

—THE POWER OF— **CONNECTING** **WITH THE RIGHT PEOPLE**

**A GUIDE TO BUILDING
MEANINGFUL NETWORKS**



M O N I C A M O O R E

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INTRODUCTION

Do you know somebody who consistently seems to get the best opportunities? The ones who get invited to the coolest projects and somehow know exactly the right person for every situation.

I used to think they were just lucky. Boy, was I wrong.

When I first started working, I was that person who stayed late every single night. I volunteered for everything. I tried to be the smartest person in every meeting. But guess what? I kept getting passed over for promotions while watching others, sometimes people who didn't even work as hard, climb the ladder faster than me.

It was frustrating as hell. What was I doing wrong?

Then it hit me like a brick. Those successful people weren't necessarily smarter than me. They weren't even working harder. They just knew people. And not just random people, they knew the RIGHT people. People who vouched for them. People who said things like "Oh, you need someone for that project? I know the perfect person."

My entire career was altered when I came to the realization that hard work and knowledge aren't the only factors. It all comes down to who knows you and is prepared to go out of their way for you.

The thing that took me far too long to realize, though, is that true networking isn't what most people believe it to be. Being phony or overbearing is not the point. Collecting business cards is not the same as trading cards. And it sure as hell isn't about using people.

Real networking? It's just making friends. Good friends who happen to work in fields that interest you. Friends who care whether you succeed because you care whether they succeed.

These days, I work as a Success Strategist. Fancy title, right? Basically, I help people figure out what they're good at and connect them

with opportunities that make sense. I've been doing this for about ten years now, and I keep seeing the same thing over and over: The people who build real relationships are the ones who end up with the best opportunities.

It's not rocket science. It's just human nature.

This book will show you how to stop making the mistakes that keep people stuck with shallow connections. I'll tell you what I've learned about walking into rooms full of strangers without wanting to hide in the bathroom. In addition, we'll figure out what makes you worth knowing so people remember you for the right reasons.

Most importantly, I want to change how you think about networking. Because when you stop seeing it as some sleazy business tactic and start seeing it as just making friends who happen to help your career, everything gets easier.

Every friendship you've ever had started with somebody saying hello first. Maybe today, that somebody is you.

CHAPTER 1

10 COMMON MISTAKES IN NETWORKING AND CONNECTING

I've been helping people build better work relationships for about ten years now. In all that time, I keep seeing the same screw-ups repeatedly. The good news? These aren't personality problems. They're just bad habits; you can fix them once you know what they are.

Mistake 1: Trying to Talk to Everyone

Walk into any networking event and you'll see them right away, people bouncing around like they're on some kind of mission to collect every business card in the room. They're keeping a score of how many people they meet, like it's a contest or something.

This is nuts. It's like trying to make friends by speed dating fifty people in one night. Sure, you'll meet tons of people, but you won't actually connect with anyone.

I watched this guy at a conference last year, let's call him Steve. Steve was working the room like his life depended on it. I'm not kidding, he talked to probably forty people in two hours. His pockets were stuffed with business cards. Meanwhile, I spent most of the

evening talking to just three people about stuff we all actually cared about.

Want to guess who I'm still in touch with? Those three people. Steve? No clue what happened to him.

Turns out there's actual research on this. Some folks at Harvard looked at thousands of working people and found that the ones who focus on building a few solid relationships get ahead way faster than those trying to get to know everyone.

Here's what actually works: Pick three people you want to have a real conversation with. Find out what makes them tick. Figure out what problems they're trying to solve. See if there's any way you might be able to help them out. Those three conversations will be worth more than thirty surface-level chats.

Mistake 2: Talking When You Should Be Listening

Most people think networking means selling yourself, ensuring everyone knows how awesome you are, and all the cool stuff you've done. But here's a secret: The best networkers I know hardly talk about themselves at all. They're too busy listening.

Think about the last time someone really listened to you. I mean, really listened, put their phone down, looked you in the eye, asked follow-up questions. It felt pretty good, didn't it?

That's how you make people remember you, not by rattling off your resume, but by making them feel heard.

Plus, when you listen, you learn stuff. Important stuff. Like what problems they're trying to solve, what projects they're excited about, and the kind of people they want to hire. This information is golden when you're trying to help them later or when they might be able to help you.

