

**Networking is not my business. It's how I win my business. I'm a business-owner, just like you. In this book, I show you what I've learned about networking, and how I now get 98% of my business from word-of-mouth referrals and repeat custom.**

**Networking works! But only if you do it right.**



*"Jackie's...approach works, and her tips will be invaluable to any small business that wants to include networking as a route to market. Her psychology experience means she knows how people tick. Her writing experience means the book is an easy read. And her marketing experience means it's packed with practical advice to help you get results."*  
Penny Power, Founder of Ecademy and Ecademy Digital School

*"If you're already a networker I challenge you not to find a few nuggets of wisdom that will make your networking more successful. And if you're not a networker yet because "it's scary" or "I'd be no good at it", Jackie's brilliantly readable guide will de-bunk such myths. I hope all my members will read this book – because I'm sure they'll get a better return from their networking investment if they do."*

David Thackray, Venture Catalyst

*"Clear and uncluttered – The Little Fish Guide to Networking is both entertaining and spot on!"*  
Jackie Groundsell, 1230 The Women's Company

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# The Little Fish Guide to Networking

The Little Fish Guide to Networking Jackie Barrie



## How to make word-of-mouth marketing work for you

**Jackie Barrie**

Foreword by Andy Lopata

**PLUS**  
bonus tips for  
exhibitions  
& events