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INTRODUCTION

This Isn't Just Another Book on Networking

After devoting years of research on the art of networking, I began to ask myself, “Is this all there is?” I sensed an enormous need to connect the art of meeting people to an outcome other than building a big contact list. No one can survive on contacts alone.

Well, my search for the answer to the question brought me to a gold mine — a networking gold mine. If I took networking a step beyond the typical techniques and provided the tools to communicate more effectively, deliver an unforgettable customer experience, and build a personal brand, I could empower people to create more clients, bigger paydays, and sweeter success.

This book contains four sections focused on the objective of building lifelong business relationships:

- **Expose Yourself:** Building a Solid Business Referral Network Through Shameless Self-Promotion
- **Word Power:** Using Your Verbal Assets to Accumulate Relationship Capital
- **Transactions:** Delivering an Unforgettable Customer Experience
- **Brand Equity:** Building a Lasting Brand That Grows in Value and Leaves a Legacy

This book takes the topic of networking and turns it into the study of building lifelong business relationships. The benefit is less expense on marketing and less time spent learning the needs and interests of new customers. That equates to more profit, more energy to put into improvements with guaranteed outcomes, and more quality time in your personal and professional life to invest in things that really matter.

You can read this book from

front to back. It's designed so that each section can stand alone if you only want to read one section. Feel free read it in any order. However, if you're like me, I want to know how books end so I like to start with the last chapter. If you read the last chapter in this book, you'll understand the purpose of the whole journey — should you choose to take it — I lead you through in *Currency*. The final chapter sums up what I really believe to be so compelling about this process. Building our legacy through relationships during the course of our life will make us proud of a life well-lived.

When you dig deep into the client list you already have, you realize you are sitting on a gold mine of information and relationships from people who already have chosen to do business with you.

This isn't just another book on networking, and I'm not just another expert on networking — building lifelong business relationships is my passion, and I want you to have what I've achieved too.

Go get 'em, Tiger. It's time to dig deeper in your gold mine. More clients, bigger paydays, and sweeter success await you there.

Carrie Perrien Smith

Networking Junkie and Business Relationship Expert

www.soarhigher.com