

# MANUFACTURING —YOUR— NETWORK

—Leadership Toolkit—



IDENTIFY



ENGAGE



ACTIVATE

This toolkit is your step-by-step guide to building the relationships that increase your impact, influence, and income.

LEADERSHIP EDITION - BONUS RESOURCE

## JASON MOSS

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# **WELCOME LETTER**

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# Welcome to MYN

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Thank you for downloading the Manufacturing YOUR Network Leadership Package.

Most people read a book, get excited, and then never take action.

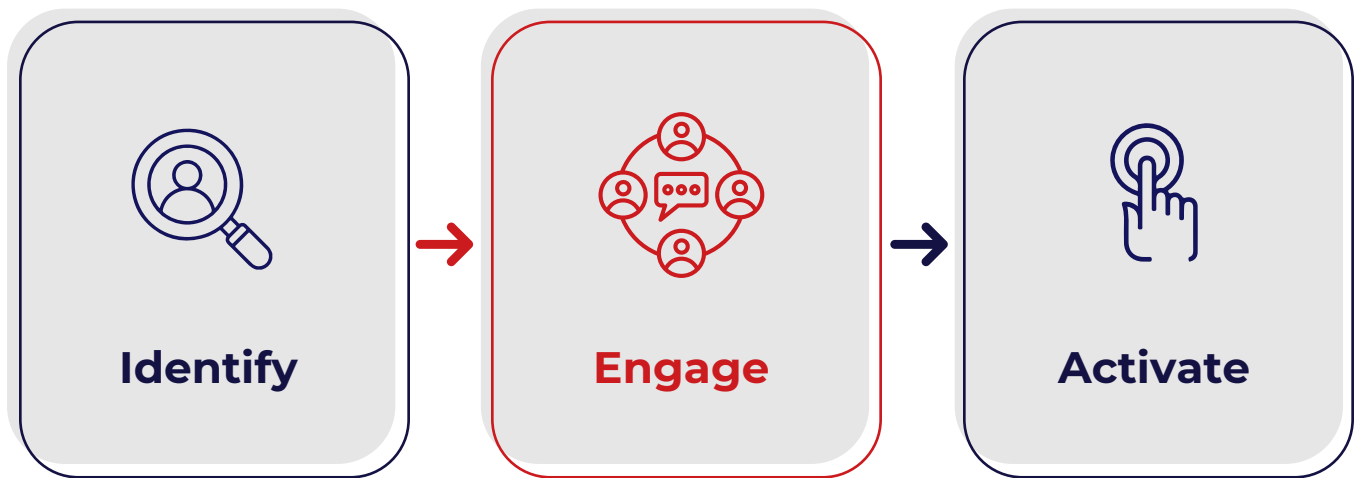
This toolkit was created to help you do something different.

The goal isn't simply to learn the MYN Method™.

The goal is to implement it.

The resources in this package are designed to help you build meaningful relationships, create opportunities, and grow your influence through consistent action.

# The MYN Method™



The strongest professional relationships don't happen by accident.

They are built intentionally.

The MYN Method™ provides a practical framework for building relationships before you need them.

## Identify

Know who you want to meet and why.

## Engage

Create meaningful conversations and connections.

## Activate

Take action through follow-up, introductions, and ongoing relationship development.

Simple.

Practical.

Effective.

# How To Use **This Package**

---



Don't try to complete everything at once.



Start small.



Take one action.



Build one relationship.



Follow up with one person.



Make one introduction.



Then repeat.



Consistency beats intensity every time.



Small actions, taken consistently, create extraordinary results over time.

# Recommended Implementation Sequence

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## Step 1

Read Manufacturing YOUR Network

Build a solid understanding of the MYN Method™ and the principles behind relationship-driven growth.

## Step 2

Complete the Relationship Building Checklist

Identify relationship gaps, opportunities, and areas for improvement.

## Step 3

Use the Event Networking Blueprint

Before every networking event, conference, plant tour, educational session, or industry gathering.

## Step 4

Use the Follow-Up Templates

After every event and every meaningful conversation.

## Step 5

Implement the 90-Day Relationship Accelerator

Turn networking activities into a repeatable relationship-building system.

