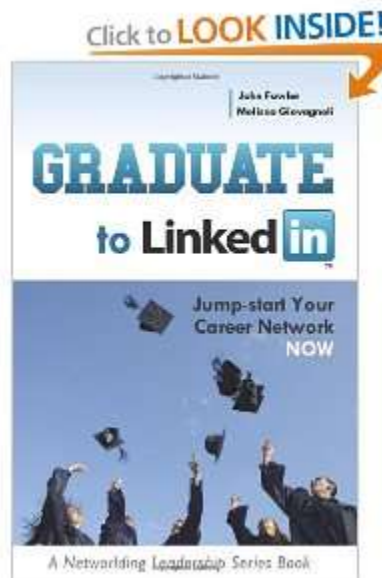


ELECTRONIC MEDIA KIT:

Graduate to LinkedIn: Jumpstart Your Career Network Now

By Melissa Giovagnoli



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Innovative Book Has College Students And Young Professionals Networking For Unadvertised Jobs!

Melissa Giovagnoli is a best-selling author whose latest book, Graduate to LinkedIn: Jumpstart Your Career Network Now, will help a generation find hidden professional opportunities.

FOR IMMEDIATE RELEASE:

March 21, 2011

Graduate to LinkedIn is a new book aimed to empower college students, recent graduates, and young professionals. The book, authored by best-selling author and networking professional Melissa Giovagnoli, helps the audience not only understand vital concepts needed to build professional relationships, but offers readers a hands-on approach to pursue successful and fulfilling careers.

The one hundred and ninety-page book highlights some of the most under-utilized networking opportunities available within today's web 2.0 culture. *Graduate to LinkedIn* specifically addresses the valuable benefits of using the popular networking site LinkedIn. The author's professional background as a networking industry insider helps to employ the purpose of this must-have book. Her writing proposes exclusive tips on how to utilize LinkedIn to build meaningful relationships while maximizing professional opportunities.

LinkedIn is rapidly growing with over a million new users every month. Under three million college students are actively exercising all the opportunities offered on the site. Online networking should not be viewed as just another social media site to join. There is real value within the confines of LinkedIn, and mirroring websites. *Graduate to LinkedIn* was composed to help some of the greatest minds of tomorrow connect with the best companies of today.

Recently The U.S. News and World Report, along with The Daily Herald and The Coloradoan, ran features specifically dedicated to the challenge recent graduates face in a competitive, depressed job market. Individuals are getting creative and looking to be more resourceful when finding employment. Melissa Giovagnoli's latest book caters to this exact market by combining effective networking tools with sensible tips.

Melissa Giovagnoli authored this book because she wanted to focus on the positives within today's challenging job market. If students can understand the power of networking on LinkedIn, and apply Giovagnoli's advice to their specific circumstances, then their chance of success increases dramatically.

Melissa Giovagnoli is not just another person claiming to be a social media expert. Giovagnoli has applied the same techniques within *Graduate to LinkedIn* to her own life. Giovagnoli owns Networkding. The exclusive methodology, Networkding, was co-created by Melissa and the first CMO of Motorola, Jocelyn Carter Miller. Networkding has been licensed by corporate universities that include Motorola and by colleges such as Yale University through their graduate business school. Networkding has provided exceptional relationship marketing and management innovation programs for organizations like AT&T, CNA, UBS, Hewitt, and Disney. The company specializes in business to business social media and social networking.

Graduate to LinkedIn is currently available in print and eBook formats at all major retailers, including Amazon.com. Half of all the proceeds are donated to an initiative that helps both college graduates, and students, obtain a better start on their individual career paths.

BIOGRAPHY:



Melissa Giovagnoli has had the esteemed privilege of gaining a book feature on The Oprah Winfrey Show. In addition to being a business owner for over two decades, Melissa is a best-selling author who has thirteen published books on various topics within the business and web 2.0 industry.

