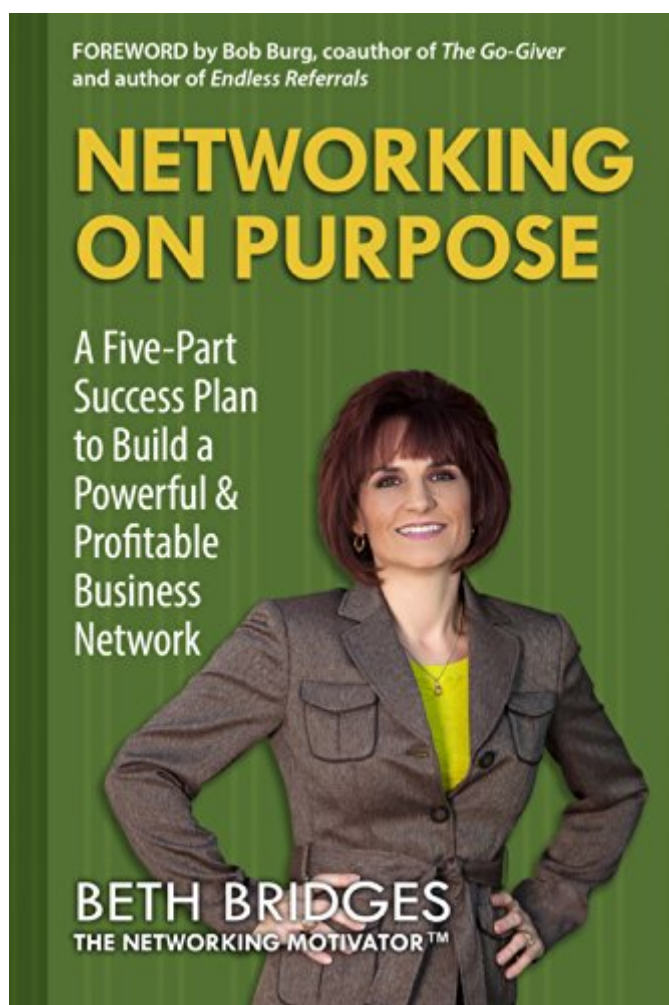


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# Networking On Purpose: A Five-Part Success Plan To Build A Powerful And Profitable Business Network



## Synopsis

What if you could get more than networking tips? What if you had a powerful, deliberate and intentional business networking strategy that was incredibly simple? What would this do for your business? For your career? Equally useful for new or experienced networkers, the "Five-Part Networking Success Plan(tm)" was developed through years of research and real-life networking experience. Beth Bridges, The Networking Motivator (tm), has attended over 2,500 networking events in the last 11 years. Along the way, she discovered a simple but powerful framework for developing and growing a powerful and profitable business network. You, too, will discover:\*

- \* The simple Five Part Networking Success Plan (tm) which gives you incredible confidence in any business networking situation\*
- \* How to meet influential new people at business networking events.\*
- \* Why "small talk" is one of your best tools ... and the elevator pitch isn't\*
- \* What one thing you must do to be in the top 10% of all networkers\*
- \* How to become so valuable to other people that the sales practically make themselves.\*
- \* Which business networking groups you should focus on ... and which ones you should forget.

Beth is recognized as one of the industry's top networkers by Chamber executives across North America and has given hundreds of presentations to entrepreneurs, associations and business people looking to strategically grow their networking skills. The 2,500+ business networking events she went to included networking groups that she personally started. Friends and business connections began asking her for networking tips. Instead, she revealed a simple but powerful business networking strategy everyone from experienced CEO's to brand new sales people can use to be more confident and make more sales.

## Book Information

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## Customer Reviews

This is an awesome book by an awesome woman who walks the walk and talks the talk. Not only are there great tips in the book, but the magical part is how it is laid out into bite-size chunks that you can read all at once or just as you have time. Plus there are lots of memorable stories and quotes in there that really stick with you. I tend to be more introverted than extroverted, and I often struggle with how best to handle networking events. The author seems to have written the book specifically for ME. She gives me simple how-to's, best-practices, and some easy skills to employ that will most certainly help me at my next event. So get this book and get networking easily!

Beth Bridges does an excellent job of describing the purpose of networking, the Five Part Success Plan, and several strategies and tips in order to get started, maintain, and build a network. This book is very concise with easy points to implement immediately with several personal anecdotes to bring a very personal approach to her book. After having read *Networking On Purpose*, I definitely feel more knowledgeable and actionable as a networker and know that I will continuously look to Beth's book as a resource for ideas and information in networking. Definitely recommend purchasing a copy, reading, and then re-reading her book.

Ms. Bridges is literally a professional networker, and she has trained people on networking for years. Finally, she has put some of her wisdom and experience into writing for the rest of us! Her depth of knowledge is apparent, and her nuggets are priceless! Can't wait to put all this into action!

Have you had a chance to crack open *Networking on Purpose* by Beth Bridges, *The Networking Motivator*? Well, it's time to do it, and here is why. As a business owner, I have been networking for over 23 years and thought I pretty much knew all about it and what I was doing. I purchased Beth's book several months ago, but did not open it until this week. Time lost, because what I learned in just the first chapter changed everything. You mean, I have to have a

networking plan " yes!!! Networking on Purpose is now the study guide for myself and for my team. If you want to maximize your business building time and effort through the power of networking, read "Networking on Purpose", it's all there. Pat Birkle, Marketing Executive with Melaleuca, Inc.

Love this book filled with all sort of golden nuggets. I loved it so much that after reading it I called our local chamber and suggested that this be given to every member! One of my biggest take aways was to give my "why" emotion! Game changer! Networking on purpose is totally different than having a goal with your network- when you network on purpose it's so much more fun and fulfilling. What are you waiting for- go buy this book and start enjoying Networking on Purpose!

Beth Bridges knows her stuff when it comes to networking with a purpose. Her 5-part plan works. About a year ago, I participated in her 30-day networking challenge on Facebook, and it was quite motivational for me. I love being able to share her tips with other business owners. I've purchase multiple copies of this book, and recommended it to my friends. Thank you, Beth!

Beth Bridges is a networking-evangelist and this book is her manifesto. Weaving together encouragement and practical guidance, She draws upon her years of experience to take the reader on a journey to discover both the "why" and the "how" of effective and purposeful networking. I have already began to follow her teaching in both my professional and my personal life. Kudos to Beth Bridges for delivering this helpful book in her own sparkling voice.

I finally finished your book. Took me a bit because I was reading it inbetween projects. Some great tips and taking what I am doing a little further. I always read with a yellow highlighter and so it's well marked up. Going to use one tip at the next networking event. Have other tips that will work for me in other ways. I'm also going to recommend your book to my women's group call that I am part of each week. Thank you! Now, I will start reading it again.

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