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Introduction

You have probably heard the expression that the entertainment business is not about what you know but *who* you know. Well, it's a cliché, but it is true. As someone once said to me – what's the point of having a great piece of material if you don't know anyone to give it to?

And thus, most of my day is centered around networking with people. Whether I'm on the phone, writing countless emails, or going to breakfasts, lunches and dinners, everything I do is about connecting to and networking with the right people so that I have the best connections and insider knowledge to move my clients' careers forward.

However, the trick to networking is not just networking with anyone and everyone but finding and connecting with the right people who can actually help you (or your clients) succeed. Which is why I wrote this Special Report on Networking 101 for the Entertainment Industry: Or How **YOU** Can Make the Right Connections to Get Ahead in the Business – I want to help you network with specific people and companies who can help you succeed.

And while it seems daunting to go up and talk to perfect strangers, it's easier than you think. In fact, some of my best friends in the business are people I initially cold called. No joke. These very same people that I found and connected with are now doing projects with my clients. And with this Special Report on Networking 101, you will learn six easy steps to help you find and connect with people who can help launch or further your career.