

Suggested Introduction and Questions

Linda Ballesteros is a speaker, author and radio show host who shares her knowledge and expertise as a strategic networker to business owners who want to leverage the power of relationships. Her new book, "Your Pot of Gold is a Handshake Away – A step by step plan to quickly grow your business through referrals", details how to take networking to the next level.

- How did you get started working with entrepreneurs?
- What are some of the biggest challenges someone might have leaving a corporate job and starting a small business?
- How have you built your business through networking?
- Do you have any networking nuggets you can share?
- Tell me about your book, Your Pot of Gold is a Handshake Away, and how it can help business owners grow their business?
- What is "referral marketing"?
- Do you have any tips for someone who wants to implement referral marketing into their business plan?
- Who could benefit from reading your book?
- Do you speak to groups on building their business through networking or referral marketing?
- How can our listeners reach you they want more information about you, your book or contact you about speaking to their group?

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