# **What's Included**

---

## **MYN Relationship Building Checklist**

A practical guide to building meaningful business relationships.

## **MYN Follow-Up Templates**

Ready-to-use follow-up systems that help turn conversations into opportunities.

## **MYN Event Networking Blueprint**

A step-by-step process for maximizing networking events and industry gatherings.

## **MYN 90-Day Relationship Accelerator**

A structured implementation system designed to help you build a stronger network in the next 90 days.

# The MYN **Philosophy**

---



The goal of networking is not to collect business cards.



The goal is not to meet as many people as possible.



The goal is to build meaningful relationships.



The strongest opportunities often come from relationships that were developed long before the opportunity appeared.



Relationships create trust.



Trust creates opportunity.



Opportunity creates growth.

# Final Thoughts

---

Relationships are built before they are needed.

Opportunities are created before they are visible.

Success rarely comes from who you know.

It comes from who knows you, trusts you, and is willing to help you.



Identify.



Engage.



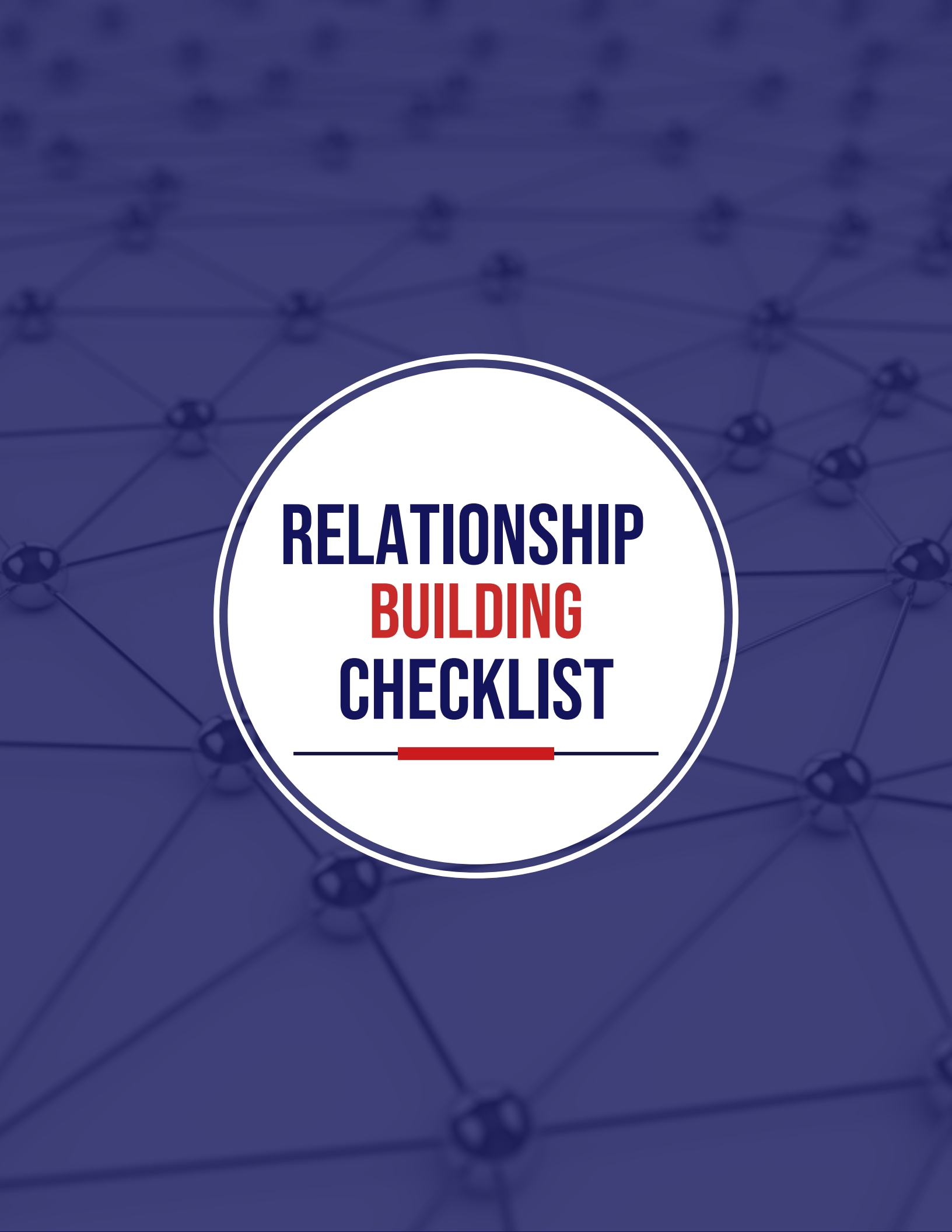
Activate.