As an in-demand speaker, Melissa is frequently invited to present her unique strategies and comprehensive knowledge at conferences nationwide. Her inimitable program, The Extravaganza, has been highly evaluated by Meeting Professionals International (MPI) and she has won a Consummate Speaker of the Year Award. Ms. Giovagnoli has been a compelling guest on over one hundred television and radio shows including The Today Show, CNN, WGN, CNBC and FOX.

Melissa started a consulting, training and coaching firm in 1986 called Service Showcase, Inc. For more than a decade Melissa's latest venture, Networking, has provided exceptional relationship marketing and management innovation programs for organizations like AT&T, CNA, UBS, Hewitt, Motorola and Disney. The company specializes in social media and social networking in the business-to-business space.

Melissa Giovagnoli has a BA in Sociology and a J.D. from DePaul University College of Law. In 1998 Melissa was chosen as one of six extraordinary women of the year by The University of Chicago Women's Graduate Business Alumni Board.

As a single mother of two grown boys, Melissa is now in the process of building an innovation center in Chicago that will help students become self-sufficient with regards to their careers. The center's mission revolves around what Melissa refers to as "smart starts" in relation to students and their career advancement.

Recently, Melissa has become the resident social media expert on 6 Figure Jobs. This endeavor allows her to help top executives find new jobs and grow their careers.

TEAR SHEET:

Graduate to LinkedIn: Jumpstart Your Career Network Now

- **Paperback:** 190 pages
- **Publisher:** Networlding Publishing (October 10, 2010)
- **Language:** English
- **ISBN-10:** 0984194827
- **ISBN-13:** 978-0984194827

Melissa Giovagnoli

1. Author who was featured on The Oprah Winfrey Show.
2. Author of eleven published books.
3. Owner of two successful businesses.
4. Winner of a Consummate Speaker of the Year Award.
5. Melissa Giovagnoli has a BA in Sociology and a J.D. from DePaul University College of Law.

List of Books

- 75 Cage Rattling Questions to Change the Way You Work: Shake-Em-Up Questions to Open Meetings, Ignite Discussion, and Spark Creativity
- The Nanosecond Networkers: Changing Lives in An Instant Forever - A Modern Business Fairytale
- Make Your Connections Count: The Six-Step System to Build Your Meganetwork
- Networlding Participant's GuideBook: Corporate Edition
- Networlding Facilitator's GuideBook: Corporate Edition
- Angels in the Workplace: Stories and Inspirations for Creating a New World of Work
- Networlding: Building Relationships and Opportunities for Success (Jossey Bass Business and Management Series)
- Networlding Guidebook: Building Strategic Relationships Through Networking
- Graduate to LinkedIn: Jumpstart Your Career Network Now
- Fifty Ways to Better Social Media: Making Solid Connections That Create Dynamic Opportunities (Volume 1)
- The Power of Two: How Companies of All Sizes Can Build Alliance Networks That Generate Business Opportunities (J-B US non-Franchise Leadership)
- The Chicago Entrepreneur's Sourcebook: Your Complete Guide to Starting Smart, Finding Resources for Growth & Creating Your Survival Network
- The Wisdom Network: An 8-Step Process for Identifying, Sharing, and Leveraging Individual Expertise
- 50 Ways to Better Social Media

MEDIA QUESTION SHEET:

1. Why did you decide to write this book?
2. Who is the audience for the book?
3. What are three top things one can do on LinkedIn to accelerate their job search?
4. How does LinkedIn compare to Facebook or Twitter?
5. Could this book be used also for people who want to go into business?
6. What are people doing wrong in the online networking world?
7. What do you see happening in the next couple of years with job search?
8. Once you get a job is LinkedIn still useful?
9. Does LinkedIn cost anything? If so, how much?
10. What are your parting tips for young people or anyone looking for a job?

