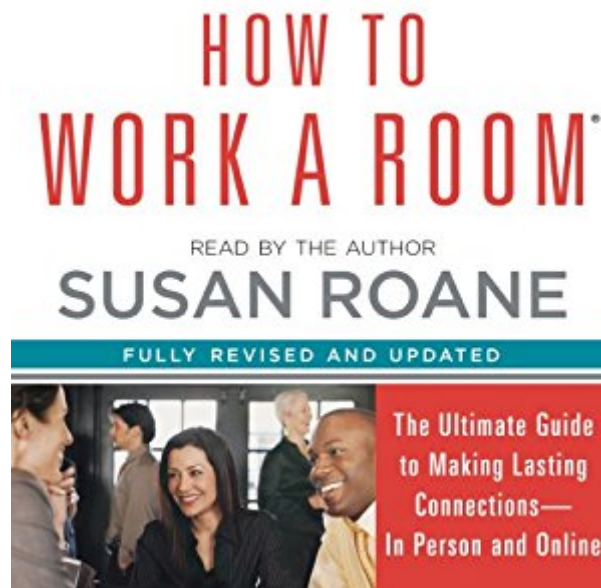


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# How To Work A Room: The Ultimate Guide To Savvy Socializing In Person And Online



## Synopsis

You enter a crowded room. For a moment every eye is on you. And a little voice inside you cries, "HELP!" If this has ever happened to you, you're not alone! Walking into a room full of people you don't know can be very uncomfortable. It can also be one of your very best opportunities to meet and make new business contacts and friends. The Mingling Maven™ will show step by step, how to allay your fears and make the most of every moment. Including: Seven steps for planning your presence before you enter a room. How to converse with ease and grace. The new rules of etiquette, including "Internetiquette." Seven strategies to follow when you walk in. Whether the event you're walking into is professional, social, or even electronic - How to Work a Room will give you the confidence and tools you need to enter any room and shine.

## Book Information

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in Books > Business & Money > Skills > Communications

## Customer Reviews

I picked up this book hoping to get some tips on networking and building social connections. While it's a quick and easy book to read, I found that most of the tips are highly topline and essentially common sense. For example, her advice on coming up with topics to talk to people about? Read today's newspaper. The best opening line to use? Say "hi" or "hello". How to develop personal charm? Think of someone charming (eg George Clooney) and try to do what they would do. How should you prepare to work a room? Think about what you want to get out of it. You get the idea. As another reviewer has commented, essentially this book is one long pep talk rather than a source of useful how-to advice. It's far too general and short on specifics - much like reading a magazine article. You may pick up the odd idea here and there, but I'm sure that better books exist on this

topic. Incidentally, while the book claims that it is equally relevant for business and social situations, in fact most of the advice is very business focused.

This writer seems more interested in self promotion than teaching you anything all that amazing. There are constant references to other books that she has written (sorry, one was plenty), and in the appendix there are several pages devoted to listing all the organizations that have paid her to speak. Sure glad I am paying for a promotional brochure. Then there are all the silly trademarks. She actually trademarked the title of her book. How to Work a Room (tm). My personal favorite: converSENsations(tm). Yes, really. How about gimme a break (tm)? Want a better book? Try the Art of Mingling.

Susan RoAne claims 93% of all people consider themselves shy. She says more people are afraid of entering a room of strangers than of public speaking. As someone who has always had trouble mingling, I found those two facts reassuring. Still, I was expecting lots of instruction, but be advised, this book is about 50% pep talk and 50% technique. Well worth reading, but may leave you feeling hungry for more.

I have always been an outgoing, gregarious person, but I picked up "How to Work a Room" at the bookstore when I had been in a slump, and I can honestly say that it has helped me make a change in my life. Susan Roane's book collection may sometimes be criticized for being "basic", but when you aren't using the skills that she describes, like introducing yourself to strangers, and following up with new contacts, then you do need to brush up on your basics. Sometimes you just need a reminder of how much power you have in your actions and personality, and Susan Roane's books give you just that.

"How to Work a Room" is not a Dale Carnegie tome (all of which you should most definitely read if you're considering this book), but it nonetheless serves as a great introduction to "savvy socializing". Perhaps not surprisingly, the underling premise is almost identical to Carnegie's observations: there is no such thing as a "natural public speaker", or a "savvy socializer", these titles are achieved through hard work, preparation, and perseverance. As the author points out, 93% of us identify ourselves as shy, so stop worrying about your complexes, because everyone else has them too! Chances are, that slick socializer is as self conscious as everybody else in the room, but he or she has a purpose, a clear pitch, and a genuine interest (most of the time) in the other person

- there is your formula. The book offers a number of helpful suggestions for preparing yourself for a social event (both mentally and physically), how to behave (act as if you're the host), how to approach people (tailor a brief and pithy introduction), how to strike a conversation (smalltalk), and how to close and follow up. It's a fast read, and you won't regret it.

Inevitably the audio to accompany the movie on seat 6A did not work, so my understanding neighbor suggested that I really should read their copy of "How to Work a Room"... or perhaps this was a not so subtle message - no chatting during the movie! Anyway, back to the book: entertaining, a quick and fun read. A few tips I took away from a book and subsequently tried out:- how to exit when it's time to circulate- aside from the key objective of attending an event, think about who else will be attending and plan some goals from interacting with these people- never forget that the event should be enjoyable- some elegant ways to extricate yourself from the disrespectful and offensive - fortunately I didn't get a chance to try these out

I bought this because it was recommended to me by a friend. I like to take my time reading so that I can soak up all of the information and have a good understanding of what I am reading. This book will help you to approach strangers and to start conversations, mingle at business meetings and even online networking. Very good book!

I'm in sales and I attend conventions and social events occasionally, so I bought this book to see what kind of advice it offered. For the most part, this book is very well written and offers great advice. It offers ways of changing your paradigm about social events and how you see other people. There were very few "aha" moments, but it did help me look at things from a new angle. Near the end it tends to drag on. Bottom Line: Unless you are a major social butterfly, you will benefit from this book.

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