like filling in worksheets to guide themselves through a process, there are plenty of worksheets, from the Elevator Speech Components worksheet to the Referral Strategies worksheet, etc. And, for those who want specific networking suggestions, check out Appendix 3, Additional Insights. Go forth and network!

Carole Levitt
Author, Internet for Lawyers
Carol has gifted us all a substantial professional favor by creating this phenomenal roadmap for networking and business development. Her ability to create a game plan that includes the most effective strategies for skill development and implementation is abundantly valuable. A quick read with palpable ROI right at our fingertips—thank you, Carol!

Traci Ray
Executive Director, Barran Liebman LLP

In this book you will find a plethora of anecdotes that will be sure to resonate with any reader via one of the many in-depth interviews that Carol conducted from professionals in various industries. Carol does an excellent job of providing clear, concise action steps to help a novice networker get started, but also delivers enough high-level tips for even the most networked professionals to find great value in reading the book.

Jennifer Scalzi
CEO and Founder, Calibrate Legal

Having known Carol Greenwald for over 15 years, I’ve always turned to her for advice and, frankly, inspiration. While she’s helped me in numerous ways, her particular strength is networking. That’s why I’m so grateful she has taken the time to gather her thoughts on this subject, yielding a book that’s a handy resource I intend to share with my clients.

John Rumely
Advisor, Coach, Business Development Professional

Carol’s approach to strategic networking is like being offered a Ph.D. course, when you had only been offered a high school course previously. Her examples are clear, her suggested modeling language powerful, and her real-life stories illustrate the impact of networking well in myriad situations. Whether you are a veteran professional, new lawyer, or professional services provider, this book will enable you to focus on your goals and hone your skills. Simply put, this is the best resource I have ever read about professional networking. I dare you to read it, implement it, and not watch your business grow.

Linda Orton
Chief Marketing Officer & Managing Director, Alvarez & Marsal
**Strategic Networking** is the right book for the “introvert who networks,” for the “hyper-extroverts” and everyone in between who needs guidance on effective networking. Carol incorporates real-life examples from networkers throughout and explains how to network in a way that is best suited to a person’s personality. Most useful of all, the book provides a practical approach to building a strategic networking process that will surely yield results.

Despina C. Kartson  
Global Director, Business Development & Communications

**Strategic Networking** isn’t just another book on networking. Or worse, networking for people who don’t like to networking. It’s both a resource-filled, nuts-and-bolts guide and a high-level set of stories on the how and why of networking. Carol does a great job teaching how networking is done with step-by-step directions, as well guides and worksheets that can help the uninitiated and the networking challenged. But she also shows how it can pay off by allowing experts (and schlubs like me) who have built businesses and careers through networking to show the value it’s created for them. While there are an increasing number, maybe endless number, of ways to connect and get to know someone today there’s still nothing like meeting face-to-face and pressing the flesh. And Carol’s done you the favor of putting everything you need to know in this great, readable volume. Carol’s book should be the starting point for anyone looking to grow their business or career through networking. (Hint - that includes you, because it includes everyone!)

Dan Lear  
Chief Instigator, Right Brain Law

Whether you think you’re an expert or a novice networker, this book is a must read. It reinforces that good networking is about giving, not taking, and that effective networking is a strategy that can be learned. Carol thoughtfully breaks down the process step by step showing us all not only how to think, but how to take action. And action leads to results. Well done!

Nancy B. Schess, Esq.  
Partner, Klein, Zelman, Rothermel, Jacobs & Schess LLP
**Strategic Networking** is a practical, hands-on, and thorough guide to help anyone expand their reach and visibility for personal and professional success. As it is with most skills, those who network effectively make it look easy. But networking doesn’t come naturally to many people. Carol’s book provides an excellent roadmap to boost your networking chops, with numerous anecdotes and lessons learned from fellow professionals, handy charts and checklists to get started, and, most compelling to me, tools to help a busy professional weave networking time into a packed schedule in a way that’s additive, rather than dilutive. Just as networking is an excellent investment of time, learning from Carol how to effectively network was an excellent investment of my time. I thoroughly enjoyed it.

Timothy B. Corcoran  
Management Consultant & Former CEO, BringinTim.com, @tcorcoran