

No Sweat Networking

Simple Solutions to Overcome Networking Obstacles

Stephanie Ward (2007)

If networking isn't your favorite thing but you wish it could be (and you KNOW it should be) then *No Sweat Networking: Simple Solutions to Overcome Networking Obstacles* is for you. In this entertaining and eminently readable new book, Stephanie Ward assures us networking can be both fun and stress-free.

Are you one of the thousands of people for whom 'networking' is a four-letter word? You have tried your very best but so far without results? Ward presents a whole host of obstacles that might just be holding you back (I guarantee you'll recognize at least 10 personally!) and then offers salvation - field-tested, practical and easy steps you can take to brush obstacles aside and start enjoying yourself, while networking your way to success.

Many books have come out recently on the subject, but Ward offers a new perspective on networking. She focuses on identifying what's stopping you from being effective, instead of telling you to just get out there and do it. Most people know the basics of networking, they just simply don't want to, or can't bring themselves to, do it. And, until now, weren't sure why.

This practical workbook can be used by anyone to get comfortable with networking. There is a personal action plan, a list of practice phrases, a networking preparation checklist and a formula to create an elevator pitch. The information is straightforward and fluff-free and the book is as much for people who would like to use networking as a marketing strategy as it is for professionals who want to get more exposure and build their network. It's for newbies who are contemplating joining their first network or attending their first event, and for seasoned 'joiners' who just can't seem to leverage the value out of the many (often costly) associations to which they already belong. You know who you are - the last ten networking events you attended you spent most of your time talking to the waiter, and praying your machine was recording *Grey's Anatomy* so your entire evening wouldn't be wasted.

Networking - fun, simple, rewarding and remarkably useful to your career, your business and your future. If you have to do it you might as well enjoy it, and you can only enjoy it if you learn how to do it right. *No Sweat Networking: Simple Solutions to Overcome Networking Obstacles* can be ordered online through www.fireflycoaching.com/NoSweatNetworking.html, and you can read about Stephanie's own networking success as a business growth coach for entrepreneurs.

Mary van der Boon is a certified networking addict, and at present holds membership in 23 networks.

NETWORKING SUCCESS WORKBOOK

**Simple Solutions
To Overcome
Networking
Obstacles**



No Sweat Networking

STEPHANIE WARD, M.A.