



August 2011

## Golden Nuggets of Networking Wisdom

By Bruce Libman

**This month's Golden Nugget comes from an excerpt from the book,  
*Total Networking Success A – Z.***

Bruce is the author of various books including *Total Networking Success A – Z* which can be purchased from the

CFL/TNC website: <http://www.totalnetworkingandconsulting.com/online-store>

## Alphabet for Networking Success

# “J”

## is for Just a Cop

Cathy was a successful advertising executive whose husband, Hank, was a police officer. To many in Cathy's networking circles Hank was “just a cop.” “No good leads from that guy,” was the consensus about Hank.

It turns out that Harry is a patrolman in what is called the “Silk Stocking District” of Manhattan. He's on a first-name basis with jewelers, furriers, restaurateurs and business owners in one of the most affluent areas in New York City.

These businesspeople see Hank each and every day. They know him and trust him. A word from Hank could be as valuable a piece of social capital as you could find.

That's the kind of contact a Total Networker jumps at. He should be the kind of contact you want to know.



August 2011

---

Cathy's circle of contacts failed to realize that there's no such thing as "just a cop," or "just a carpenter," or "just a dentist," or whatever profession you'd care to insert after "just a."

Photographers have a saying, "You're never more than twenty feet from an award-winning photo."

How far are you from a business-winning contact? Even if he is "just a cop"?

He or she could be standing right next to you. Total Networkers know that...and act accordingly!

[Fruit of the Tree](#)

[Prospect Town Personal](#)

[Prospect Town Business](#)



*Don't forget to click on the above links to complete your Fruit of the Tree and Prospect Town.*