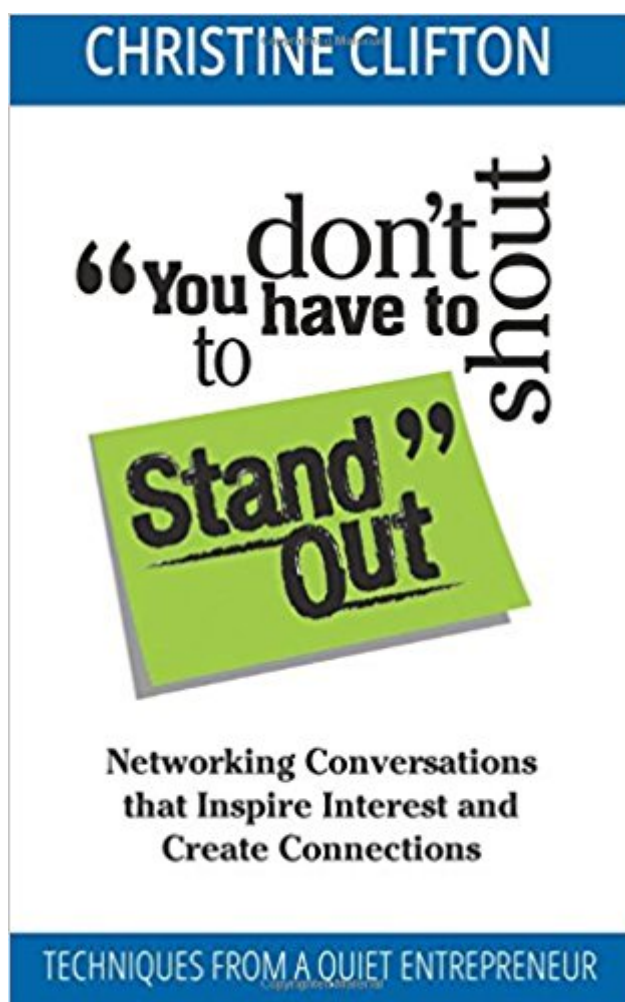


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# You Don't Have To Shout To Stand Out: Networking Conversations That Inspire Interest And Create Connections (Techniques From A Quiet Entrepreneur)





## Synopsis

If networking conversations feel a bit cumbersome for you and you're not seeing the results, then it is time to learn simple techniques that will help create connections that are the perfect fit for you. Christine Clifton has been helping service entrepreneurs tap into their quiet power by communicating with new approaches. Quiet entrepreneurs, including extroverts, introverts, or all types of professionals, are listening to Christine's successful methods that leverage their voice and grow their network of helpful kindred spirits. Is it time to learn these easy-to-use tips? Are you ready to make the most of your time to enjoy networking like a pro? Then it is time to learn why, "You Don't Have To Shout To Stand Out"!

## Book Information

Paperback: 118 pages

Publisher: Mindful Business Press (February 23, 2017)

Language: English

ISBN-10: 0998710741

ISBN-13: 978-0998710747

Product Dimensions: 5 x 0.3 x 8 inches

Shipping Weight: 6.6 ounces (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 37 customer reviews

Best Sellers Rank: #1,534,606 in Books (See Top 100 in Books) #49 in Books > Business & Money > Job Hunting & Careers > Job Markets & Advice #945 in Books > Business & Money > Marketing & Sales > Marketing > Direct #1274 in Books > Business & Money > Skills > Running Meetings & Presentations

## Customer Reviews

Christine Clifton is a possibilities thinker. She's a collaborative rainmaker for professional services firms: teaching them how to have fruitful conversations that create connections with the right people and resources. As a quiet entrepreneur, Christine founded Mindful Business Matters and enjoys inspirational speaking and writing to bring her voice into the world. When she took her leap of faith into entrepreneurship after a 20-year management career, she realized she didn't know how to network like a pro. She made some mistakes communicating; yet learned how to have connected networking conversations so she could help more people and grow her business. She now teaches her quiet power techniques so other relational businesspeople can avoid the energy drain of promoting themselves and the "feast and famine" of service entrepreneurship. By

showing up authentically in their work, introverts or extraverts can better align what they do with who they are and Thrive!