Real listening means putting your phone away, looking people in the eye, and caring about what they're saying. Ask questions that show you're paying attention. Don't just sit there waiting for your turn to talk.

Mistake 3: The Great Follow-Up Fail

This one makes me want to pull my hair out. You meet someone awesome, have a great conversation, exchange contact information, and then... crickets. Nothing. The whole connection just dies because nobody bothers to follow up.

Get this: studies show that 80% of people never follow up after meeting someone new. That's four out of five connections that just vanish into thin air. What a waste!

Following up isn't rocket science. Send them an email the next day that says something like "Really enjoyed our chat about remote work challenges yesterday. Hope that team meeting goes well!"

That's it. Just thirty seconds out of your day, and this can instantly keep the door open.

But here's what kills me: most people only reach out when they need something. Six months later, they sent an awkward "Hey, remember me? I need a favor" email. That feels gross to everyone involved.

The best follow-ups give something instead of asking for something. Share an article they might find interesting. Introduce them to someone who could help with their project. Send congratulations when you see they've been promoted on LinkedIn.

Mistake 4: Keeping Score Like It's a Game

Some people treat networking like they're running a tab at a bar. They help someone and expect the exact same value back. They keep mental notes about who owes them what. This makes every relationship feel like a business deal instead of a friendship.

The most successful people I know give without keeping track. They help people because they like helping, not because they're expecting payback with interest.

Here's the weird part: when you stop keeping score, you get more help, not less. People can tell when you're being genuine versus when you're working an angle. And will likely trust the genuine people more.

Instead of thinking “What can this person do for me?” try thinking “How can we help each other out?” It changes everything about how you talk to people.

Mistake 5: Chasing the Shiny People

Every industry has its rock stars, the keynote speakers, the people with huge social media followings, the ones everyone wants to meet. Makes sense that you'd want to connect with them, right?

But if you only focus on the famous people, you miss out on some of the best connections.

Some of the most valuable people at any event are the quiet ones. The technical wizards who'd rather build cool stuff than talk about it. The behind-the-scenes people who actually make everything work. The thoughtful folks who have great ideas but don't feel the need to broadcast them to the world.

These people usually have more time for real conversations because they're not constantly getting pitched by people who want something from them. They're also more likely to share their knowledge and introduce you to others.

Don't walk past the person eating lunch alone. They might just become your most important connection.

Mistake 6: Fair-Weather Friend Syndrome

This is like being that friend who only calls when they need help moving. You disappear for months or years, then suddenly pop up when you need a job or want someone to put in a good word for you. People see right through this, making them not want to help.

The best time to build relationships is when you don't need anything, when work is going great, when you're happy where you are, when you have the mental space to focus on other people's problems instead of your own.

That's when you can build real connections without any hidden agenda. Those are the connections that actually stick around.

Mistake 7: Making It All About You

Go to any networking event and you'll hear people giving their elevator pitch to anyone who'll stand still long enough to listen. They're so focused on promoting themselves that every conversation feels like they're trying to sell you something.

Nobody likes feeling like they're being sold to, even at networking events.

The smartest networkers flip this whole thing around. They look for ways to help other people before they ask for anything. They make introductions, share useful information, offer advice, or just listen when someone needs to vent.

When you help people consistently, they want to help you back. It's just human nature. But it only works if you're helping because you genuinely want to, not because you're trying to manipulate them into owing you a favor.

Mistake 8: One Size Fits All

Not every work relationship is the same, so you can't treat everyone the same way. How you connect with someone who could be your mentor should be different from how you connect with a peer or someone who's newer to the field than you are.

Some relationships are about learning; you want to connect with people who are where you want to be someday. Others are about teaming up, peers who are dealing with similar challenges and can share resources and war stories. Some are about paying it forward, helping people who are earlier in their careers than you are.

Knowing what kind of relationship you're trying to build helps you approach each person the right way.

Mistake 9: Staying in the Shallow End

A lot of work relationships never go anywhere because everyone's scared to have real conversations. They stick to safe small talk and never dig into anything that really matters.

Building real relationships means being willing to get a little vulnerable. I'm not saying you should share your deepest personal problems at a networking mixer. But you should be willing to talk about actual challenges, real concerns, and things you're genuinely interested in rather than just exchanging pleasantries about the weather.

The deeper conversations create stronger connections and more valuable relationships.

Mistake 10: Expecting Magic to Happen Overnight

Networking is like gardening; you plant seeds today and harvest vegetables months later. However, a lot of people get bummed out when they don't see immediate results.

