



SWITCHED-ON NETWORKING

Balance Your Brain for Networking Success

by Jerry V. Teplitz and Donna Fisher, with Norma Eckroate

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Can you walk across the room without stumbling over furniture? If you can, it's because the hemispheres of your brain are integrated and communicating effectively, allowing you to perform that task. That's a concept most people may already realize. What they don't know is that the brain and how it's "wired" also play a powerful role in the types of skills required for successful networking.

Do you use social media to connect with others

SUCCESS Points

From this book you'll learn:

- The importance of taking an interest in people
- How to be professional, while adding a personal touch
- How to create an online presence
- Empowering ways to make a request
- How to activate a successful grapevine

effectively? Do you know how to introduce yourself powerfully? How skilled are you at approaching people, starting conversations and turning small talk into opportunity? Do you feel awkward when faced with networking opportunities? If

these are challenging for you, the authors of *Switched-On Networking* have good news. You can train the different parts of your brain to work together and communicate to perform these types of tasks, so that your body receives the information you need in a timely manner. That is the premise the book, which includes information about how the brain works, as well as exercises to retrain yours, plus valuable information about networking.

While many books on networking focus on teaching techniques, this one focuses on how to become a

networker by adopting the mindset that will lead to both personal and professional success. *Switched-On Networking* will help those who are already in business, as well as those looking to make a career move, since networking skills are vital to both. Divided into detailed chapters, the first half of the book guides readers through the topics of brain optimization, biofeedback and exercises to help rewire the brain. The exercises are illustrated with photos and sketches to lead readers through the brain-training process.

But the book also includes plenty of information about successful networking—what it is and what it isn't. It's not about manipulating, working hard or being "on" all the time. Networking is about requesting information and contacts to accomplish your goals, working smart and having fun when you're around other people. It's about checking your attitude and making sure it's in the right place to carry you to success. Instead of telling yourself you don't know someone well enough to call, you tell yourself that by calling people, you get to know them better.

"Networking is about shifting from *me* to *we*," the authors write. "Thinking only of yourself limits your outreach and effectiveness in life."

SUCCESS MAGAZINE EDITOR RATING: ★ ★ ★ ★

About the Authors

Donna Fisher is a recognized expert on the topics of networking, communication and business development. She loves being a catalyst for people to expand their thinking to new ideas and new possibilities. She has written numerous books about networking, some of which are used as reference books for universities and corporations.

Dr. Jerry V. Teplitz's background is as unique as the techniques and approaches he teaches. He practiced as an attorney for the Illinois Environmental Protection Agency, before taking a dramatic turn in his career path. Teplitz earned advanced degrees in holistic health sciences and his writing and speaking career has spanned three decades.

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