That's how you Manufacture YOUR Network.

## Next Steps

---

- ☐ Join Georgia Manufacturing Alliance
- ☐ Attend a GMA Event
- ☐ Attend the Georgia Manufacturing Summit
- ☐ Book Jason Moss to Speak
- ☐ Connect with Jason on LinkedIn

The background is a dark blue field with a network of white lines and nodes. A large white circle is centered on the page, containing the title text. The title is in a bold, sans-serif font. The word 'BUILDING' is red, while 'RELATIONSHIP' and 'CHECKLIST' are dark blue. A horizontal line with a red segment is positioned below the text.

# **RELATIONSHIP BUILDING CHECKLIST**

# How To Use **This Resource**

---



This guide is designed to help you implement the principles from Manufacturing YOUR Network.



Don't try to do everything at once.



Choose one idea.



Take one action.



Build one relationship.



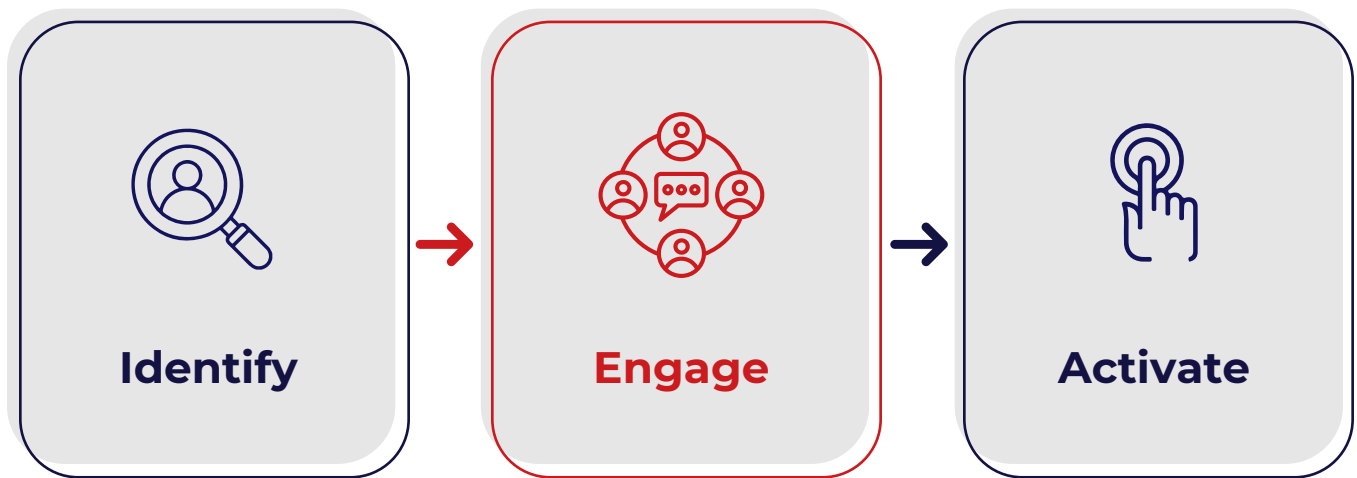
Then repeat.



Small actions, taken consistently, create extraordinary results over time.

# The MYN **Method**™

---



Most people leave relationship building to chance.

The MYN Method™ provides a simple process to help you build meaningful connections before you need them.

Relationships are built intentionally.

Opportunities are created consistently.

