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—John Gray, Ph.D., *Men Are from Mars, Women Are from Venus*

Networking Magic

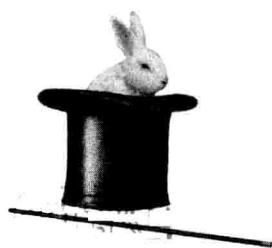
Find the Best—from *Doctors, Lawyers, and Accountants* to *Homes, Schools, and Jobs*



RICK FRISHMAN AND JILL LUBLIN

Coauthors of the National Bestseller *Guerrilla Publicity*

Networking *Magic*



Find the Best—
from Doctors, Lawyers, and Accountants
to Homes, Schools, and Jobs

Rick Frishman and Jill Lublin
with Mark Steisel

Adams Media
Avon, Massachusetts

To my wife Robbi, with love and thanks
—Rick Frishman

To God, who makes my life and light possible.
May I always spread great messages to make a difference
and serve the world. I am grateful for all your blessings.
—Jill Lublin

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"This is a wonderful book. Informative and intriguing. *Networking Magic* will change your life."

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“From A to Z, *Networking Magic* includes everything you need to know about networking. It’s an indispensable book. I wish I’d had a copy when I started publishing twelve years ago!”

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—Mark LeBlanc, author of *Growing Your Business!*

“*Networking Magic*’s simple tools and amazing insights inspire others to help you. It is the ‘how-to’ on achieving success.”

—Romanus Wolter, “The Kick Start Guy”

“This book brings as much spirit and value to your business acumen as Jill Lublin and Rick Frishman add to your personal network. Do yourself a favor by reading their generous and thoughtful book! A great read about a critical and often ignored discipline in business and in life.”

—Tom Ehrenfeld, author of *The Startup Garden:*

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(www.startupgarden.com)

“If you want to build successful relationships with others, this book is for you. This book will help you to discover the dynamics of how to make networking work effectively for YOU. Building relationships and creating lots of shameless fans has helped me to grow my business faster than any other marketing strategy I’ve tried. This book will show you how to be a master at it!”

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“Networking is a master skill in business and life. This book will show you how to master the art of networking!”

—Sam Silverstein, CSP (Certified Speaking Professional)

"*Networking Magic* is exactly the right book at the right time for anyone trying to get ahead. Frishman and Lublin clearly demonstrate 'It's who you know' when it comes to nearly any type of success. If you follow their first-rate easy to understand practical advice you'll soon know everyone!"

—Steven Schragis, National Director, Learning Annex

"The inside secrets of two networking pros. In *Networking Magic*, Frishman and Lublin teach you how to build and maintain powerful networks that will get you on top and keep you there."

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—Marilyn Ross, author of *Shameless Marketing for Brazen Hussies* and eleven other books (Marilyn@MarilynRoss.com)

"There is a lot more to life than just 'showing up.' Frishman and Lublin's new book will make sure that you know how to show up at the right time and place, and meet the right group of people. If networking is important to you, reading this book and heeding its simple, smart advice is the first step you should take."

—Stephen Burgay, Senior Vice President/Corporate Communications, John Hancock Financial Services

"Authors and publishers network freely. We do not compete: Since every book is unique, no one feels threatened. This book shows book people how to help each other even more effectively."

—Dan Poynter, author of *The Self-Publishing Manual* (www.parapublishing.com)

"If you're fishing for better contacts and bigger business, Lublin and Frishman will expertly show you how to hook those connections and make the magic happen!"

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(www.crappytohappy.com)

"If you plan to deal with people—at any level—don't make a move without reading *Networking Magic*. It's full of great information and amazing insights on a subject we all need to master."

—Mike Fink, International NLP Trainer, Speaker and Consultant,
Founder of Magician Within, Inc.

"To succeed today, you must be a great networker and *Networking Magic* will show you the way. It's the best, most comprehensive and practical book on networking."

—Bill Lauterbach of FIVE STAR Speakers & Trainers, LLC

"*Networking Magic* gives you everything you need to know about networking, and didn't know to ask. In turbulent, fast changing times, you lose if you aren't a savvy schmoozer. This book is a definite Keeper!"

—Dr. Judith Briles, author of
The Confidence Factor
(www.Briles.com)

"All of marketing, all of business, can be broken down to one thing: creating relationships—or, as I like to put it, making friends. If you haven't figured out how to make friends yet, read *Networking Magic*. It could change your life in a very good way."

—John Kremer, author of *1001 Ways to Market Your Books*

"If any two people can create networking magic, it's Rick Frishman and Jill Lublin. Being in the communications field myself, I know artists when I see them. When it comes to expanding your 'list' and getting the most out of it, these two are artists."

—Joel Roberts, media consultant, former prime-time talk show host KABC Radio, Los Angeles

"Frishman and Lublin have done it—again. *Networking Magic* is like a tsunami of fresh air, chock-full of useful, bone-honest insights into a subject important to us all. Thank you for writing this book!"

