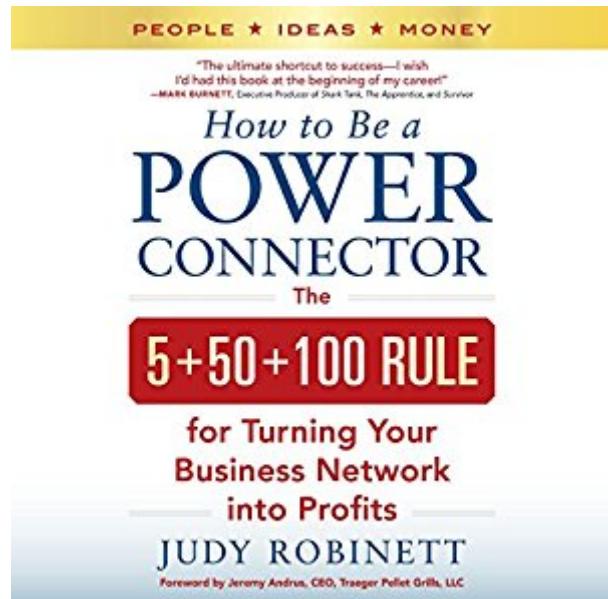


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# How To Be A Power Connector: The 5+50+100 Rule For Turning Your Business Network Into Profits



## Synopsis

Create a personal "power grid" of influence to spark professional and personal success. "Other people have the answers, deals, money, access, power, and influence you need to get what you want in this world. To achieve any goal, you need other people to help you do it." -- JUDY ROBINETTAs anyone in business knows, strategic planning is critical to achieving long-term success. In *How to Be a Power Connector*, super-networker Judy Robinett argues that strategic relationship planning should be your top priority. When you combine your specific skills and talents with a clear, workable path for creating and managing your relationships, nothing will stop you from meeting your goals. With high-value connections, you'll tap into a dynamic "power grid" of influence guaranteed to accelerate your personal and professional success. Robinett uses her decades of experience connecting the world's highest achievers with one another to help you build high-value relationships. She reveals all the secrets of her trade, including proven ways to:

- Find and enter the best network "ecosystem" to meet your goals
- Reach even the most unreachable people quickly and effectively
- Get anyone's contact information within 30 seconds
- Create a "3-D connection" that adds value to multiple people at the same time
- Access key influencers through industry and community events
- Subtly seed conversation with information about interests and needs
- Use social media to your best advantage

Robinett has based her methods on solid research proving that social groups begin to break up when they become larger than 150 people, and that 50 members is the optimal size for group communication. As such, she has developed what she calls the "5+50+100" method: contact your top 5 connections daily, your Key 50 weekly, and your Vital 100 monthly. This is your power grid, and it will work wonders for your career. Nothing will stop you when you learn *How to Be a Power Connector*.

## Book Information

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## Customer Reviews

This book is not just one more business advice book. In fact, it's valuable for anyone from college students and faculty members to community activists, as well as to business people from aspiring entrepreneurs to those at all levels of the corporate ladder. The author subverts the notion that networking is limited to a special subset of high powered people who are looking out for their next step forward; instead it proves that everyone who is determined can add meaningful value to others which is the secret of a powerful connector. The author emphasizes that behind every connection lies the question, "How can I help." And this book is a powerful step by step guide to creating a meaningful network of connections. It deals with every imaginable objection from "I'm shy" to "I have nothing to offer" with very specific steps and anecdotes for developing networks; it even offers links to downloadable forms for readers to use as they create their own networks. For those higher ups who already understand the value of networking, author Judy Robinett adds "heart" and "random acts of kindness" to the networking proposition with her valuable suggestion to "give two favors" before asking for anything. If you're a bit daunted by how much time the author devotes to networking, since she is clearly as good as it gets, you will still come away with some valuable smaller steps you can take to improve your connecting quotient. Among other takeaways, the author generously shares her network by including the names and positions of many shakers within her network as well as the books and organizations they are part of.

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