# **STEP 1**

## **IDENTIFY**



Before the  
Event

## Define **Your Objectives**

---

- ☐ What is my purpose for attending?
- ☐ What would make this event successful?
- ☐ What relationships would I like to strengthen?
- ☐ What new relationships would I like to create

## Research **Attendees**

---

- ☐ Review the attendee list
- ☐ Identify key decision-makers
- ☐ Identify potential customers
- ☐ Identify referral partners
- ☐ Identify industry influencers
- ☐ Review LinkedIn profiles when available

## Prepare **Your Introduction**

- ☐ Can I clearly explain what I do?
- ☐ Can I explain who I help?
- ☐ Can I explain how I help them?
- ☐ Can I do it in less than 30 seconds?

## Set a **Relationship Goal**

- ☐ Meet at least 3 new people
- ☐ Reconnect with at least 3 existing contacts
- ☐ Make at least 1 valuable introduction
- ☐ Schedule at least 1 follow-up conversation

## **MYN Tip**

Don't attend events hoping to meet someone.

Arrive with a plan.

## **STEP 2**

# **ENGAGE**

---

During the  
Event

## Be Present

---

- ☐ Arrive early
- ☐ Put your phone away
- ☐ Be approachable
- ☐ Smile and make eye contact
- ☐ Wear your name badge where it can be seen

## Start Conversations

---

- ☐ Introduce yourself first
- ☐ Ask open-ended questions
- ☐ Listen more than you talk
- ☐ Focus on learning
- ☐ Avoid turning the conversation into a sales pitch

## Learn **What Matters**

---

- ☐ What challenges are they facing?
- ☐ What opportunities are they pursuing?
- ☐ What projects are they working on?
- ☐ Who do they serve?
- ☐ How can I help?

## Look for **Connections**

---

- ☐ Can I introduce them to someone?
- ☐ Can I share a resource?
- ☐ Can I invite them to an event?
- ☐ Can I help solve a problem?
- ☐ Can I provide value immediately?

## Record **Key Notes**

---

- ☐ What did we discuss?
- ☐ What follow-up is needed?
- ☐ What commitments were made?
- ☐ What personal details should I remember?

## **MYN Tip**

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People don't care how much you know until they know how much you care.

Focus on the relationship first.

# **STEP 3**

## **ACTIVATE**

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After the  
Event

## **Within 24 Hours**

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- ☐ Send a follow-up email
- ☐ Connect on LinkedIn
- ☐ Record notes in your CRM
- ☐ Complete any promised introductions
- ☐ Send any promised resources

## **Within 7 Days**

---

- ☐ Schedule follow-up meetings when appropriate
- ☐ Share a helpful article or resource
- ☐ Introduce people who should know each other
- ☐ Continue the conversation

## **Within 30 Days**

---

- ☐ Check in
- ☐ Invite them to another event
- ☐ Share an opportunity
- ☐ Offer assistance
- ☐ Stay visible

## **Relationship Maintenance**

---

- ☐ Contact key relationships quarterly
- ☐ Celebrate wins and milestones
- ☐ Make introductions regularly
- ☐ Look for opportunities to give first
- ☐ Stay top-of-mind

## **MYN Tip**

---

Most people stop after the first conversation.

The professionals follow through.

# Relationship Scorecard

---



New Relationships Created \_\_\_\_\_



Existing Relationships Strengthened \_\_\_\_\_



Follow-Up Emails Sent \_\_\_\_\_



Introductions Made \_\_\_\_\_



Follow-Up Meetings Scheduled \_\_\_\_\_



Value Opportunities Identified \_\_\_\_\_

# The MYN Relationship Rule

---

Every meaningful relationship should have a next step.

“What is the next action that moves this relationship forward?”



Then do it.



