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**NEW YEAR PUBLISHING RELEASES THOM SINGER'S NEW BOOK
OF NETWORKING SKILLS ESSAYS**

"The ABC's of Networking" provides proven strategies for standing out from the crowd in a competitive business environment

AUSTIN, April 15, 2007 – Based on the premise that the best business relationships are personal, this book highlights ways from A to Z on how to concentrate on the necessary skills to expand your reputation. Written as a series of essays, it provides tips on how to properly stack your priorities to build and maintain your personal image. This is the follow on book to *"Some Assembly Required: How to Build, Grow and Keep your Business Relationships"*, published by New Year Publishing and authored by Thom Singer in 2005.

Building your business network of professional contacts can be as easy as A-B-C. The little things you do make a big difference when it comes to networking. Attitude, Brand and Creativity are just the start. Whether you are a novice or experienced networker, this book will cause you to reflect about how you interact with clients, prospects and other people in your business community. In this book readers learn that:

- Building a network requires focus and determination.
- Creativity counts.
- Following up with people is so important that it warrants scheduling on your daily calendar.
- Discovering ways to help others without expectations works and also feels good at the same time.
- Asking others exactly what they need lets you how to best provide it.

- Recognizing what makes people special sets up your interactions with them to be positive and productive.
- Treating all aspects of networking with urgency yields better results.

This short book is designed to be read on a short airline flight or while sitting in a coffee shop ...and then shared with friends and co-workers.

About Thom Singer

Thom Singer is an expert in branding, positioning and networking, and has trained thousands of professionals in the art of building professional contacts that lead to increased business. An accomplished speaker, Thom has authored numerous articles for business and marketing publications, including “The Austin Business Journal”, The Legal Marketing Portal and “Professional Marketing Magazine”. Thom’s work experience includes stints with RR Donnelley, Brobeck Phleger & Harrison LLP, Andrews Kurth LLP, Marsh, Inc. and Wells Fargo Bank. Thom lives and works in Austin, Texas.

About New Year Publishing

New Year Publishing, LLC, headquartered in Danville, California, was founded in 2004 and provides career-enhancing content to business leaders. Additional information on the company can be found at www.newyearpublishing.com.