



## The 20-Minute Networking Meeting - Graduate Edition: Learn to Network. Get a Job.

By Nathan A. Perez, Marcia Ballinger PhD

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*"The best advice I can give on navigating one-on-one networking is to check out The 20-Minute Networking Meeting. Follow their advice and your meeting will be a well-crafted success." -- USA Today College*

**\*WINNER - USA Best Book Award - College Guides Category!**

**Part of the award-winning *20-Minute Networking***

***Meeting* series**, the Graduate Edition is a simple, step-by-step guide written expressly for job-seeking grads, whether two-year, four-year, trade school, graduate or doctoral level, and shows you how to use your educational background to express your professional experience. This includes anyone that has gone back to school!

Built using the acclaimed *The 20-Minute Networking Meeting--Executive Edition* networking model lauded by business leaders around the world, the Graduate Edition shows you how to develop the most important career-making skillset in business--networking.

Taking the best elements of the best networkers from a wide array of industries and professions, combined with 40 years of the authors' professional networking experience, the Graduate Edition culminates in a highly productive networking approach from a *hiring* perspective.

In this book, learn what networking (*really*) is, and how to:

- \* Master the 5 most important parts of a networking meeting
- \* Create a networking agenda
- \* Construct key questions to lead a discussion
- \* Write networking emails to people you don't know
- \* Expand your professional network with more names
- \* Break into the "Invisible/Hidden Job Market" (where over 70% of *all* jobs are obtained)
- \* Make a networking meeting more effective, efficient, and mutually beneficial
- \* Execute the above (and much more)-- inside of 20 minutes

\* Maintain your new network *throughout* your career!

Chockfull of real-world scenarios, short stories, meeting examples, and dozens of tips and observations from students, hiring authorities and recruiting experts, the Graduate Edition is an end-to-end lesson on job-search networking founded on the premises of gratitude, positivity, and reciprocity.

Specifically constructed to clarify and simplify networking for even the most introverted networker, the Graduate Edition is rounded out with a complete set of readiness worksheets that guide the reader through actual networking preparation, with fully written stories that show the entire *The 20-Minute Networking Meeting* model in action.

Take control of your job-search - and your career!

**Also from Career Innovations Press:**

*The 20-Minute Networking Meeting - Professional Edition*

**and**

*The 20-Minute Networking Meeting - Executive Edition*

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### **Editorial Review**

#### Review

"Being able to quickly make connections with people is a differentiator in today's job market. *The 20MNM* provides a step-by-step action plan that kicks off your job search with high-powered efficiency. There are scores of books and blogs about writing a resume, but only one real source for networking. Every grad should read this book!"

**-Wendy Brostrom, former University Recruiting Manager, General Mills**

"Networking is the key to discovering opportunities in the 'hidden job market,' and in the marketplace, and no class can prepare you the way *The 20-Minute Networking Meeting* does. A quick, engaging read, [this book] will give you the confidence, practical advice, and tools to get the results you want--and to make the best use of your time."

**-David Bortnem, President & COO, Piranha X; former Chief Operating Officer, Regis (Salons) Corp.**

"When I went into career transition, I was lost until I discovered *The 20MNM*. The tips in the book unlocked my confidence and has given me the networking technique I was in search of. I've recommended this book to dozens of people and still have my copy close at hand. I highly recommend it."

**-Stacy Webb, former VP Business Planning & Operations and CEO Chief of Staff, Best Buy**

"Networking is both a science and an art, and *20MNM* is the Bible for effective employment networking. It's an investment in personal success with immediate and long-term return."

**- David A. Brumbaugh, former VP Human Resources, Children's Hospitals & Clinics of Minnesota; former VP Human Resources Cigna Healthcare**

"20MNM is the simple, secret recipe that wows your contacts. Easy to follow, the Graduate Edition makes an impact and creates meaningful networking meetings. I carry its framework with me always, and pass on extra copies to individuals looking for that same secret recipe."

**-Jackie Ottoson, former VP of Human Resources, Famous Dave's; former VP HR McKesson Corp.; former VP HR CVS/Caremark**

#### About the Author

**Nathan A. Perez is Principal at Career Innovation, LLC.**, a consultancy that helps all experience levels of job-seekers from across the country. He is a national speaker on the topics of networking, résumé deconstruction, and LinkedIn.

As part of his Career Innovation, LLC. consultancy, Nathan continues to work in executive search in the Research function, and is responsible for devising the strategies of "where and how to find" qualified candidates for client companies. He has been cited by The Huffington Post as one of the most connected people on LinkedIn, world-wide.

An enthusiastic and hands-on coach, Nathan teaches the 5 *20MNM* principles to students, career coaches and executives to help strengthen the presence of job-searching clients by combining his executive search experience with 20 years of television and stage performance. A formally trained actor, he is a member of

the Actors Equity Association union (AEA), and a voting union member of The Screen-Actors Guild (SAG-AFTRA).

Nathan serves on the Board of Directors at The Playwrights' Center, and as Board Secretary at The Loft Literary Center, the nation's two largest writing institutions dedicated to cultivating creative writers and their work. You can get in touch or read more about him at [20mn.com](http://20mn.com).

**Marcia Ballinger, PhD is co-founder and Principal at Ballinger|Leafblad**, a Twin-Cities-based, civic-focused executive search firm. She has been in executive recruiting for over 15 years, and is a frequent speaker on behalf of the industry. She has been an adjunct faculty member in business at Capella University and St. Mary's University, and has a Master of Arts in Speech-Communication from the University of Minnesota. She received her PhD in Organization and Management from Capella University, where she now serves as Board Chair. She was named Industry Leader by the Minneapolis-St Paul Business Journal in 2009 and one of the "(Real) Power 50" by Minnesota Business in 2014.

## **Users Review**

### **From reader reviews:**

#### **Jennifer Newhouse:**

Do you have favorite book? When you have, what is your favorite's book? Publication is very important thing for us to be aware of everything in the world. Each book has different aim or even goal; it means that reserve has different type. Some people feel enjoy to spend their time to read a book. They may be reading whatever they get because their hobby is definitely reading a book. Consider the person who don't like looking at a book? Sometime, particular person feel need book after they found difficult problem or maybe exercise. Well, probably you should have this The 20-Minute Networking Meeting - Graduate Edition: Learn to Network. Get a Job..

#### **Nicholas Valles:**

The e-book untitled The 20-Minute Networking Meeting - Graduate Edition: Learn to Network. Get a Job. is the publication that recommended to you to see. You can see the quality of the reserve content that will be shown to you. The language that author use to explained their way of doing something is easily to understand. The author was did a lot of exploration when write the book, therefore the information that they share for you is absolutely accurate. You also might get the e-book of The 20-Minute Networking Meeting - Graduate Edition: Learn to Network. Get a Job. from the publisher to make you a lot more enjoy free time.

#### **Joy Rodriguez:**

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