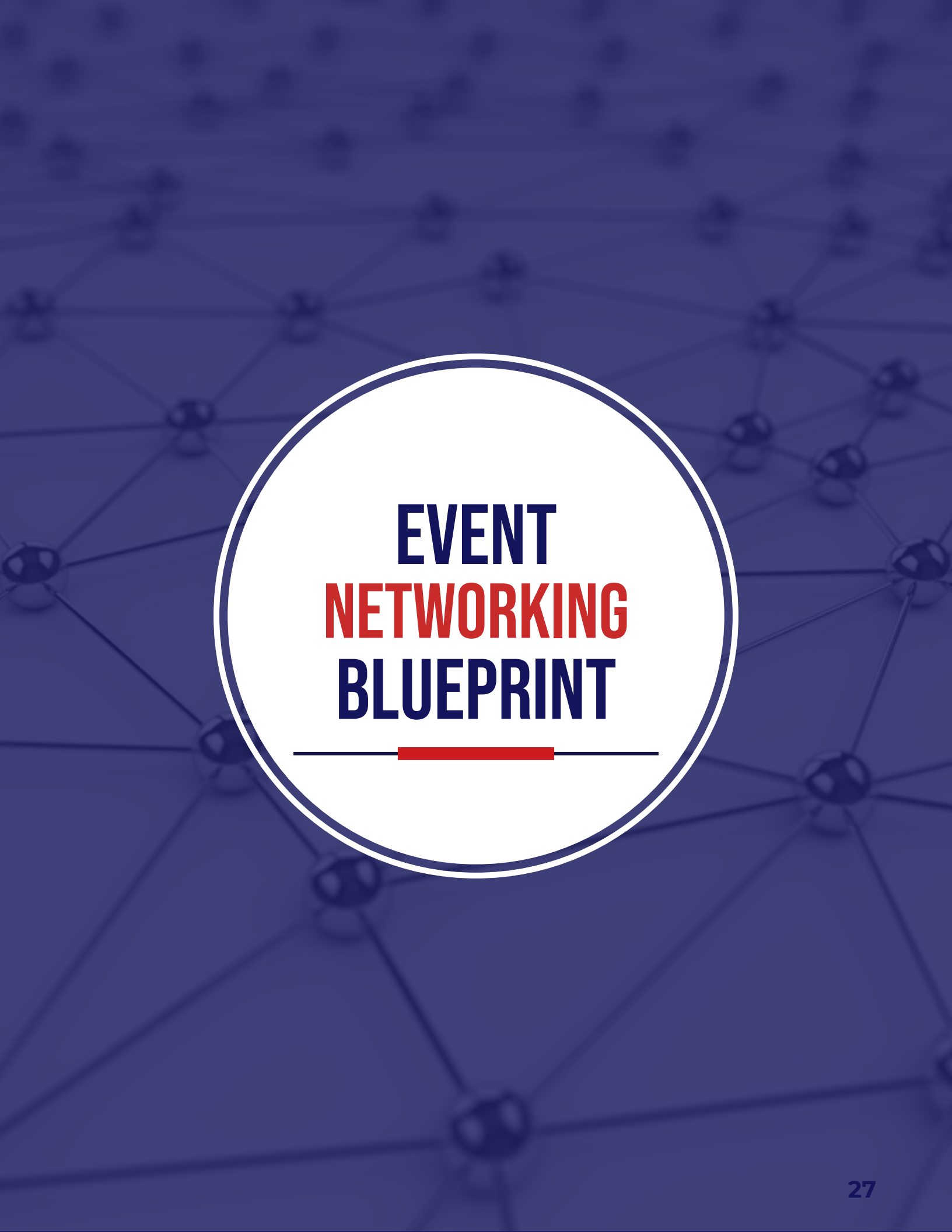
Consistently.

That's how you Manufacture YOUR Network.

## Next Steps

---

- ☐ Join Georgia Manufacturing Alliance
- ☐ Attend a GMA Event
- ☐ Attend the Georgia Manufacturing Summit
- ☐ Book Jason Moss to Speak
- ☐ Connect with Jason on LinkedIn



# **EVENT NETWORKING BLUEPRINT**

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# How To Use **This Resource**

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This guide is designed to help you implement the principles from Manufacturing YOUR Network.

