

Contents

Foreword GUY KAWASAKI xvii

Acknowledgments xix

Introduction **What Is the New Relationship Marketing, and Why Is It Crucial to Businesses Today?** xxiii

PART ONE RELATIONSHIP MARKETING BASICS 1

Chapter 1 How to Get Started in Relationship Marketing and Overcome Your (Perfectly Normal) Fears 3

Chapter 2 The New Business Skills Everyone Needs 19

Chapter 3 How to Stay Connected, Yet Protect Your Time and Privacy 37

PART TWO	NINE STEPS TO SIGNIFICANTLY GROWING YOUR BUSINESS THROUGH RELATIONSHIP MARKETING	51
Chapter 4	Step 1: Create a Solid Foundation With the Right Culture	53
Chapter 5	Step 2: Review Your Relationships and Chart Your Five Contact Circles	63
Chapter 6	Step 3: Assess and Improve Your Online Presence	85
Chapter 7	Step 4: Build Your Network and Become a Center of Influence	111
Chapter 8	Step 5: Become an Authority Through Quality Content	135
Chapter 9	Step 6: Turn Fans, Friends, and Followers Into Paying Customers	145
Chapter 10	Step 7: Go Offline to Optimize Your Online Marketing	157
Chapter 11	Step 8: Protect Yourself From the Dark Side of the New Web	173
Chapter 12	Step 9: Implement Advanced Relationship Marketing Techniques and Become a Top Industry Leader	183
Conclusion	How to Adapt as Technology Changes: The Future of Relationship Marketing	195
Notes		203
Resources		207
Index		213