



# Stop Networking! Relationship Building, Meeting New People and Connecting with Authenticity

*Mike Fishbein*

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Do you want to get ahead in business? Advance your career and achieve success? You can get the job you've always wanted. The clients you've always dreamed of. You can take any situation you're in and make it work for you! Mike Fishbein lays out the strategies, specific steps, and inner mindset he's used to connect with the thousands of executives, entrepreneurs, and industry leaders - people he has helped and who have helped him. Mike's form of connecting and building relationships is based on helping people and being authentic. The author distinguishes genuine relationship building from the crude, desperate business card swapping commonly referred to as "networking." He shares his 6 Commandments of connecting then distills his system of reaching new people into practical, proven steps. Packed with specific advice on overcoming introversion, handling rejection, becoming a "connector" and more, this book belongs alongside *How to Win Friends and Influence People* in the professional development playbook. **The Truth About Networking: What Never Eat Alone Won't Tell you** Traditional networking isn't working anymore. For success in 2015, business people need more than hoards of business cards and meaningless LinkedIn connections. Large networking events have become a waste of time and valuable resources. A new, more modern, approach to networking is needed. Do you envy your well-connected peers? Wish you had the opportunities and success that personal connections bring? Have you read *Networking for Dummies*...but still hate networking? For those of us who hate networking, it can seem like a thankless chore. It doesn't have to be this way. In fact, if you are not having fun...you are doing it wrong! You will learn how to: - Become the Ultimate Connector - Be Helpful and Add Value to People in Simple Ways - Develop Relationships with Industry Leaders - Get 10x More Referrals to Your Ideal Prospects Once you implement the networking strategies in this book, the quality of your clients, career, business, and life will drastically improve. Having a strong professional network enables you to accomplish your professional dreams. But you can't adopt strategies that go against who you are - and you don't have to. "Stop Networking" is a guide to networking for people who hate the idea of networking. Whether your goal is to find a new job, start a business, or climb the ladder at your current employer, this book will give you the skills and mindset needed to get where you want to be.

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