—Bill Catlette, workforce guru and coauthor of
Contented Cows Give Better Milk

"Clear, comprehensive and loaded with fabulous stories, *Networking Magic* is the networker's Bible. People will be talking about and using this remarkable new book for years."

—James F. Barry Jr., CFP, financial advisor, author, and host of
PBS's *Jim Barry's Financial Success*

"I went from flight attendant to published author, by using the principles from *Networking Magic*! Thanks Rick and Jill!"

—Marsha Marks, author of *101 Simple Lessons for Life*

"A sure-fire networking classic! The fastest way to succeed is through the help of other people, and Frishman and Lublin divulge the secrets to uncommon success."

—Mike Litman, coauthor of *Conversations with Millionaires*

"Jill Lublin and Rick Frishman wisely point out that networking is ultimately about cultivating (and enjoying) the habit of insisting on someone else's success. And it's the only way to ensure that someone, somewhere will insist on yours. And that's where the magic comes in. Every time."

—Gail Blanke, CEO/President of Lifedesigns;
author of *In My Wildest Dreams*

“Networking is the key to success in all realms of our lives. This book will jump-start you.”

—Suzy Allegra, author of *How to Be Ageless: Growing Better, Not Just Older!*

“I love *Networking Magic*. The authors have raised the bar of networking to an art as they describe an enriching lifestyle rather than a series of tactics. The book is filled with gems—a ‘must-read’ to achieve greater success through building win-win relationships.”

—Lynn Joseph, Ph.D., Career Transition Consultant and author of *The Job-Loss Recovery Guide: A Proven Program for Getting Back to Work—Fast!*

“Networking Magic is a must read. It contains an enormous variety of networking ideas, served up with anecdotes and stories that show exactly how they work. The book is dynamic, delightful and abundantly full of valuable, usable information.”

—Angie Hollerich, CEP, CCA, owner, Brass Ring Productions, Ltd.; author of *The Weight and Wealth Factors*, *Grab the Brass Ring of Financial Security*, *The Wellness Path*, and *Tips from the Top*

“Human beings do networking, or connecting, naturally. *Networking Magic* is a fascinating study of how to do it with elegance, grace, generosity and success. This book will teach you how to do it to improve both your business and your personal life.”

—Catherine Jewell, speaker and author of *STAR Performance*

“*Networking Magic* has everything you need to know about networking from A to Z. This book will help you attract clients and contacts with ease.”

—Caterina Rando, M.A., MCC, speaker, trainer, and master coach; author of *Learn to Power Think*

“Jill Lublin and Rick Frishman are the greatest! Their generous advice and tremendous resources helped my company get the word out. Thank you both for your Magic!”

—Loral L. Langemeier, M.A., CPPC, founder/CEO of Live Out Loud & WealthDiva.com

“This much-needed book is just the ticket for rejection-proofing your networking experiences.”

—Elayne Savage, Ph.D., author of *Don't Take It Personally!* and *The Art of Dealing with Rejection*

“This is Networking 101 at its best. It should be required reading by every business executive. An enriching, inspirational experience . . . it will change your business and personal relationship thinking.”

—Hans Helmuth, CEO, NewBusinessNetwork.Biz

“Finally, a common-sense book with techniques everyone can use.”

—Andrea Frank Henkart, author of *Cool Communication*

“*Networking Magic* is the magic bullet for business success.”

—Cynthia Kersey, *Unstoppable*

“For over 75 years, Welcome Wagon has been providing a networking opportunity for local businesses and new homeowners. *Networking Magic* is the how-to guide for creating connections in today's hectic world.”

—Greg Hebner, President, Welcome Wagon

Acknowledgments

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—Rick Frishman

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—Jill Lublin

Foreword

Work life today is increasingly hectic. Since the advent of the Internet and the invention of cell phones, the way we communicate and interact with coworkers and friends has changed drastically. When Monster was founded in 1994, the idea of using the Internet to find a job was considered impractical—many critics thought it wouldn't catch on. Instead, Monster revolutionized the way job seekers and employers connect and forever changed how people make connections in their professional life. And since networking is an essential part of not only finding a job but also doing a job well, we launched Monster Networking so that professionals across all industries and levels can exchange information about jobs, offer expertise, and help others achieve their goals.

Although our methods of communication have multiplied exponentially, finding connections with our peers, neighbors, and friends within our community has become increasingly elusive. Strategies for networking have changed with the times. As a professional, you need a game plan for building and maintaining relationships with your network of friends, colleagues, and peers. Brimming with savvy insights, fun anecdotes, and practical tips, *Networking Magic* gives you the top strategies for finding the best resources and opportunities.

So many people think of networking as schmoozing or manipulating others. Rick and Jill understand that networking isn't about taking—it's about showing up. This book does a wonderful job of demonstrating how integral networking is to our lives. If you want to get something done, you need other people to help you. This book will help you realize that those people are all around you. *Networking Magic* is a great book. Too bad it wasn't written twenty years ago—it would have saved me a lot of work!

—Michael Schutzler,
SVP, Consumer Products, Monster Worldwide