

# Make Your Contacts Count: Networking Know-How for Business and Career Success

*Anne Baber, Lynne Waymon*  
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S E C O N D E D I T I O N



## MAKE YOUR CONTACTS COUNT

( NETWORKING KNOW-HOW  
FOR BUSINESS AND  
CAREER SUCCESS )

Anne Baber and Lynne Waymon

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**Anne Baber, Lynne Waymon : Make Your Contacts Count: Networking Know-How for Business and Career Success** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Make Your Contacts Count: Networking Know-How for Business and Career Success:

0 of 0 people found the following review helpful. GreatBy SteveThis book had heaps of great suggestions on how to network better. I did the self-assessment at the beginning, which unfortunately made me aware how poor my networking skills were, and how little I really understood networking. As I read through the book, I often had that aha! moment. The suggestions throughout the book, for improving networking, clearly came from people who have had a lot of experience doing it. The suggestions were sensible and rational, and all seem easy to carry out. As I read though the book, I was continuously relating it to my own experiences of attending events, and thinking how I could have

done things so much better. 0 of 0 people found the following review helpful. Four Stars By Lucinda Good insight. 1 of 1 people found the following review helpful. Character and Competence are the key to Successful Networking By K.O. Anne and Lynne present the importance of networking in today's corporate world by teaching that networking is more than handing out your business card. By teaching people about your Character and your Competence, you will build a relationship. Your "Contacts" will "Count". The book starts from Assessing your skills then to presenting the benefits of Networking. Then step by step, it teaches you how to build a relationship, a connection with your contacts so that they think about you when the need arises for someone in your field. Buy it! It is worth it.

Make Your Contacts Count is a practical, step-by-step guide for creating, cultivating, and capitalizing on networking relationships and opportunities. Packed with valuable tools, the book offers a field-tested "Hello to Goodbye" system that takes readers from entering a room, to making conversations flow, to following up. Updated from its first edition, the book now includes expanded advice on building social capital at work and in job hunting, as well as new case studies, examples, checklists, and questionnaires. Readers will discover how to: \* draft a networking plan \* cultivate current contacts \* make the most of memberships \* effectively exchange business cards \* avoid the top ten networking turn-offs \* share anecdotes that convey character and competence \* transform their careers with a networking makeover Job-seekers, career-changers, entrepreneurs, and others will find all the networking help they need to supercharge their careers and boost their bottom lines.

"Every executive who is really committed to being proactive in managing their career should start with this networking book." -- Executive Insider Newsletter: ExecuNet "Anne Baber and Lynne Waymon have been teaching, preaching and writing books about networking for fifteen years. Their book, Make Your Contacts Count, is without a doubt the Networking Manifesto." -Executive Insider e-Newsletter "If you're feeling shy about cultivating and capitalizing on the people you know, or have no clue what networking is, pick up this book for a boost of self-confidence and the goods on networking." -Retail News Magazine "Make Your Contacts Count will help make networking more enjoyable and productive for you." -Office Pro magazine "If you're feeling shy about cultivating and capitalizing on the people you know... pick up this book." -Retail News magazine "...This model will help you create a fully developed network and help you make networking an art, not an accident." -SuccessNet from BNI "Make Your Contacts Count is without a doubt the Networking Manifesto." -Executive Insider e-Newsletter From the Back Cover Meeting and keeping a network of powerful contacts is the most effective way to further your career or grow your business. So how can you ensure that you are connecting with and impressing the right people? A practical, step-by-step guide for creating, cultivating, and capitalizing on networking opportunities and relationships, this book shows you how to make a memorable entrance, make conversations flow, and follow up. In this completely revised edition, the authors offer new case studies, examples, checklists, and questionnaires, as well as expanded advice on building social capital at work and in job hunting. Complete with a unique self-assessment test that lets you chart your progress as you master the strategies that will help you build beneficial business relationships, this new edition of Make Your Contacts Count shows you how to set yourself apart from everyone else in the room and: 

- create a networking plan
- cultivate current contacts
- make the most of memberships
- share anecdotes that convey character and competence
- avoid the top ten networking turn-offs
- and transform your career with a networking makeover.

 With Make Your Contacts Count, the tools to supercharge your career and boost your bottom line lie right in your hands. ANNE BABER and LYNNE WAYMON lead Contacts Count, a consulting and training firm for business and career networking. Their previous books include the first edition of Make Your Contacts Count, and How to Fireproof Your Career. Praise for the first edition of Make Your Contacts Count: "This is the definitive book on person-to-person networking. It's a complete methodology, i.e., step-by-step 'cookbook' on how to network." -Business Ledger "well written and very compelling. If you read this book, you will be dusting off your meeting suit." -Central New York Business Journal "This book is the networking blueprint, a must-read for anyone on the hunt for sky's-the-limit professional success." -Bizlife "If you're serious about building your business, start right here." -Terri Lonier, Founder, WorkingSolo.com "The best reference book for new networking ideas." -Beth Barnett, Director of Business Development, TeraTech Inc About the Author Anne Baber (Lenexa, KS) and Lynne Waymon (Silver Spring, MD) lead Contacts Count, a consulting and training firm for business and career networking. Their previous books include the first edition of Make Your Contacts Count, and How to Fireproof Your Career.