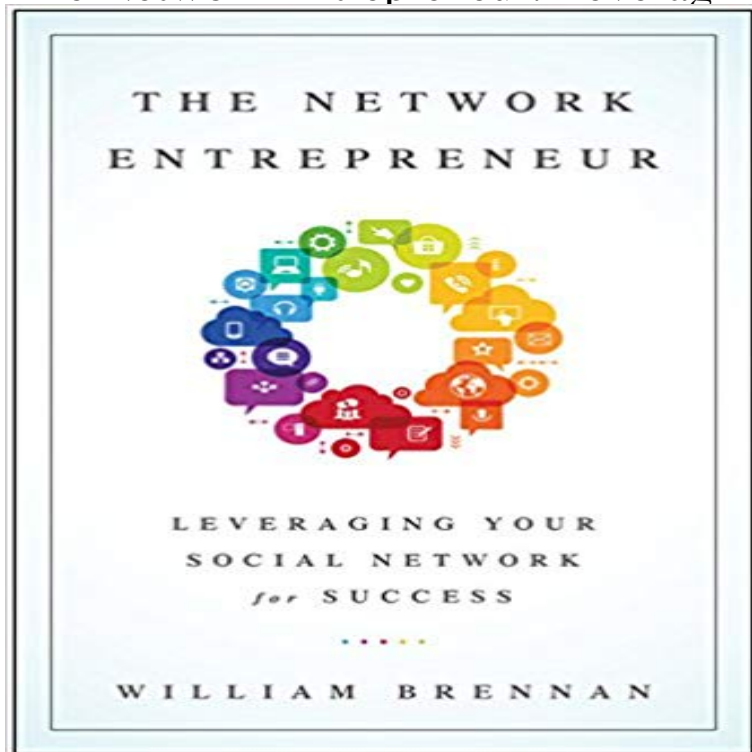


# The Network Entrepreneur: Leveraging Your Social Network for Success



You're late to the game, but that doesn't mean you can't change it. Imagine some friends invite you over to play Monopoly. When you arrive, you find they've already started without you, and they've grabbed all the best properties. By the time you get a turn, it's almost impossible to acquire any assets to give you a shot at winning. Welcome to the U.S. economy in the 21st century. The bad news is that if you were born within the last 25 years or so, you've joined an economic game already in progress and you're losing. But there is good news. While you were born too late for working your way up in the old-style version of the American Dream, you're just in time for something much more exciting. In fact, conditions today have never been better. You may not have surplus cash lying around, but you have something potentially more valuable: your personal network. Much like an Uber driver leverages their car asset or a tradesman leverages his tool asset, a game-changing network entrepreneur leverages his or her relationship assets to earn money and live a better life. Game Changer teaches you how to harvest the value of your relationships through real connection, with the economic gain going to you. Successful entrepreneur William Brennan will teach you how to use social media to fund your ideas, find sales leads, and close deals. You'll learn when to listen, when to self-promote, and when to close the deal in person. This is not a guide for making money from Google Ads on your blog, or a list of ways to outsource your way to the top of a pyramid. It's a guide to capitalize on your existing network in a way that wasn't possible before. A fundamental shift in the way we do business is coming, and Game Changer shows why it will be the little guy who wins, how to make the change, and ways to avoid the common mistakes many social media experts make. It's time to make your network work for you. It's time to change

the gameso that you can win.

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