



Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age

By Porter Gale

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Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age By Porter Gale

An internationally known public speaker, entrepreneur, and marketing executive shares practical, up-to-date tips for mastering the skills of networking.

Networking doesn't have to be that frenzied old-school game of calendars packed with stuffy power lunches and sterile evenings at community business gatherings. We've entered a new era, one in which shifting cultural values and the explosion of digital technology enable us to network in vastly more efficient, more focused, and more enjoyable ways.

A fresh take on *How to Win Friends and Influence People*, *Your Network Is Your Net Worth* is an entertaining, straightforward guide filled with revealing case studies, hands-on advice, and innovative strategies for building your network. Written by sought-after speaker, entrepreneur, and marketing executive Porter Gale, with a foreword by Apple evangelist and bestselling author Guy Kawasaki, this book shows you how to establish, expand, and nurture your connections both online and off.

New ways to network are popping up every day—and Gale tells you how to make the most of them—but even traditional networking opportunities are not the same animals that they once were, and we need to shift our attitudes and approaches accordingly. Networking has evolved from a transactional game to a transformational process. Whereas once it was about power plays, now it's about charting your own course, following your passions, and making meaningful connections, which in turn increase your happiness and productivity.

In addition to chronicling her own rise from an ad agency intern to an in-demand consultant, Gale also shares the inspiring stories of so many others who live by this networking model: a military wife who connects with social media communities while her husband is deployed overseas, a young woman blog-ger battling leukemia, a dyslexic politician who wins elections by telling stories, and

the CEO of a Major League Baseball team who once made a phone call that changed the course of his life. When you focus on your passions and reorganize your networking around your values and beliefs, you will discover the kind of lasting relationships, personal transformation, and, ultimately, tangible wealth that are the foundation for happiness and success. With a message both timely and important, *Your Network Is Your Net Worth* is the definitive handbook to Networking 2.0.

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Editorial Review

From [Booklist](#)

Entrepreneur Gale goes beyond the male-female divide to describe how networks transform lives—but only if the individual is ready and available. Attitude comes first. As with most do-it-yourself-change tomes, an assessment begins the process (identifying barriers and goals), followed by the creation of one's mission statement, or what Gale calls the funnel test, which means defining three critical focuses. In this era it is no surprise that values become her next step: that is, finding and connecting and learning from friends, family, and communities who share similar outlooks and objectives. Creativity, her third and final phase, is realized through storytelling and expertise. Exercises that make these phases more tangible, from a time-waste audit to a list of barriers, are featured in each chapter, as are anecdotes of individuals who have “broken through.” A very New Age and complicated guide to establishing your best self. --Barbara Jacobs

Review

"A healthy reminder about the relatively simple things professionals can do to stimulate their motivational processes and achieve even greater success in today's competitive marketplace. A useful guidebook for those desiring success through shrewd networking." (*Kirkus Reviews*)

“This book isn't a rehash of stuffy, old-world networking ideas. It's a primer and storybook, which will inspire you with amazing stories of well-known business icons and everyday people who have transformed their lives through networking.” (Guy Kawasaki, Author of *Enchantment* and former chief evangelist of Apple)

“Want to bring value to the people you connect? With currency, credibility and unvarnished honesty Porter creates a brilliant model of networking for a meaningful purpose. Relating stories of personal challenge while driving efforts at some of the world's most valuable brands she derives and shares hard-earned tools that anybody can put to work.” (Jennifer Aaker and Andy Smith, authors of *The Dragonfly Effect*)

“In a time when we all need to learn how to unlock our human potential and make meaningful connections, Porter masterfully articulates the path ways, this is a must have read.” (David Mayer de Rothschild, British Adventurer/Environmentalist and Author)

"Porter's book hits the nail on the head. Be authentic, follow your passions, nurture relationships and use technology to improve and accelerate your connections. This is a great read with insightful stories and lots of practical tips. Not to mention Porter has executed this not just talked about it." (Gary Vaynerchuk, author of *Crush It* and *The Thank You Economy*, Founder of VaynerMedia)

“In a noisy and busy world, Porter's book helps you focus on the opportunities that matter and act on them. Her advice comes to life through her own fascinating anecdotes as well as in interviews and stories with the key players of Silicon Valley.” (Bill Clerico, CEO of WePay)

“This book is a must read for anyone who wants to thrive in today's 'connected culture.' Networks are exponential, and networked people are exponentially successful.” (Jon Bond, Marketing Thought Leader and Co-founder of Kirshenbaum & Bond)

"Porter's a connector. In fact, she's introduced me to more people than I can count. Her book includes the

recipe and the secret sauce for networking." (Celebrity Chef Michael Mina)

