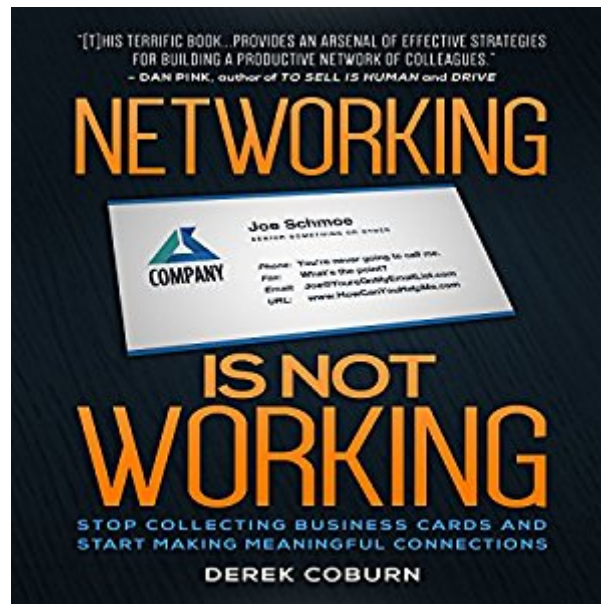


The book was found

# 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

ASIN: B00QJHXPJ6

Best Sellers Rank: #161 in Books > Business & Money > Marketing & Sales > Marketing > Direct

#260 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #1786

in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

## 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.

[Download to continue reading...](#)

Networking Is Not Working: Stop Collecting Business Cards and Start Making Meaningful Connections  
Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1)  
A Loving Approach to Dementia Care: Making Meaningful Connections with the Person Who Has Alzheimer's Disease or Other Dementia or Memory Loss (A 36-Hour Day Book)  
Jewelry Making & Etsy Business Box Set: Jewelry Making Instructions and Useful Tips to Guide You Through How to Start Your Etsy Business (Jewelry Making ... Selling Etsy, Esty Selling Success)  
Limited Liability Company: Beginner's Guide to Forming an LLC, Collecting Taxes, and Keeping Organized Records for Entrepreneurs and Small Business Owners (LLC Taxes, Start Up Business)  
Music (Connections) (Connections! (Hardcover Twocan))  
PASSIVE INCOME: Stop working - Start living - make Money while you sleep (top ideas to create your personal money machine, a step by step guide to create passive income)  
Coin Collecting for Fun & Profit: The Fast and Fun Way to Make Money Collecting Coins  
Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business)  
Little Black Book of Connections: 6.5 Assets for Networking Your Way to Rich Relationships  
The Little Black Book of Connections: 6.5 Assets for Networking Your Way to Rich Relationships  
How to Start an Online Business: A Step by Step to Make Money from Your Computer Even If Your Starting from Scratch! (How to start an Online

Business, ... Startup, Online Business for Beginners) Computer Networking from LANs to WANs: Hardware, Software and Security (Networking) NETWORKING: Networking for Beginners From Hoarder to Order: How to Stop Acquiring, Saving and Collecting Things Print's Best Letterheads and Business Cards 2 (Print's Best Letterheads & Business Cards, 1992) Wipe Clean Flash Cards ABC (Wipe Clean Activity Flash Cards) 26 cards Tuttle Japanese for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) Tuttle More Japanese for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards) Tuttle More Indonesian for Kids Flash Cards Kit: [Includes 64 Flash Cards, Audio CD, Wall Chart & Learning Guide] (Tuttle Flash Cards)

[Dmca](#)