They go to a couple of events, don't get any job offers or business deals right away, and decide networking is a waste of time.

Real relationships take time to grow. The person you meet today might be unable to help you for two years. The connection that seems boring might turn out to be the most valuable. The benefits might come in ways you never saw coming.

Consider whether you're building quality relationships instead of measuring success by immediate results. Do people seem happy to hear from you? Are you having meaningful conversations? Are you becoming someone others come to for advice or connections?

Those are the real signs that your networking is working.

CHAPTER 2

HOW TO WORK AND CONNECT WITH PEOPLE IN A ROOM

Walking into a room full of people you don't know can feel awful. Your hands get sweaty, your brain goes blank, and suddenly hiding by the food table seems like a brilliant career strategy.

I totally get it. I used to be painfully shy. The thought of approaching strangers made me feel sick to my stomach. But over the years, I figured out that the people who seem like natural connectors aren't necessarily more outgoing than the rest of us. They just have better strategies.

Before You Even Show Up

The secret to good networking starts before you leave your house. Take a few minutes to think about what you're hoping to get out of whatever event you're going to.

Maybe you want to learn about what's happening in your industry. Maybe you're looking for people to collaborate with on projects. Maybe you just want to meet some new people and see what happens.

Having some loose goals helps you move around the room with purpose instead of just wandering around like you're lost in a grocery store. I usually try to have three decent conversations, learn one new thing about my field, and meet at least one person I'd like to grab coffee with sometime.

If you can, do a little homework first. Lots of events put their speaker list or attendee info online. Knowing who might be there gives you stuff to talk about and helps you figure out who you most want to meet.

But the most important thing is getting your head in the right place. Instead of thinking about what you might get out of the event, think about what you might give. What do you know that could help someone? What connections could you potentially facilitate for other people? What insights might be useful?

The shift from taking to giving completely changes how you feel and how others react to you.

Reading the Room

When you first walk in, don't immediately start talking to people. Take a minute to look around and get a feel for what's happening.

Notice where people hang out. Areas near the sign-in table, bar, or snacks are usually good places to start conversations because there's a natural reason to be standing there. Quiet corners can be great for more serious talks once you've broken the ice with someone.

Look for people who seem approachable, folks standing in loose groups, making eye contact around the room, or standing by themselves while looking around. These people are usually open to conversation and might even be hoping someone will come talk to them.

Stay away from people who are clearly having intense private conversations or groups that seem really focused on serious business stuff.

Pay attention to the vibe in different parts of the room. Some areas might be more casual and social, while others are more business-focused. Match your energy to whatever is going on around you.

Starting Conversations Without Wanting to Die

The hardest part for most people is just getting the conversation started. They overthink it, practice opening lines in their head, and work themselves up until the whole thing feels impossible.

But starting conversations is simple. The best conversation starters are just comments about whatever is happening right there.

“Wow, bigger crowd than I expected. Have you been to one of these before?”

“That opening talk was interesting. What did you think about her point on remote work?”

“I always feel a little lost at these things until I start talking to people. I’m Mike, by the way.”

Questions work better than statements because they give the other person something to respond to. But skip the boring “What do you do?” stuff. Try “What brings you here tonight?” or “What’s the most interesting thing you’re working on these days?”

If you want to give someone a compliment, make it specific. Instead of “Nice presentation,” try “I really liked your point about work-life balance. That’s something I’ve been thinking about a lot.”

Actually Listening (Harder Than It Sounds)

Once you get a conversation going, your job changes from talking to listening. This is where lots of people mess up because they’re so worried about what they’re going to say next that they miss what the other person is actually telling them.

Real listening means giving someone your complete attention. Put your phone away. Look at them while they talk. Stop scanning the room for other people to meet. Make the person in front of you feel like they’re the only person at the event.

Don’t just listen to what they’re saying. Pay attention to what gets them excited, what frustrates them, and what they’re proud of. This emotional stuff is where real connection happens.

Ask questions that show you’re really engaged:

“That sounds like a tough project. How did you handle it?”

“What made you decide to switch careers?”

“What’s been the biggest surprise about that experience?”

These kinds of questions encourage people to share more and show that you think their experience matters.

Finding Things You Have in Common

Connection happens when you find things you share, experiences, values, interests, whatever. But common ground isn’t always obvious from basic small talk. Sometimes you have to dig a little.

