



## Converting today's stranger into tomorrow's client

Have you ever wondered why some business people have all the luck? Perhaps it's because they talk to more people, says social media and influence expert and Blue Banana founder Linda Coles. Businesspeople are looking for new and alternative ways to market themselves and their businesses. By going back to good old-fashioned small talk and saying hello to strangers, more business opportunities and connections will arise she says. "Put simply, people like to do business with people they know, like and trust."

Coles' book *Start with Hello* reveals how the most successful businesspeople and leaders share an overlooked and underappreciated talent – the ability to engage and communicate with strangers in productive, creative ways.

You can learn to be more open and engaging with people you don't know – the book explains simple, key aspects of communication that make it easy to connect with new people, including behavioural styles, body language and eye contact. Plus

there are tips for starting conversations and following up on them.

"Whatever business you're in, your success depends on the relationships you build," says Coles. "That person sharing a lift with you could become a future business partner, a career-changing connection or a lifelong friend. If you want to boost your prospects, start talking to more people."

Peppered with real-life stories, *Start with Hello* has advice on:

- The practicalities of networking and how to start a conversation.
- How to develop a strategy for successfully connecting with new people.
- How to network online using social networking sites.
- How to use the art of chat to connect with people and build relationships.

"So be inspired to say 'hello' and see where a little serendipity can take you," says Coles.

**RRP \$28.99 – published by Wiley.**  
**ISBN: 978-07303-04784**



**WIN A COPY OF START WITH HELLO!**  
Email the name of Linda Coles' company to [editor@nzbusiness.co.nz](mailto:editor@nzbusiness.co.nz) before November 22nd and you'll go in the prize draw.

## Grow your business with smart marketing

International brand strategist Wayne Attwell has produced an essential marketing guide for smaller businesses which is likened to a toolbox of valuable resources to help you build and manage your own brand. It's what Attwell calls 'Need Satisfaction Marketing'.

*Smart Marketing* provides a logical and easily understood planning process for business owners – illustrated with real-life examples and practical models. Understand how customers make buying decisions and how to use this to your advantage. Discover the importance of uncovering their emotional and functional needs and how to test and validate them. Craft a compelling marketing pitch that sets you apart and enables you to sell at a premium price. And develop an engagement strategy to connect with your market using online platforms and traditional media.

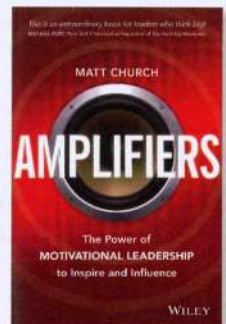
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## The power of motivational leadership

Business leaders today need to get back to those original base actions of meeting, talking and inspiring people around them – get out from behind their 'strategy' and bring leadership to life. Leaders must inspire those around them to excellence and form the vital link between strategy and execution. In *Amplifiers*, thought leader and motivational speaker Matt Church explains how great leaders use the art and practice of motivational leadership to light the path to success and inspire others to take that journey with them. As Church explains, amplifiers are the masters of maximising human potential and developing other great leaders. Learn how successful companies such as Apple and Nike have discovered and profited from the power of motivational leadership too. If you want to boost your leadership skills to a higher level, read this book.

**RRP \$31.99 – published by Wiley.**  
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