



# Smart Networking: Attract a Following In Person and Online

*Liz Lynch*

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**Smart Networking: Attract a Following In Person and Online** Liz Lynch

## **New Contacts, Greater Success, and Bigger Business**

The key to unlimited opportunities for your business starts with *Smart Networking*. This is the essential guidebook for building business relationships in a wired world. Business strategist Liz Lynch demystifies the process and puts strategic systems in place that build connections worldwide and attract opportunities 24/7.

Packed with powerful strategies tested by years of experience, as well as real-life stories from the field, *Smart Networking* describes how to integrate face-to-face techniques with a strong online presence. You'll get low-cost marketing tools that are designed to expand your professional circle exponentially. Lynch will also help you to:

- Identify the gaps in your network and develop a plan to fill them
- Tap into existing contacts and master the art of the ask
- Increase visibility through speaking, e-zine publishing, and blogs
- Expand your reach with social networking tools
- Develop a winning mindset to guide all your networking activities

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