Look for shared struggles, not just shared hobbies. Maybe you work in totally different fields, but you’re both trying to manage remote teams or figure out new technology. These common challenges create instant connections and chances to help each other.

Don’t ignore personal stuff that comes up naturally. Maybe you both went to college in the same city, or you both have teenagers, or you both love hiking. These personal connections often make professional relationships stronger.

Handling Group Conversations

Not every networking conversation is one-on-one. You’ll often end up in small groups, which requires slightly different skills.

When you want to join a group that’s already talking, wait for a natural break instead of just jumping in. Make eye contact with whoever’s speaking and nod a little to show you’re listening. You can introduce yourself or ask a question about their discussion when there’s a pause.

In group settings, make sure everyone gets to participate. If you notice someone who seems left out, ask them a direct question or ask the group what they think about something. Being the person who includes others makes you memorable in a good way.

When you need to leave a conversation, do it nicely. “I want to make sure I meet a few other people tonight, but I’d love to continue

this conversation sometime. Do you have a card?” This is honest and polite, and it keeps things open for later.

Making People Remember You (In a Good Way)

Here’s the thing about memorable impressions: people might forget exactly what you said, but they’ll never forget how you made them feel.

Focus on making other people feel heard, valued, and interesting rather than trying to impress them with your accomplishments.

Tell stories instead of just listing facts about yourself. Stories stick in people’s minds and help them understand who you are as a person, not your job title. A quick story about a challenge you faced or a lesson you learned is way more memorable than reciting your resume.

Be generous with compliments and recognition. When someone shares something they accomplished or an idea they had, respond with real appreciation:

“That’s such a smart approach, I never would have thought of that.”

“You should be really proud of making that work.”

“That’s exactly the kind of thinking we need more of.”

Building Connections Right Away

Don’t wait until you get home to start building relationships. Look for ways to add value or strengthen connections while you’re still at the event.

If you’re talking to two people who should know each other, introduce them right there:

“Sarah, you should meet Tom. You’re both working on sustainability stuff.”

Being known as someone who connects people boosts your reputation and strengthens your relationships with both individuals.

When you exchange contact information, be specific about why you want to stay in touch:

“I’d love to hear how your product launch goes.”

“I’m really curious about your approach to team management.”

“I think I might know someone who could help with that project you mentioned.”

This makes following up feel natural and gives you a clear reason to reach out later.

CHAPTER 3

THE POWER OF STARTING

There's this thing that happens all the time: Two people end up in the same place, maybe at a conference, in a meeting, or just waiting in line for coffee. They notice each other, maybe make quick eye contact, but neither one says anything. The moment passes, and they go their separate ways.

Later, they might find out they had a ton in common, or they could have helped each other with work stuff, or one of them was looking to hire someone with exactly the other person's background. But they'll never know because neither one was willing to just say hello.

This happens everywhere, every day. And it's one of the biggest missed opportunities in work life.

The people who keep creating great opportunities for themselves aren't necessarily the most talented or experienced. They are just the ones who are willing to start conversations.

Why Going First Changes Everything

Every meaningful relationship you've ever had, work or personal, started with someone making the first move. Someone said hello, suggested getting together, or took the chance to reach out.

Without that first step, none of those relationships would exist.

Most people wait around hoping someone else will start the conversation. They figure that successful, busy people don't want to be bothered. But here's what I've learned after working with successful people for years: they got successful partly because they know how important relationships are. They're often way more open to meeting new people than you'd think.

When you're the one who starts, you also get to guide the conversation, at least at first. You can steer it toward topics where you have something useful to say or areas where you might find stuff in common.

This isn't about being sneaky or manipulative; it's about creating the best chance for a real connection to happen.

Getting Over the Fear

The biggest thing stopping most people from starting conversations is being scared. Scared of getting rejected, scared of seeming pushy, scared of not having anything interesting to say.

These fears make total sense, but they're also mostly in your head.

The worst thing that usually happens when you approach someone is that they're not that interested, not that they're actively rude to you. Most people are polite, even if they're not immediately excited to chat. Oftentimes, what feels like rejection is really just them being distracted, shy, or nervous about networking, too.

Remember that the other person might be hoping someone will also talk to them. They could be feeling just as awkward or unsure as you are. Your willingness to break the ice might be exactly what they needed.