In her book, *You don't have to shout to Stand Out*, Christine Clifton shares a most-welcomed approach to promotion--to be yourself. There are a plethora of books and websites that tout various tactics that "are guaranteed to increase leads or conversions", however mileage may vary. The reason: those are tactics that work for the author and are typically based on the author's own personality and style. Christine's approach, on the other hand, centers around authenticity; that is, when you are genuinely standing in your own shoes, you don't have to resort to elaborate contortions that make you feel stressed out or that don't resonate with your values. Merely being self-aligned will generate the maximum return on investment irrespective of the type of promotional activities you engage in. Christine suggests ways that this concept can be applied inwardly (purpose, passion), as well as externally (presence, partnership and participation), providing examples, supportive quotes, and also resources that the reader can further explore. This book is ideal for those who would like to promote themselves or their work, but who do not want to undertake methods of self-promotion that force you to be someone you are not.

Christine Clifton's book has arrived at exactly the right time. Not just the right time for me, a career transition consultant who helps job seekers to gain confidence as networkers, but to all of those who are networking right now who need a confidence booster and a manual that is chock full of tools. Clifton has provided that in this wise book called *"You don't have to shout to Stand Out."* As a colleague of hers, as soon as I started reading, I could "hear" her voice in each page as she shares her own story as well as the wisdom she has gathered along the way from such writers as Amy Cuddy, Parker Palmer and Simon Sinek. I highly recommend this book to any entrepreneur, small business owner, or businessperson who wants to take their relationship skills to a new level. And achieve greater success!

I would like to make this book required reading for everyone who ever needs to introduce what they do, whether in person or online. She takes the yuck factor out of self-promotion, and turns it into a celebration of our specialness. When the business world starts connecting by the guidelines laid out by Christine, a magnificent and much needed shift will happen. I highly recommend you check this out and buy a copy for anyone who attends conferences, meetings, networking events, job interviews, or who simply breathes oxygen and at some point or another must define their work.

It's THAT necessary!

Whether you are quiet and reserved or loud and proud, I highly recommend you buy, read, and absorb this book. Having known Christine for a number of years I have found her to be nothing short of wonderful, capable and full of joy. Fortunately for us, she is able to convey what she has learned about "quietpreneurship" to help you stand out without shouting. Heaven knows I am a big mouth and always have been. Lucky for me, Christine's quiet yet powerful demeanor has taught me a lot about the old adage of having two ears and one mouth and the power of not saying anything. Lucky for the rest of us, her new book creates an exciting new framework to be a more powerful entrepreneur, even if -- no, especially if -- you are not loud like me.

This book takes the complex (and emotionally charged) topics of entrepreneurship, networking, and selling your service and breaks them down into simple practical steps that build your business, while you build deeper relationships with the people you serve. Christine is a business alchemist that brings genuine human connection into a competitive world of entrepreneurship that desperately needs it. \*\*\*\*\*this review was written in exchange for.. absolutely nothing. Christine is simply a master at what she does, and does it so well that I felt compelled to pick up this book, read it, and write a review. She is one of the purest and most genuine people I know.

Many networking trainings and books are developed for extreme extroverts (think Tony Robbins). As a more introverted entrepreneur, Christine Clifton's book is a god send. It gives quieter and more service oriented entrepreneurs and business people a boatload of good ideas to make networking both meaningful and effective in terms of real world success in growing your business. Highly recommended!

I've seen Christine speak before and I thought I knew what to expect in this book. But I am happy to say it was a real eye-opener! Christine dives into the why's and hows of truly successful communication, both from an angle of science & biology as well as the metaphysical. She provides real life examples of how to make all of her teachings work for you. Perhaps the greatest gift in this book is her ASK Methodology. I highly recommend this book to anyone willing to grow their business, improve their career, and ultimately connect better in a world which has more people virtually connected but not truly connected. Outstanding clarity and ideas, as well as methods to practice all you learn. Great tool.

This is a book replete with sound communication principles and application techniques. I was particularly interested in her technique of her special connector of PURPOSE. It affirms and strengthens one's attitude: which reflects one's propensity to behave in a certain way. Finally, her networking strategy can be exceptionally helpful to those not well-versed in its application.

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