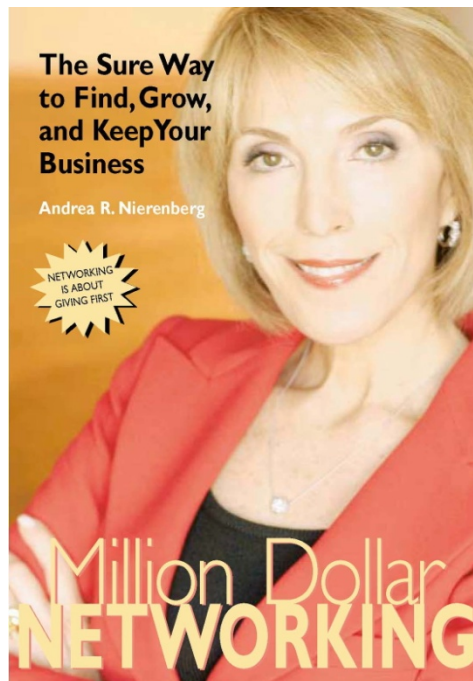


\$1 MILLION NETWORKING MADE EASY



Dear Reader:

When the Chief Investment Officer of one of the most prestigious money management firms told me in glowing terms about the half day seminar he had recently attended that was created and presented by Andrea R. Nierenberg, I must admit that I was very skeptical. After a career of reading business books in this genre, many of which are just too “pie in the sky” or “touchy-feely” for my core analytical nature, I tend to dread the thought of even looking at another book in this line, even one where *The Wall Street Journal* has called the author a “networking success story”. I did it, though: I picked up her book, *Million Dollar Networking*, which I liked so much that I called her up myself upon finishing it to get her to present to the CFA Society of Chicago’s Career Management Advisory Group (CMAG), which I currently chair.

One of the most requested presentations that CMAG has been asked to offer the over 3,000 members of the CFA Society of Chicago is to find someone who can show our members how to network effectively in a non-used cars sales approach. They wanted to hear from someone that understands finance professionals (Andrea does as some of her clients are TIAA-CREF, Lehman Brothers, Douglas Elliman Real Estate, Citigroup, etc...). They wanted the answers to questions such as:

- How do you do the best networking without being a pest? What are some good ways to establish rapport quickly?
- How do you adjust your networking to the different types of personalities there are?
- How persistent and frequent do you follow up? What should you do when there's no response?
- How long do you talk to a person you want to network with?
- The person you want to network with is being monopolized by someone: how do you segue way in?
- What do you do when everyone is a stranger and they're all standing in circles talking to each other?
- How do you organize and maintain that organization so that you don't lose track of individuals?
- What are ways to remember your contact the next time you meet that person?
- Are there different ways that you network depending upon what type of gathering it is?
- What is the best way to use the new connecting technologies (Linked In, FaceBook, YouTube, MySpace, etc...)?

Personally, I have over 15 years of national award winning relationship-based sales and marketing so finding new techniques that I’m not aware of is hard to do but Andrea really added to my arsenal. In fact, my copy of *Million Dollar Networking* is so marked up with bent pages and yellow highlighting that I can’t even loan it to anyone else to read. Her

suggestions on how to stay in touch with the people in your network and how to expand that network are so good that I had my IT staff immediately implement a number of her suggestions into our CRM system.

When you have over 50,000 contacts worldwide like I do, one of the hardest jobs that I have is staying in touch with everyone in between having a need to call them. It's so tacky to call someone only when you need them if you're not in a transactional business yet that's what I found myself doing. No more – from this point forward I'm staying in touch with you and everyone else in my network on a regular basis thanks to *Million Dollar Networking*.

2008 – for some it might be the Year of the Rat but for me, it's going to be The Year of Building Better Relationships. Thanks so very much, Andrea.

Kind regards,

Kathy Graham, Principal
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PS: The CFA Society of Chicago's Andrea Nierenberg 5/15/08 “Savvy Networking to Grow Your Practice” event is open to non-members. Visit http://www.cfachicago.org/apps/eve_events.asp for more info and/or to register.



PPS: If you would like a quick read book that's perfect for an airplane flight, pick up a copy of Andrea's latest book, *Savvy Networking: 118 Fast & Effective Tips for Business Success*. Also, if you're interested in free networking tips or more information on Andrea, visit her websites at www.selfmarketing.com and www.mybusinessrelationships.com.