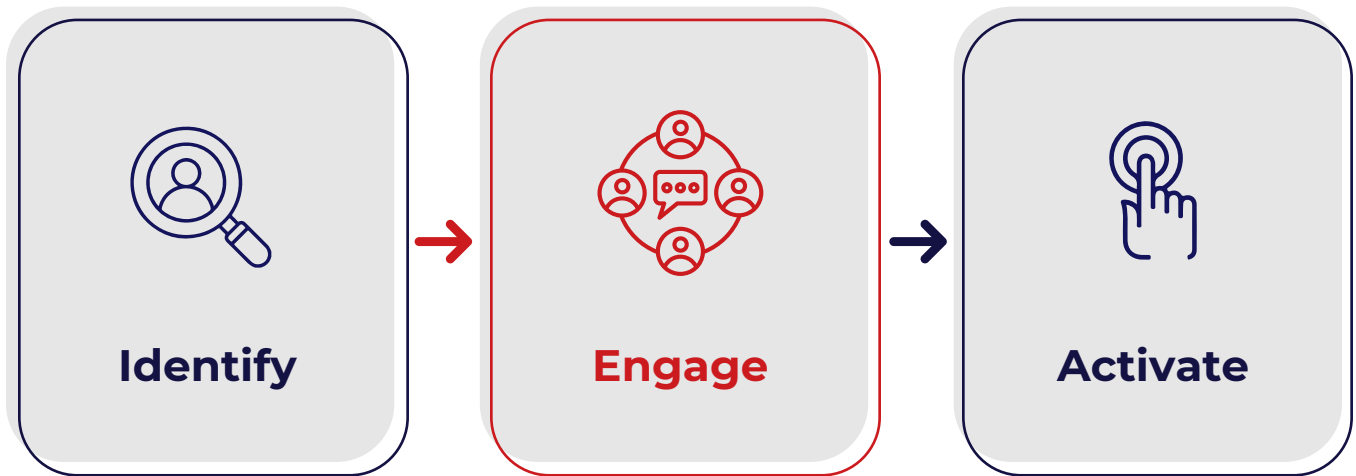


Use this blueprint before every networking event, plant tour, conference, educational session, customer meeting, or industry gathering.



Success begins before the event starts.

# The MYN Method™



Most people attend events without a plan.

They show up, grab a name badge, talk to a few people, collect a handful of business cards, and hope something good happens.

Hope is not a strategy.

The MYN Event Networking Blueprint gives you a practical system to maximize every event.

The goal is not to meet everyone.

The goal is to meet the right people and build meaningful relationships.

# **STEP 1**

## **IDENTIFY**

---

Before the Event

# Define **Success**

---

- ☐ Why am I attending?
- ☐ What specific outcome do I want?
- ☐ Who would I like to meet?
- ☐ What relationships should I strengthen?
- ☐ What relationships should I start?
- ☐ What opportunities am I looking for?

# Build Your **Target List**

---

Identify 5–10 people you would like to meet.

## **Priority A**

People you absolutely want to meet.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Reason: \_\_\_\_\_

## **Priority B**

People you would like to meet.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Reason: \_\_\_\_\_

## **Priority C**

Potential connections if time allows.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Reason: \_\_\_\_\_

# Prepare **Your Introduction**

---

- ☐ What do you do?
- ☐ Who do you help?
- ☐ How do you help them?
- ☐ Why does it matter?

Keep your answer under 30 seconds.

## **MYN Tip**

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Never walk into an event wondering who you should meet.

Know before you go.

# **STEP 2**

# **ENGAGE**

---

During the Event

## Arrive **Early**

---

- ☐ Arrive 15–30 minutes early
- ☐ Meet people before groups form
- ☐ Introduce yourself first
- ☐ Position yourself near entrances, coffee stations, or gathering areas

## Start Better **Conversations**

---

### **Instead of:**

“What do you do?”

### **Try:**

“What brings you here today?”

“What projects are you working on?”

“What challenges are keeping you busy?”

“What are you hoping to accomplish this year?”

# The MYN Conversation Framework

---

## Learn



Ask questions.



Listen.



Be curious.

## Discover

- ☐ Common interests
- ☐ Mutual connections
- ☐ Industry overlap
- ☐ Opportunities to help
- ☐ Future collaboration

## Connect

Find a reason to continue the relationship beyond today's event.

## **MYN** Tip

The best networkers talk less and listen more.

