

“AMERICA’S MARKETING MOTIVATOR” RELEASES NEW BOOK TO HELP POST-RECESSION BUSINESSPEOPLE NETWORK FOR SUCCESS:

“Networking Ahead for Business”

HARTFORD, CT, October 18, 2010 – Professional speaker and executive presentation coach, Kathy McAfee of Simsbury, Connecticut, “America’s Marketing Motivator”, announced the release of her new book on October 20, 2010, *Networking Ahead for Business: The Best Vehicle to Get More Customers, Make More Friends and Create More Opportunities for Yourself and Others*, (www.NetworkingAhead.com) published by Kiwi Publishing (www.kiwipublishing.com). “America’s business scene has changed dramatically in the past two years,” commented McAfee. “To meet those challenges, I have written a book to give every businessperson, in every profession, and at every age, a guidebook for effective networking in this ‘slowly coming out of a deep recession economy’. This is a step-by-step, illustrated book, with a fun, rules-of-driving-a-car comparison theme, that will lead an individual to business success through the strategic and collaborative art of highly effective networking.”

A seasoned marketing professional, McAfee has over 22 years of corporate and international business experience with such companies as Levi Strauss & Co., Maybelline Cosmetics and Southcorp Wines of Australia. As president of Kmc Brand Innovation, LLC in the Hartford, Connecticut region for the past five years, she has assisted thousands of motivated business leaders and ambitious entrepreneurs strive to become recognized leaders in their fields by mastering the art of high engagement presentations and more effective networking.

Kathy McAfee’s new book *Networking Ahead for Business* provides guidelines for businesspeople at all executive levels, and in all types of professions, to build more mutually-beneficial relationships and create more opportunities for personal, professional and business growth. Written with a playful, car-driving analogy theme, McAfee has “packed it with real life examples and actionable instructions to help readers shift into a higher gear of business growth through networking as we move into these post-recession times.”

Networking Ahead for Business provides useful ideas and proven strategies to help readers learn ‘how to’:

- Identify which relationships should get more personalized attention
- Create a systematic approach to networking follow-up
- Perfect their “30 second commercial” to attract the right kind of new connections
- Ask for facilitated introductions to eliminate cold calling
- Overcome roadblocks to networking success
- Network with people of greater influence, money and power to accelerate business
- Use social media to expand professional networking
- Network any where...any time.... with anyone for greater mutual success!

McAfee’s proclaimed mission is to, “Inspire motivated business leaders and professionals of all disciplines to use more of their energy, influence and resources to create positive changes in the world.” In her notably energetic speaking style and unique ability to engage and motivate her audience to action, McAfee has earned her the reputation as “America’s Marketing Motivator.” She consistently strives to achieve her goal is to help people project more of their talent, power and influence when they present themselves and their ideas to others.

To complement the humorous, automotive theme of *Networking Ahead for Business*, McAfee engaged the award-winning talents of cartoonist Joe Kohl (www.joekohl.com). A cartoonist/illustrator since 1972, Kohl’s work has appeared worldwide in books, greeting cards, book covers, ads, billboards, magazines, tee shirts and mugs. His work has been published in most major national magazines and periodicals which print cartoons and/or humorous illustrations including: “Reader’s Digest”, “National Enquirer”, “Saturday Evening Post”, “New Woman”, “Good Housekeeping”, “Complete Woman”, and many more. McAfee remarked, “I love the energy and delight that Joe Kohl’s cartoons add to my book. He reminds us all that business really is a game and we can all have more fun doing it.”

In advance of its public release October 20, 2010, *Networking Ahead for Business* has gained notable praise. Juli Ann Reynolds, president & CEO, Tom Peters Company, wrote, “This book provided insights about ‘excellence in building relationships’ for multilevel purposes. The personal story form kept my attention while the content focused on how building one’s own distinction creates opportunities.” Jack Mitchell, CEO of Mitchells/Richards/Marshs/Wilkes Bashford, upscale clothing stores in Connecticut and California, and author of “Hug Your Customers” and “Hug Your People”, commented, “An upbeat, positive book which I recommend for any leader trying to expand his or her circle of influence. This book will change your attitude and actions to accelerate your success and happiness.” Lynn Ward, president and CEO of the Waterbury Regional Chamber of Commerce, in Waterbury, Connecticut, stated, “This book is a must read for success in business and life.”

Networking Ahead for Business author Kathy McAfee is a certified master practitioner in Neuro Linguistic Programming (NLP) and certified Blind Spots executive coach. She has 22 years of corporate marketing experience plus 5 years as a successful solo-preneur. McAfee is also co-founder of “Power Up Your Professional Image™,” a professional development company focused on helping career-minded women get an edge in the workplace by helping them to improve their professional image, bolster their personal confidence and expand their networking connections.

An active blogger and prolific writer, Kathy McAfee is a co-contributor in the book “The Ultimate Guide to Solo and Small Firm Success” with attorney/author Renee Berman. McAfee regularly contributes to ExecuNet.com and serves as a moderator for their HR Executive Roundtable. She is an associate member of the National Speakers Association/Connecticut, a board member for the YWCA of the Hartford Region, and an active member of Soroptimist International of the Americas, a women’s service organization dedicated to improving the lives of women and girls in local communities worldwide. A graduate of Stanford University in Economics, Kathy holds a black belt in the martial art of Tae Kwon Do.

To learn more, and to purchase *Networking Ahead for Business: The Best Vehicle to Get More Customers, Make More Friends and Create More Opportunities for Yourself and Others*, visit www.NetworkingAhead.com, or Kiwi Publishing at www.kiwipublishing.com.

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