

# IT'S NOT WHO YOU KNOW

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IT'S WHO KNOWS YOU!

DO YOU HAVE A NETWORK OR A COLLECTION OF BUSINESS CARDS?

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## NETWORKING TODAY IS ALL ABOUT MAKING REAL CONNECTIONS

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- CAN YOU COLLABORATE?
- HOW CAN YOU HELP THEM?
- HOW OFTEN DO YOU COMMUNICATE WITH YOUR NETWORK?
- WHY ARE YOU CONNECTED?





I wish I was in that group.

Please! Someone talk to me.

## HOW DO YOU BUILD A NETWORK?

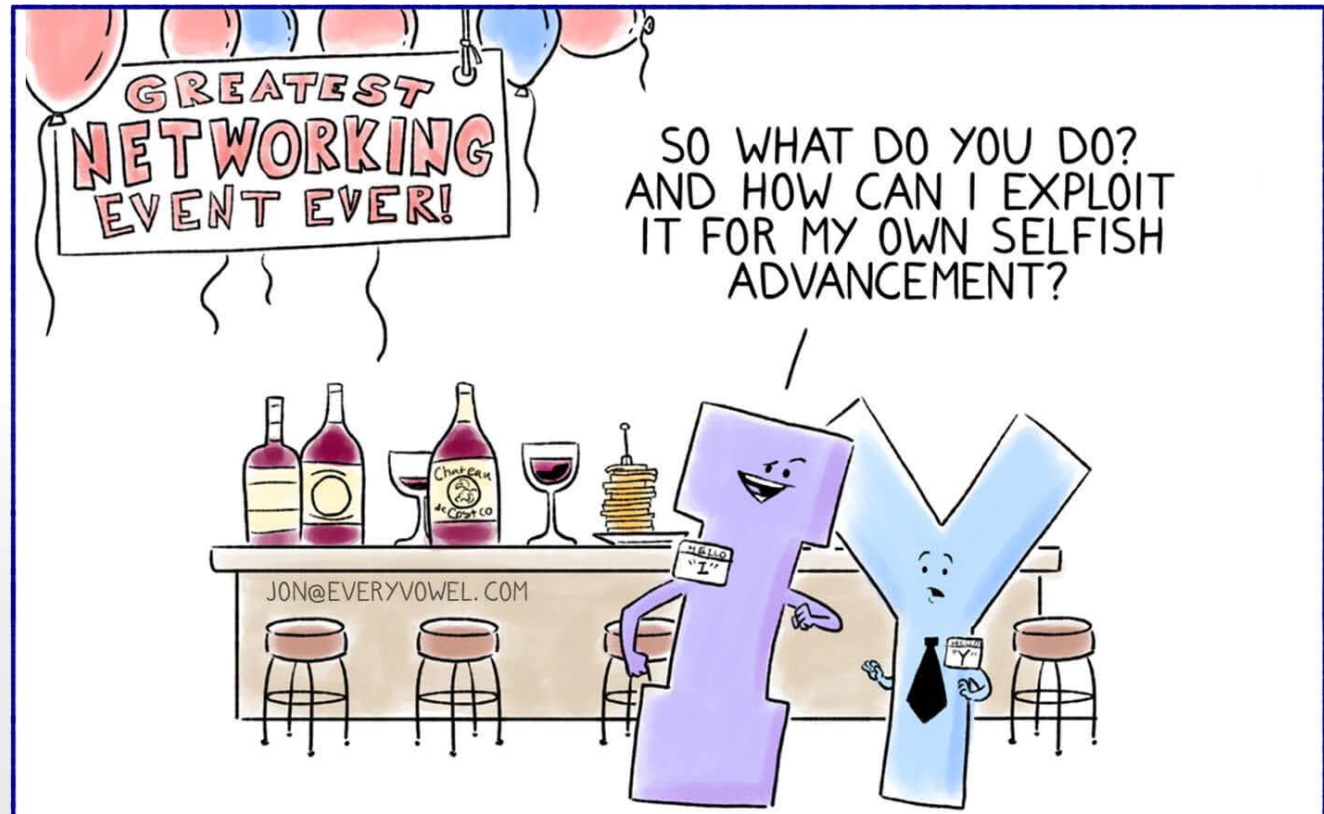
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- Today's network is about making **REAL** connections
- Virtual contacts won't have the advantages of a network of people whom you've met and with whom you've built political capital
- Go to business events, seminars, summits, networking events, cocktails, receptions and conferences

# NO ONE WANTS TO BE SOLD TO!

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Your connections will remember you because of your passion and integrity. Believe what you tell people and **deliver** what you promise them.



**IT'S WHO KNOWS  
YOU!**

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