SOCIAL MEDIA:

<http://graduatetolinkedin.wordpress.com/about/>

http://www.amazon.com/Melissa-Giovagnoli/e/B000APRGSE/ref=ntt_dp_epwbk_0

<http://www.networlding.com>

<http://www.linkedin.com/in/networlding>

<http://www.facebook.com/melissa.giovagnoli>

<http://twitter.com/networlding>

MEDIA:

Graduate to LinkedIn: Jumpstart Your Career Network Now is represented to the media by JumpStart Ink. The public relations firm is proud to add the book and author Melissa Giovagnoli to its exclusive list of Emmy Award winning, Grammy nominee, and Academy Award participant list of exceptional clientele. To request a review copy of *Graduate to LinkedIn*, or an interview with Melissa Giovagnoli, please submit a story request to the information listed within this press release. Only qualified media outlets will be considered.

Melissa GIOVAGNOLI



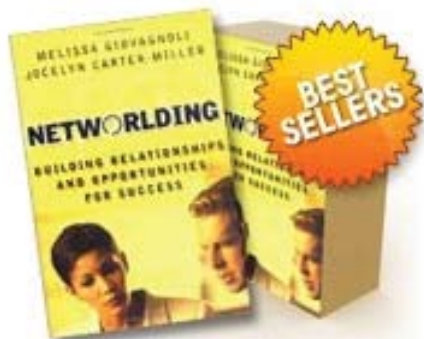
{Four-Time Best-Selling Author} *of Books on* “The Science of Networks”

A decade ago Melissa published her seventh book, *Networlding*, with the first CMO of Motorola and ten years later her book and process are taking the world “one network at a time.” With more than two decades of experience in her own unique brand of interactive presentation where she will have the whole audience networking better, Melissa’s depth and breadth of knowledge of networks, social media and publishing (blogs, e-books, books, video and more) will captivate your audience. Melissa has the mastery of network creation and development coupled with the ability to take the complex online world and make it fun, friendly and even simple to get great results faster.

With eleven books to her name, four best sellers and four more in a series ready to be released, Melissa’s thought leadership has resulted in a growing organization of ten employees, all complementary thought leaders in their own right, all positioned around the subject of “The Network Economy” we all live in today. Melissa is also a sought-after executive coach having provided webinars and columns to organizations like 6 Figure Jobs and iVillage as well as organizations like Motorola and Disney. Recently, she has been spear heading an initiative in Chicago to create the first-of-its-kind Innovation Center in the heart of Chicago on Michigan Avenue.

The Art and Science of Social Media and Social Networking *How to get build better business faster in Today’s Networked World*

There has never been a time when you can harness the power of low-cost, no-cost tools on the web that will allow you to grow your business virally. Learn the three most important strategies for becoming a leader in your industry. Learn from someone who has worked with thousands from small companies to the Fortune 500, Melissa will help you billed your own unique social media toolkit for success.



Other presentations:

“Melissa also welcomes the opportunity to custom create presentations that meet your needs.”

Your presentation was about a "10" on my WOW monitor! As a writer I love your reverence for words and as a creative director I so appreciate your cutting-edge creative approach. Thank you so for sharing your talents and expertise.

Jean Bailey
Project Manager, AblePlay
National Lekotek Center

Networlding is one of the top programs I have ever taken in my twenty years of sales.

Dave Richter
Regional Director
SPSS

The energy was terrific from everyone there. You really know how to put on a great show!

Gail Luxenberg
Director, Business Development
American Medical Association

What a triumph! The “Building Partnerships for Business Growth” Conference is more than two weeks past and the accolades keep coming in! Your session was a real hit and received the highest marks (per the evaluations) of all the workshops. The other workshop presenters, however, were a little miffed—they didn’t appreciate everyone attending your workshops. Next time, I’ll build the conference around you!

Mollie Cole
Chief, Office of Women’s Business
Development for the State of Illinois
(Women’s Leadership Conference)

Melissa Giovagnoli, JD

Founder & CEO, Networlding

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