## **Relationship** Notes

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Key Topics Discussed

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Potential Opportunities

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Follow-Up Needed

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# **STEP 3**

## **ACTIVATE**

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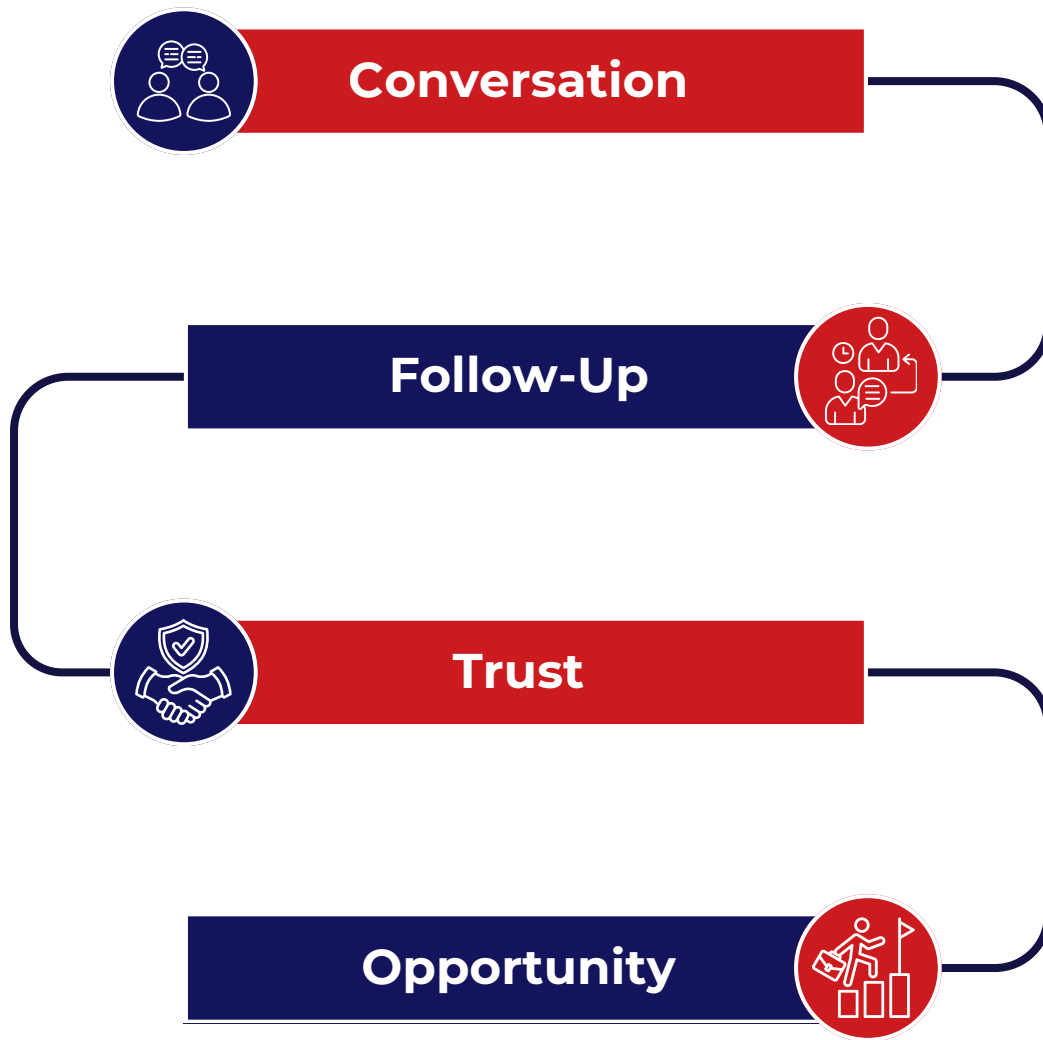
Immediately  
After the Event

## Immediately **After the Event**

---

- ☐ Send follow-up emails
- ☐ Connect on LinkedIn
- ☐ Record notes
- ☐ Complete promised introductions
- ☐ Send promised resources
- ☐ Schedule follow-up meetings

# The MYN **Follow-Up Formula**



# The 7-Day Rule

---

Every meaningful connection should receive follow-up within 7 days.

**If you wait longer:**

People forget.

Momentum disappears.

Momentum disappears.

Opportunities fade.

# Event Scorecard

Name: \_\_\_\_\_

Date: \_\_\_\_\_

Goals:

---

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---

## Results



New People Met \_\_\_\_\_



Meaningful Conversations \_\_\_\_\_



Follow-Up Emails Sent \_\_\_\_\_



LinkedIn Connections Made \_\_\_\_\_



Introductions Made \_\_\_\_\_



Meetings Scheduled \_\_\_\_\_



Opportunities Identified \_\_\_\_\_

# Event ROI Review

What worked well?

