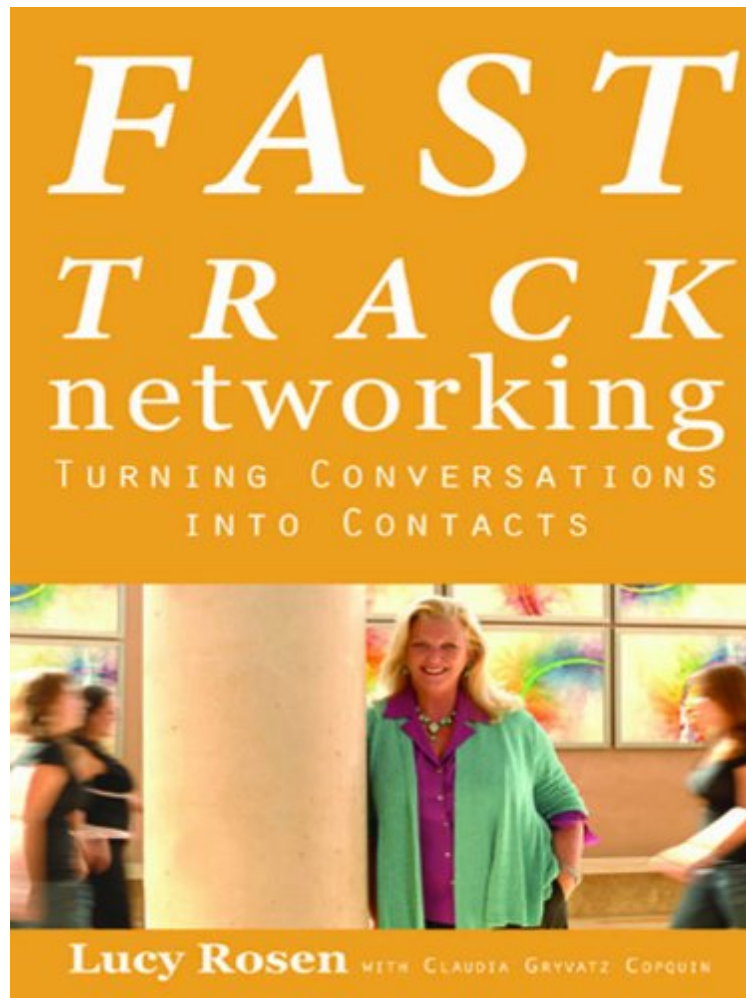


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## Fast Track Networking

*Lucy Rosen*

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**Lucy Rosen : Fast Track Networking** before purchasing it in order to gage whether or not it would be worth my time, and all praised Fast Track Networking:

0 of 0 people found the following review helpful. open your world upBy Sarasota BornLucy's book is compelling and makes the reader want to go out and support people all the while feeling more supported in one's own world.2 of 2 people found the following review helpful. A guide to build a business that relies on a network of clients and prospectsBy David M. GordonFAST TRACK NETWORKING by Lucy Rosen with Claudia Gryvatz Copquin, is a worthwhile read. This "how-to" guide takes the work out of networking and optimizes a networker's comfort and success.Rosen's suggestions come from years of trial and error. She impressively built her first women's networking group in New York in the mid-80's. Rosen notes that rewards abound for a person who connects professionals unconditionally.Her analogy of networking with dating could not be truer. Every reader can recognize the correlation of attending an event where you know few people, if any, to first date jitters. Rosen provides the readers with easy ways to overcome these fears, and also reminds us how patience has its rewards.The book focuses on tips for better

networking with some great takeaways:- Do your homework in advance of the networking event'- Get your elevator speech down to 30 seconds, but don't sell your business'- Listen attentively'- Genuinely try to get to know others'- Don't mingle for more than 10 minutes with any one person'- How to dress for success'- How to better position yourself in the room, and better ways to work a room'- Easy examples of how to break the ice in introductions (page 51)'- Best networking questions to get the other person talking (page 52)Rosen discusses the importance of first impressions, and follow-up. She highlights other professionals' stories of how their work translated to improved sales and stronger branding and reputation. You can never know too many people and Rosen guides you on managing your contacts in "circles of ten." The formation make sense and provides a professional with a semblance of organization to their contacts, with tips on proper maintenance of relationships through regimented contact and the use of social networking. While her successes in networking stem from the 80's, this book and guiding principles are up-to-date and relevant to today's networking world. I recommend this book to any person who seeks to strategically and successfully build his or her business.1 of 1 people found the following review helpful. Great new insight on a timely topicBy T. MichaelsThere's a big difference between just attending networking events and really knowing what to do in order to get the most out of networking ... and Fast Track Networking clearly outlines what you really need to do in order to get actual results from networking today. Rosen's own networking anecdotes and many years of networking experience, as well as the networking success stories/quotes from other professionals that she includes throughout the book, make the subject come to life in terms of what to do/what not to do when it comes to networking. By ending each chapter with a summary/review of what a Fast Track Networker now knows, it makes the reader eager to get out there and put some of these new tips and techniques into action (rather than dread the next networking function)... and see how many new valuable networking contacts can be made from everyday conversations! At a time when networking is more important than ever, Fast Track Networking is a fast way to get up-to-speed on how to make networking work ... and Rosen's "insider's look" into networking today is a great resource (and a great read) for today's professionals in all stages of their careers.

Whether you are looking to secure a new deal or land a new job;Fast Track Networking gives you the tools you need to put the power of networking to work for you. You will be amazed at the opportunities that will unfold once you begin to network right...and unconditionally. Through hundreds of valuable tips and dozens of networking success stories, you will learn the tricks of the trade; from the woman dubbed the Queen of Networking, including how to:  
\* Grow your inner circle of 10 to an outside circle of 20 and learn how to turn 300 networkers into 3,000 new prospects.  
\* Make the all-important first moves that can lead to a lasting business partnership.  
\* Not only meet key decision-makers, but fold them into your trusted inner circle.

About the AuthorLucy Rosen is president of SmartMarketing Solutions Group, Inc., a leading marketing, public relations, and business development firm. One of the country's most established experts in the area of networking and the building of strategic alliances she is also the founder and president of Women on the Fast Track. Rosen has been featured in hundreds of magazines and newspaper articles including The Wall Street Journal, The New York Times, and Entrepreneur, as well as numerous national and local broadcast appearances. In a career spanning two decades, award-winning freelance journalist, editor, and author Claudia Gryvatz Copquin is a frequent contributor to the Pulitzer Prize-winning newspaper Newsday. She's also been published in The New York Times, the Los Angeles Times and a slew of newspapers across the country, having written hundreds of features on family, parenting, business, lifestyle, and bridal. She's also the author of the non-fiction book, The Neighborhoods of Queens (Yale University Press). Copquin is a long-standing member of the Society of Professional Journalists and the Authors Guild.