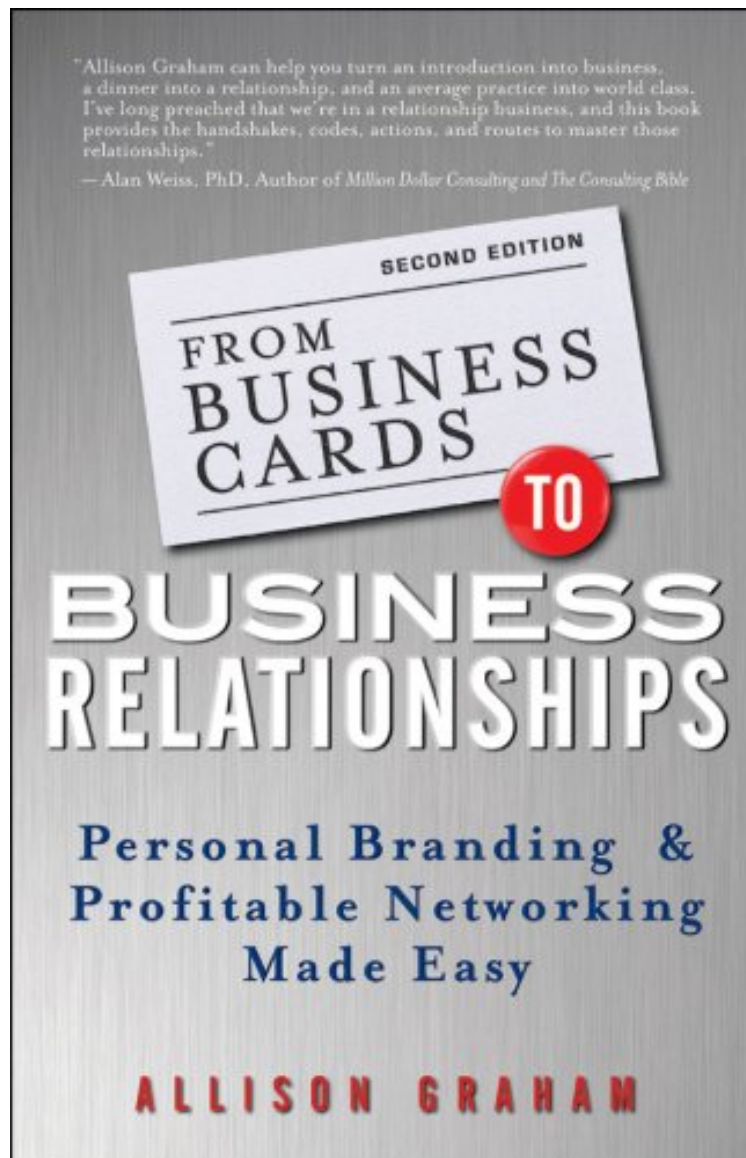


(Library ebook) From Business Cards to Business Relationships: Personal Branding and Profitable Networking Made Easy

From Business Cards to Business Relationships: Personal Branding and Profitable Networking Made Easy

Allison Graham

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Allison Graham : From Business Cards to Business Relationships: Personal Branding and Profitable Networking Made Easy before purchasing it in order to gage whether or not it would be worth my time, and all praised From Business Cards to Business Relationships: Personal Branding and Profitable Networking Made Easy:

1 of 1 people found the following review helpful. Good ReadBy T. TellovinianI saw Ms. Graham on an episode of

CTS Weekender and she made me interested in this book. The book has been a good read, full of useful tips on how to present oneself for networking and in life in general. Just like how companies focus on developing their brand in the mind of consumers, Graham suggests we need to do the same with our own personal brand. I've read other books in this genre before, but this one is far more useful than most of the other books I've read. Graham actually gives original advice developed through her experience, not just stuff that we've heard a million times before. Graham also peppers it with personal stories and anecdotes that help illustrate her points. Recommended for anyone who wants a more "useful" networking book. (P.S. This is a real review, I'm not being paid to write this, although it'd be nice if I was! Just kidding.)

1 of 1 people found the following review helpful. From Business Cards to Business Relationships By Pauline Hoffman I have heard Allison speak many a time and have read her book. When it comes to building relationships she knows how to do it effectively. From body language, etiquette, appearance, handshake to the delivery of the words. It is all here and more. Do you want to grow your network? Do you want to enjoy networking? Do you want to be successful? If you answered yes to any one of these questions it is time to read this book. Allison is an amazing business woman, she walks her talk and is always there with a smile and a handshake. Enjoy the read!

0 of 0 people found the following review helpful. Great professional networking tips that make a difference By Kevin Craine What's better than having 15 thousand Twitter followers and a stack of business cards from that last conference? 15 really great business relationships that bring in a stack of new opportunities. In "From Business Cards to Business Relationships" author and professional coach Allison Graham shows you how to network and nurture business relationships that make a difference. ~ Kevin Craine, Host of The Bizcast, C-Suite Radio

Want to supercharge your life? Effective networking is the answer and this book will teach you how. Professionals of all stripes and ages are told to 'get out there' and network so they can build their careers, grow their businesses and elevate their influence in the community, but they are rarely taught the skills to do that. Most people are lost, intimidated by the idea of presenting their own personal brand, and frustrated when it comes to networking. Despite long hours at events and attempts to make the right connections, they aren't seeing their desired results. From Business Cards to Business Relationships is a start-to-finish guide that demystifies the networking process and teaches readers how to truly benefit from getting connected. Allison Graham provides an easy to follow road map that is adaptable to your personality, circumstances and growth goals. You will learn how to strategically decide where to go, what to do when you get there and what to do afterwards to turn those casual business card contacts into meaningful relationships. Allison's approach is based on the Four Pillars of Profitable Networking: Perspective, Personal Brand, Procedures, and a Strategic Plan. This is a prescriptive, practical system based on the author's real-life experience of going from unconnected to connected in a short period of time. No cheesy gimmicks or high-pressure nonsense, just the skills and knowledge that will create success for anyone willing to do the work and follow this advice. Regardless of your past experience or current level of connectivity, your industry or profession, whether you're an entrepreneur or climbing the corporate ladder: you can accomplish whatever you want by meeting and connecting with the right people. From Business Cards to Business Relationships gives you the tools you need to cement a positive personal brand and build your own profitable network. Praise for From Business Cards to Business Relationships "Allison Graham can help you turn an introduction into a business, a dinner into a relationship, and an average practice into world class. I've long preached that we're in a relationship business, and this book provides the handshakes, codes, actions, and routes to master those relationships." — Alan Weiss, PhD, Author of Million Dollar Consulting and The Consulting Bible "At last—a networking book that actually makes sense! Allison Graham's four pillars of networking are as simple as they are powerful. If you are willing to follow her lead with consistent and persistent effort, you will make your mark and expand your horizons both personally and professionally." — Lou Heckler, Humorous Business Keynote Speaker and Speech Coach "This book is an excellent and much-needed resource to share with the business community." — PJ Hartson, Business Editor, Sun Media

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About the Author Allison Graham is a corporate consultant and keynote speaker specializing in successful business development strategies for professional service providers and small business entrepreneurs. Her company, Elevate Seminars + Strategic Development Inc. (www.ElevateBiz.com) is based in London, Ontario. Allison writes a column and blog on networking and professional growth for the Sun Media chain, and blogs for the Huffington Post. She has contributed to and been quoted in several media outlets including the Financial Post and the Globe and Mail.