



Well Connected: An Unconventional Approach to Building Genuine, Effective Business Relationships

Gordon S. Curtis

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Achieve your goals by selectively engaging the right people and connecting well with them

Smart executives who want to reach virtually any business goal-from raising capital to finding sales leads to finding the perfect job-know that networking is the key to their success. But traditional networking approaches-meet as many people as possible, amass huge numbers of "connections" and "friends" in your LinkedIn and Facebook networks-rarely produce more than a handful of relationships that pay off. In *Well-Connected*, networking maven and coach Gordon Curtis explains that the secret to building truly effective relationships is to narrow--rather than widen--your network. His proven methodology for building key relationships that deliver results every time emphasizes selectively engaging the right people and connecting with them *well*: First, identify a "critical enabler," someone who has access to the knowledge you need and is inclined to help you; second, unlock the critical enabler's willingness and ability to provide what you need by offering her something valuable *before* you ask her or him for anything.

- Well-Connected reveals a breakthrough approach to networking that delivers predictable, positive results
- Filled with success stories, the book provides an accessible action plan for all readers
- Networking maven Gordon Curtis has been featured in *The Wall Street Journal, The Boston Sunday Globe, Fast Company Magazine*

Well-Connected serves as the playbook for sophisticated business people who know there's a better way to connect with the right people to get things done better and faster.



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