Small Steps, Big Impact

Starting doesn't have to mean big, bold moves. Some of the most powerful conversation starters are simple and easy:

- Leaving a thoughtful comment on someone's LinkedIn post

- Introducing yourself to someone sitting alone at lunch
- Suggesting coffee with a coworker you'd like to know better
- Offering to help with something you hear someone talking about
- Asking a question after someone gives a talk

These small actions often lead to bigger opportunities because they show what kind of person you are. They prove that you pay attention to others, notice when someone might need help, and are genuinely curious about other people's work.

All of this makes you stand out in the best way possible.

The Snowball Effect

Here's what is exciting about being willing to start: every conversation you begin can potentially change your career path.

The person you meet at a conference might become a business partner. The coworker you invite to coffee might tell you about a perfect job opening. The person you help with their project might recommend you for a speaking gig six months later.

It all starts with someone being brave enough to say hello.

The conversations you don't start are relationships you'll never have. The introductions you don't make are opportunities that won't happen. The connections you do not begin are doors that stay shut.

But every conversation you start, every connection you make, every relationship you build becomes part of the foundation for a career full of good things.

Most people are waiting for the perfect moment or the ideal situation to start building relationships. Just know perfect moments don't exist. There's just right now, and whether you're willing to take the first step.

CHAPTER 4

WHAT'S IN YOUR BRIEFCASE?

Nobody carries those old-school briefcases anymore, but the question is still worth asking: What are you bringing to the table? What's in your professional toolkit that makes people want to know you, work with you, or send opportunities your way?

Your work “briefcase” isn't just your resume or your portfolio. It's everything you bring to every conversation, your experiences, insights, connections, way of looking at things, and ability to help other people succeed.

Most people don't really know what they have to offer. They focus on the obvious stuff like their job title or where they went to school, but they miss all the other valuable things they bring to the table.

Figuring Out What You Actually Bring

I work with many people who think they don't have much to offer professionally. They look at industry superstars and feel like they don't measure up. But when we dig into their background, we always find valuable stuff they've been overlooking.

Start with your mix of experiences. Maybe you've worked in a few different industries, been both an employee and a freelancer, or managed people and worked alone. Even if each experience seems pretty ordinary by itself, the combination is unique.

Think about problems you've solved, not just jobs you've held. Include everything, work projects, volunteer stuff, personal challenges you've gotten through, side projects you've tried. Each of these taught you things and gave you skills that could be valuable to the right person.

What about the stuff that didn't go according to plan? I know it sounds strange, but your failures and setbacks often teach you more than your successes. The resilience you built, the lessons you learned, the different approaches you had to try, all of that has value.

Get specific about what you've accomplished. Don't just say "I managed a team." Instead: "I helped a team get more done while also making their jobs more enjoyable." Numbers are great when you have them, but impact matters more than statistics.

Your Network Matters Too

One of the most valuable things you have is the people you already know. Your ability to connect with others can be more valuable than any technical skill.

Consider your network across different industries, job functions, and experience levels. You probably know technical people, creative people, business professionals, researchers, entrepreneurs, and skilled professionals in various areas. Each relationship represents something valuable you can offer to new connections.

And don't think your network has to be full of famous people to be useful. Sometimes, the most helpful introduction you can make is connecting two people at similar stages who can support one another, or introducing someone to a newer professional who has exactly the specialized knowledge they need.

Your Unique Way of Seeing Things

What perspective do you bring to problems that other people might miss? Your viewpoint comes from your unique combination of background, experiences, and the different fields you've been exposed to.

Maybe you're the person who sees tech solutions to people's problems, or people solutions to tech problems. Maybe you connect different generations, cultures, or industries. Maybe you have insights from being both a team member and a leader, or both a company employee and someone who's worked for themselves.

This unique perspective is often what makes you most valuable to others. It's not just what you know, but how you think about what you know and connect ideas in ways others might not.

Talking About Your Value Without Being Weird

Once you understand what you bring to the table, you need to be able to talk about it without sounding like you're bragging or giving a sales pitch.

Practice telling your story in different lengths. Have a quick version for brief encounters, a medium version for networking conversations, and a longer version for when someone really wants to know more. Just remember to keep them all conversational and real.

Focus on results and impact rather than just activities. Instead of "I ran social media accounts," try "I helped small businesses connect with customers online in ways that actually brought in sales."

