

Bonus Materials for Readers of *Smart Networking* by Liz Lynch

Recommended Resources

If you're looking for more detailed help on any aspect of *Smart Networking*, check out this list of recommended resources, which includes books, websites, services and people you should know on your journey to learning to network smarter, not harder.

Part I:

Introduction

Feel the Fear...And Do It Anyway by Susan Jeffers

If the lack of self-confidence is holding you back from networking, this book could be just what you need to put yourself out there. You'll really feel much more sure of yourself after reading it.

Napoleon Hill's Keys to Success: The 17 Principles of Personal Achievement

A clear purpose drives many of the *Smart Networking* principles and Napoleon Hill says that "Definiteness of purpose is the starting point of all achievement, and its lack is the stumbling block for ninety-eight out of every hundred people simply because they never really define their goals and start toward them." A great book to help you define your purpose and develop other vital skills for success.

Part II:

Chapter 4: Pitch

Brag!: The Art of Tooting Your Own Horn Without Blowing In by Peggy Klaus

Talking about yourself can be uncomfortable, but when someone asks, "What do you do?" it's your opportunity to share something about yourself. Striking the right balance between enthusiasm and arrogance can be tough, but Peggy Klaus shows you the right way to "brag."

Doug Stevenson's Story Theater Method: Strategic Storytelling in Business by Doug Stevenson

We love listening to stories and tend to retain information better when they're told in story form. But getting used to talking in stories can be difficult for some people but Doug Stevenson breaks down the process step-by-step.

Chapter 6: Events

Conference Success Secrets

<http://www.conferencesuccesssecrets.com/>

I love conferences for networking—the bigger the better—because I feel I can get so much networking done in such a focused period. A great place to get face-time with big-name speakers and industry leaders. I created this multimedia program to show you how to work a conference effectively from start-to-finish, from the pre-conference prep all the way through to the post-conference follow up.

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Part III:

Chapter 9: Visibility

Teleseminar Secrets

<http://tinyurl.com/65549g>

Speaking in front of a live audience can be an energizing experience and get you lots of visibility, but teleseminars allow you to reach more people more often from the comfort of your own home or office. Alex Mandossian teaches this 8-module class once a year completely over the phone, and you'll learn everything you need to know from marketing your teleseminar to developing your content to finding partners who can help. Plus, Alex hosts a live reunion after the class so everyone can meet each other in person. Great way to practice your *Smart Networking* skills!

Chapter 10: Blogs

Build a Better Blog

<http://www.buildabetterblog.com/>

One of my favorite blogs about blogs and content marketing is written by The Blog Squad team of Patsi Krakoff and Denise Wakeman. They are a wealth of information.

Copyblogger

<http://www.copyblogger.com/>

A very popular blog about how to maximize your blog. Ideas on where to get content, how to write captivating headlines and how to keep readers coming back for more.

Alltop

<http://alltop.com/>

A blog directory compiled by uber-blogger Guy Kawasaki of the top 50 sites in various categories. A great place to start your research by category or keyword to uncover blogs in your industry. Check out the competition, get ideas, get inspired, and find new partners.

Technorati

<http://www.technorati.com/blogs/directory/>

A search engine for blogs, often an easier place to start than Google. You can browse by category or search by keyword. You can also find out a blog's relative popularity based on Technorati rank (the lower the better) and authority statistics (the higher the better).

Feedblitz.

<http://www.feedblitz.com/>

Let's face it, not everyone understands RSS (really simple syndication), but everyone understands email. Feedblitz is a free service that allows you to offer an email subscriptions to your blog for readers who aren't set up to get your entries automatically through RSS.

Recommended Resources

Typepad

<http://www.typepad.com/>

This is the blogging software I first used. Check it out at www.StealthNetworker.com. Very easy to use and only \$4.95/month. No software to download, everything is online. Some of the most popular bloggers use it, including Seth Godin

Wordpress.com

<http://wordpress.com/>

While there is a paid version of Wordpress that requires you to host it on your own servers and have a good deal of tech know-how, this is the ASP version that is free. One slight downside is that to keep the software free, Wordpress says they may serve text ads on your blog. You can upgrade to an ad-free premium version which also gives you more storage space.

Chapter 11: Ezines

1ShoppingCart

<http://tinyurl.com/5qbgf4>

An all-in-one solution to manage your email list, e-zine distribution and product sales. Not as user-friendly on the e-zine side as Aweber or Constant Contact since you'll have to spend time programming HTML newsletters or carefully formatting text newsletters, but if you have this ability yourself or within your company, I personally like having my online customer and subscriber database in one place. Sign up for a free 30-day trial.

Aweber

<http://tinyurl.com/6a4e47>

Like 1ShoppingCart but without the ability to handle product sales. If you're not selling any products or services online and are looking for just email list management and e-zine distribution, this is slightly less expensive, and comes with pre-designed HTML templates to help you get started with your e-zine more quickly.

Constant Contact

<http://www.constantcontact.com/>

Probably the easiest way to start with publishing an e-zine, with pre-designed HTML templates and subscriber list management at a low cost. Very easy to use with pre-designed HTML templates. Similar to Aweber but without the ability to handle advanced communication features like autoresponders.

Recommended Resources

Content Catalyst

<http://www.designtosellonline.com/Contentcatalyst.cfm>

Generating content can be a challenge for some. So here's a great program to help you break through writer's block. Written by Roger C. Parker, author of 38 books, it's filled with topic ideas to get you started.

Boost Business With Your Own E-zine

<http://tinyurl.com/6fn58k>

This is what I used to get started with e-zines and build my list to make product sales, attract speaking engagements and get my book deal. It's a bit more expensive than when I bought it in 2002, but it's been updated and expanded a number of times since and you get a ton of bonuses. Covers all the e-zine basics in detail from how to build a massive list, what to write about, and most importantly, how to make money from your e-zine.

Customized Newsletters

<http://www.customizednewsletters.com/>

Don't want to produce an e-zine yourself? Outsource it completely to Patsi Krakoff who will design, write, and distribute an e-zine for your company on a monthly basis, and manage your mailing list. Read more about Patsi's clients have to say on page 138 of *Smart Networking*.

Chapter 12: Social Networking

Chris Brogan

<http://www.chrisbrogan.com/>

Chris's name came up so many times in my book research, that I had to include him here. He's a social media and community building expert who you're going to want to follow and whose blog you'll want to subscribe to.

I'm On LinkedIn, Now What? by Jason Alba

A short, easy-to-read introduction to LinkedIn and how to use the different features of the site.

I'm on Facebook, Now What? by Jason Alba and Jesse Stay

A quick read with similar format and style as the LinkedIn book. Jesse developed a number of applications for Facebook and adds a different perspective in a number of areas.

Twitter Revolution: How Social Media and Mobile Marketing is Changing the Way We Do Business & Market Online by Deborah Micek and Warren Whitlock

These two really know their stuff. Warren hosts a weekly show on BlogTalkRadio called TwitCast, and I learned a ton about Twitter in a single 60-minute teleclass with Coach Deb.

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Twitter Handbook Blog

<http://twitterhandbook.com/blog/>

If you're new to Twitter, start here, follow both Warren (@warrenwhitlock) and Coach Deb (@coachdeb) on Twitter then move up to the *Twitter Revolution* once you're ready.

Mari Smith

<http://whyfacebook.com/>

Fast Company magazine called Mari Smith “the Pied Piper of Facebook.” She runs her business entirely from the road—she and her husband sold their home in San Diego and travel all over the U.S. in an RV—and uses Facebook extensively to generate opportunities. Mari dives into insider tips, tricks and secrets for maximizing Facebook.