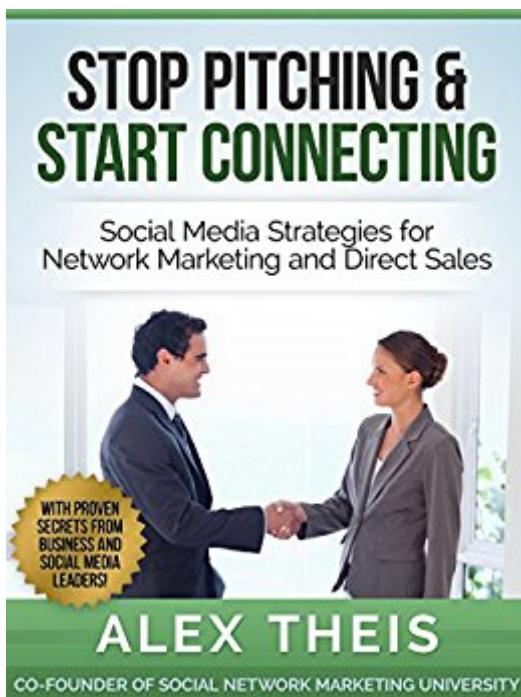


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# Stop Pitching & Start Connecting: Social Media Strategies For Network Marketing And Direct Sales



## **Synopsis**

To build your own successful business today, you need to be social media savvy. How can you get there? Stop pitching and start connecting! In this comprehensive guide, Alex Theis, a veteran of the network marketing industry since 1997, will teach you proven strategies for using social media to grow your network and develop your personal brand. He combines his expertise in direct sales and social networking with proven tips and secrets from over 20 business and social media leaders. In this book you will learn:

- Tips, secrets, and advice from over 20 of today's business and social media leaders
- Proven strategies to expand your warm market and personal brand
- How to choose social media channels and tools that work best for you, including strategies for using Twitter, Facebook, Instagram, Pinterest, and YouTube
- How to greatly increase your "referability" — "get referred like never before"
- New ideas to extend your reach and find like-minded people
- How to use social media, blogging, and infoproducts to grow your credibility

Alex wants you to feel confident using social media to help grow your business and live the life of your dreams!

## **Book Information**

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## **Customer Reviews**

Wow! As someone who has done social media for 5 years and realized sales from that activity on Facebook and LinkedIn, I was a little skeptical I would walk away from this book with more than a nugget or two. I was certainly wrong and happy to admit it. The author is great at helping any newbie get started, but I was glad to see this is more than just a manual: it is about the "Why" of social media. It is about being a human being contributing positive things to the world. It is about remembering why I got into my own business--to help others--and working out that concept through valuable relationships. I was especially grateful for the Twitter advice, because of all the "noise" on that venue. The author tells how to efficiently and effectively begin involvement in any SM, and his first half is for anyone using social media, no matter how long they have been going at it. Definitely a must-read for anyone trying to get the word out about their business, no matter what their preferred platform or previous performance.

I met Alex through Twitter and I can say I have been very lucky to watch him evolve as an incredible leader and coach. In "Stop Pitching & Start Connecting" Alex gives a pragmatic approach to mastering social media for your business, brand or just learning to connect with like minded people. The book is an easy read and with built in action steps it becomes the perfect guide. -Bill Cortright Speaker, Coach Author of "The Stress Response Diet".

Alex untangles the mysteries of social media in his new, thought provoking book, Stop Pitching and Start Connecting. Remaining true to his leadership style, Alex aids the reader in understanding the ins and outs of social media marketing while simultaneously empowering the individual to embrace the possibilities that exist in this often foreign medium. Each chapter helps the reader gain confidence and a deeper understanding of how these strategies can help them grow their businesses and connect with one another in genuine relationships.

Straight from the heart. I don't know what speaks louder, his entrepreneurial wisdom or his belief in the reader to succeed, but they both offer a confidence in building success by being authentic through social media. Doing business sacredly, with high integrity for yourself and for your clients, is a strong theme through out this book. I am very excited about pushing through my limited 'social media comfort zone bubble' and put Alex's wisdom into action.

Alex really "nails it" with the correct and professional perspective to "comfortably" building your network marketing business. As a full-time team building professional, I highly recommend this book

whether today is your first day in the profession or you're a seasoned veteran seeking to up your game and positively impact those on your team in order to teach the right habits. I'm confident this will create better retention and duplication.

Alex Theis has a terrific writing style, using stories and anecdotes to guide his reader through the benefits of, and techniques for, using social media to business development advantage. Fortunate to have an advanced copy, I already have implemented several strategies and am thrilled with the results - and I am not even his target audience. This is a great guide for ANYONE interested in making quality connections through social media.

I have been educated by Alex for many years now and his approach has always been simple, "Build relationships". With the use of Social Media, this all important aspect is not lost as Alex views Social Media as a way to start the relationship and continue from there. Listen to what this man has to say; he is a natural leader and has a very high standard of ethics and integrity...

I've been reading Stop Pitching and Start Connecting and it is validating and motivating me that my marketing strategies are finally headed in the right direction. Alex explains his strategies in such a positive way. One of the big things I've taken away so far from reading his book is that I've actually been doing a lot of things right. So often we only look at what we don't know and overwhelmed by having to learn new things, but Alex's book really describes what to do in such an easy, approachable way that it feels like I can do this and have fun doing it too!

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