"Look at the names on and in this book. Porter's title isn't just a cute quip, she's built a priceless collection of friends, colleagues and contacts using it as mantra and so can you." (Ryan Holiday, Director of Marketing, American Apparel)

"A thoroughly absorbing, and enjoyable book that challenges the contemporary conventions of networking, while leaving the reader wanting more. This book makes one thing abundantly clear: Porter Gale is a renaissance woman whose literary vision is as dynamic and impactful as her entrepreneurial track record." (Sean Gardner (aka: @2morrowknight), Social Media Specialist)

"I've seen Porter rise and network herself from a Jr. Account Executive to one of the most well respected advertising executives in the US. If you want to know how to connect your way to success read this book and start increasing your net worth!" (Richard Kirshenbaum, CEO of NSG/SWAT, Author of Madboy, Beyond Madmen: Tales from the Mad, Mad World of Advertising)

"Porter's book defines one of the most important and critical missing components of the digital age. That no matter how advanced or powerful or connected our digital equipment is, at the end of the day we are human, and that in itself is the most useful tool we have to create the world we want to live in." (Nick Graham, Founder of Jox Boxer)

"Porter highlights the significance and value of strategically building your network to improve your personal and professional prosperity." (Jeffrey Hayzlett, Global Business Celebrity, Bestselling Author, CEO The Hayzlett Group)

"This book could not have come at a better time. Today, when our networks are more valuable than ever before, Porter offers the tools that will help us tap into our connections in a way that effortlessly brings exponential returns to our lives and relationships." (Randi Zuckerberg, CEO and Founder of Zuckerberg Media)

"Porter's fascinating and personal book reminds us that the more digitalized we become, the more human we need to be. And, at the core of being human is our need to connect. This book is a profound reminder of how to authentically connect with others." (Chip Conley, Founder of Joie de Vivre Hotels and Author of PEAK and Emotional Equations)

"They say it's who you know, not what you know. While not entirely true, your network is in fact a crucial tool in advancing toward your own personal goal line. Porter's advice is built on real life success. Your network IS your net worth." (Jason Felts CEO, Virgin Produced)

About the Author

Porter Gale is an internationally known public speaker, networker, and entrepreneur with more than twenty years of experience working in marketing, advertising, and independent filmmaking. From 2007 to 2011, Porter was Vice President of Marketing at Virgin America. Prior to Virgin America, Porter was a consultant and held the post of general manager at Kirshenbaum Bond + Partners San Francisco. She was awarded the Changing the Game Award by the Advertising Women of New York (AWNY), was on *AdAge's* Digital Hotlist, *iMedia's* Top 25-Digital Marketers, and named a Digital Passionista by *The Huffington Post*. She lives with her daughter in San Francisco. She is also a blogger for *AdAge* and *The Huffington Post*.

Users Review

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Sybil Davis:

Do you have favorite book? For those who have, what is your favorite's book? E-book is very important thing for us to understand everything in the world. Each e-book has different aim or perhaps goal; it means that guide has different type. Some people truly feel enjoy to spend their time and energy to read a book. These are reading whatever they get because their hobby will be reading a book. How about the person who don't like reading a book? Sometime, particular person feel need book when they found difficult problem as well as exercise. Well, probably you should have this *Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age*.

Michael Stein:

Now a day people that Living in the era just where everything reachable by talk with the internet and the resources inside can be true or not need people to be aware of each information they get. How many people to be smart in acquiring any information nowadays? Of course the solution is reading a book. Looking at a book can help persons out of this uncertainty Information specially this *Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age* book because book offers you rich data and knowledge. Of course the details in this book hundred pct guarantees there is no doubt in it you may already know.

Michael Lucius:

Spent a free the perfect time to be fun activity to complete! A lot of people spent their sparetime with their family, or all their friends. Usually they doing activity like watching television, likely to beach, or picnic within the park. They actually doing ditto every week. Do you feel it? Would you like to something different to fill your own free time/ holiday? Could possibly be reading a book might be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of reserve that you should read. If you want to test look for book, may be the reserve untitled *Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age* can be excellent book to read. May be it may be best activity to you.

Jimmy Dolce:

A lot of people always spent their own free time to vacation or even go to the outside with them family members or their friend. Did you know? Many a lot of people spent they free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity this is look different you can read the book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent the entire day to reading a e-book. The book *Your Network Is Your Net Worth: Unlock the Hidden Power of Connections for Wealth, Success, and Happiness in the Digital Age* it is rather good to read. There are a lot of people that recommended this book. These people were enjoying reading this book. Should you did not have enough space to develop this book you can buy the e-book. You can m0ore simply to read this book

from the smart phone. The price is not too costly but this book possesses high quality.

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