**Review of “21 Days to Success Through Networking”**

By Ron Sukenick and Ken Williams, 144 pages

“21 Days to Success Through Networking” chronicles the first 21 days of a marketing professional, Gnik Rowten, after he moves to a new city where he knows no one. Each of the 21 chapters follows his efforts to form a network with the ultimate goal to generate leads or his own business. After each day, Gnik summarizes his experiences to what he calls “Gnik’s Aha!”

Gnik’s effort takes him first to a coffee shop, where he meets a woman named Pam. Pam notices that Gnik gave a generous tip to the barista and asks him why he was so generous. Gnik answers that he appreciates how hard the barista works and feels he should be rewarded. Pam sees Gnik’s generous nature and the two become friends. Gnik’s Aha! is

“The art of giving is its own reward. Giving, itself is a gift to the giver. I can give time, assistance, energy, and resources without the expectation of anything in return.”

Each of the 21 days is a chapter that describes a different situation, and in each, Gnik comes to understand a principle of effective networking. Gnik’s experiences range from learning listening skills (it’s all about them, not me) to asking questions (make people think) to the importance of following up (formalize relationships and build a better network). Eventually, Gnik meets a number of different people and he effectively formulates a plan to bring them together with the goal of helping each other in their businesses.

Whether any of the people in Gnik’s network ever get any work is not addressed. But then, Gnik’s objective was to create a network in a new city with people he didn’t know.

He was successful and the ideas and concepts he learned in his first 21 days should be understood by all consultants. The book is an easy read, but is full of information essential to be a successful consultant.

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