Use stories instead of just facts. Stories are memorable and help people understand not just what you do, but how you think and what you care about.

Most importantly, connect your value back to how you can help others. The goal isn't to impress everyone, it's to help the right people understand how you might be able to work together or support each other's success.

Making Your Briefcase Even Better

Your professional toolkit isn't set in stone. You can always add new skills, experiences, and connections that make you more valuable to others.

Look for chances to learn new things, especially where your existing knowledge meets emerging trends. Take on projects that stretch your abilities. Volunteer for causes you care about. Start side projects that interest you.

All of these experiences add to what you have to offer and give you more ways to connect with different types of people.

The key is being thoughtful about building a toolkit that reflects not just what you've done, but what you care about and where you want to go. When you're clear about your value and excited about your direction, other people can see how they might fit into your story, and how you might fit into theirs.

ABOUT THE AUTHOR

Looking back on my career, I can connect every major opportunity to a relationship with someone who believed in me. I'm not exaggerating, every single one.

The mentor who saw something in me that I didn't even know was there. The colleague who recommended me for a project that completely changed my path. The client who trusted me with their biggest challenge. The friend who introduced me to someone who became a business partner.

None of this happened because I was the smartest person or had perfect credentials. It happened because I learned how to build real relationships with people who shared my values and had skills that complemented mine.

As a Success Strategist, I get to help other people create these same kinds of life-changing connections. For the past decade, I've worked with hundreds of professionals, from people just starting out to seasoned executives, helping them figure out what makes them unique and connect with opportunities that fit their goals.

My journey started as a marketing executive, where I learned that success isn't just about individual achievement, it's about being part of a community that supports you and pushes you to become your best self. That insight eventually led me to focus on success strategy, because I realized that the same things that help people build resilience and wellbeing also help them build careers and businesses that actually matter.

What I've discovered is that the most satisfied professionals don't just work hard, they work with others. They understand that their success is tied to the success of the people around them. They build

networks not just to get ahead themselves, but to create value for others and be part of something bigger than their own career.

This book captures everything I've learned about building those kinds of relationships. It's not based on theory or academic studies (though I've included some of that too). It's based on real experience, mine and the hundreds of people I've worked with over the years.

I wrote this for every professional who knows relationships matter but struggles with how to build them authentically. For people who want to advance their careers without selling their soul. For anyone who gets that the right connections can open doors they didn't even know existed.

My goal is simple: help people create opportunities, develop their potential, and build networks that support their biggest dreams. I believe that when we approach work relationships as a chance to serve others and add value, we create positive cycles that benefit everyone involved.

The strategies in this book aren't just about getting ahead; they're about building a work life that's full of meaning, impact, and genuine connection. They're about becoming the kind of person others want to know and work with.

Whether you're just starting out, changing directions, or looking to take your success to the next level, the ideas in this book will help you build relationships that make the difference between okay outcomes and amazing ones.

Success really isn't something you do alone. It's built on relationships with people who believe in you, challenge you to grow, and help you become the best version of yourself. I hope this book helps you build those relationships and become that kind of person for others.

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ABOUT THE BOOK

You work hard. You're talented. So why do others keep getting the opportunities you want? They know the right people.

Real networking isn't about collecting business cards or perfecting elevator pitches. It's about building genuine friendships with people who happen to help your career.

Learn how to:

- **Avoid the 10 biggest networking mistakes**
- **Start meaningful conversations (even if you're shy)**
- **Make people remember you for the right reasons**
- **Turn connections into lasting relationships**

A Success Strategist's practical guide based on a decade of helping professionals build career-changing relationships.



ABOUT THE AUTHOR

M O N I C A M O O R E

Monica Moore is a dynamic Success Strategist and transformational leader with over 20 years of experience helping individuals and organizations unlock clarity, confidence, and measurable results. With a bold yet grounded presence, Monica guides high-capacity professionals, emerging leaders, and purpose-driven women toward strategic growth in both business and life.

As the founder of Let's Get Help Consultancy, Monica and her team specialize in executive coaching, strategic leadership development, and communication consulting for groups ranging from 10 to 500.

She holds a Bachelor of Science in Business Management and a Master of Business Administration (MBA) in Marketing from Barry University, and she is currently pursuing her Doctorate in Business Administration (DBA). She also recently completed the Post-Crisis Leadership Certification Program at the University of South Florida.

