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Link Out: How to Turn Your Network into a Chain of Lasting Connections

Leslie Grossman

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Proven networking strategies to achieve lifetime professional success

In today's competitive market, the typical ways of communicating don't serve the purpose of building strong, long-term connections. We need to build collaborative relationships that are memorable and influence others to aid in achieving our goals. What is the first step to connecting with the right person? It's not simply passing along a business card or rattling on about yourself, it is listening to what to the other person has to say. *Link Out* is filled with strategies that can turn strangers into connections that can change your career or business.

- Explains how to ensure that potential entourage members perceive you positively
- Offers a tracking process, which enables accountability
- Teaches how to express visions and goals through your personal brand
- Helps you to transform brief connections into relationships that produce valuable introductions and referrals

Link Out delivers an entourage of people willing and eager to make introductions, connections, and referrals—propelling one's resume or business to the top of the heap.

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