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What could I improve next time?

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---

What relationships should I continue developing?

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# The MYN **Event Rule**

---

Never attend an event without a plan.

Never leave an event without a follow-up plan.

The value of an event is not determined by who you meet.

The value of an event is determined by what happens after you meet them.



Identify.



Engage.



Activate.

That's how you Manufacture YOUR Network.

## Next Steps

---

- ☐ Join Georgia Manufacturing Alliance
- ☐ Attend a GMA Event
- ☐ Attend the Georgia Manufacturing Summit
- ☐ Book Jason Moss to Speak
- ☐ Connect with Jason on LinkedIn



**FOLLOW  
UP  
TEMPLATES**

---

# How To Use **This Resource**

---



This guide is designed to help you implement the principles from Manufacturing YOUR Network.



Don't try to do everything at once.



Choose one relationship.



Take one action.



Send one follow-up.



Then repeat.

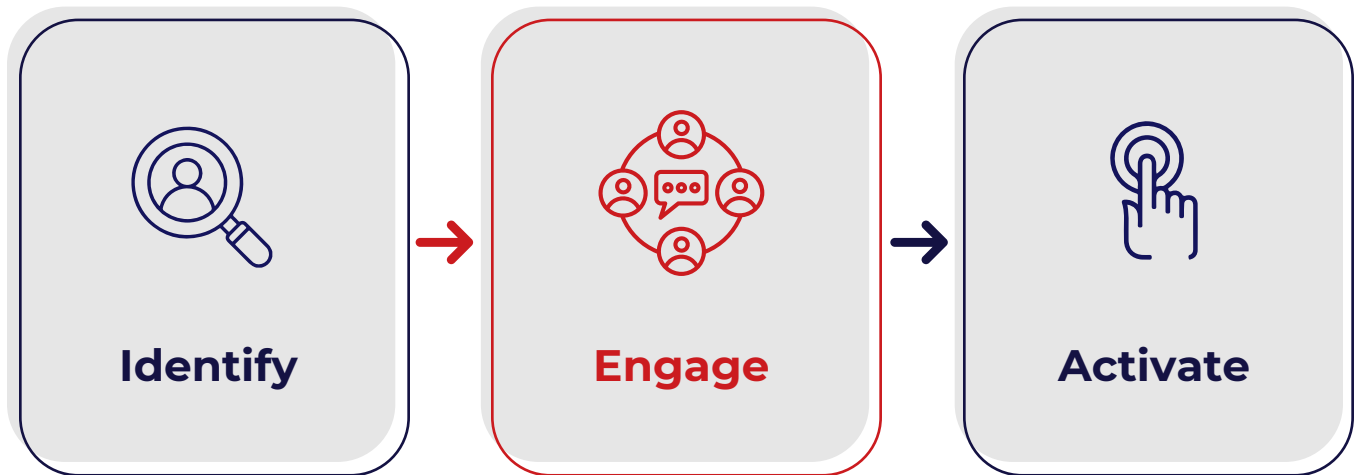


Small actions, taken consistently, create extraordinary results over time.

# The MYN Method™ Follow-Up System

Most people attend an event, collect business cards, and never follow up.

**The MYN Method™ is different.**



Identify the right people before the event.

Engage in meaningful conversations during the event.

Activate the relationship through consistent follow-up.

## **Remember:**

The goal of follow-up is not to make a sale.

The goal is to start a relationship.

# TEMPLATE

1



The Same-Day  
Follow-Up

# The Same-Day Follow-Up

## Best Used

Within 24 hours of meeting someone.

## Subject

Great Meeting You at [Event Name]

## Email

Hi [First Name],

It was great meeting you at [Event Name].

I enjoyed learning more about [Company Name] and hearing about your work in the manufacturing industry.

As promised, I wanted to reach out and connect. I look forward to staying in touch and learning more about your business.

Please let me know if I can ever be a resource.

Best regards,  
[Your Name]

## MYN Tip

Most people never send this email.

Simply following up within 24 hours separates you from the crowd.

# TEMPLATE

## 2

---

The Give-First  
Follow-Up

# The Give-First **Follow-Up**

---

## **Best Used**

When you have an article, resource, introduction, event, or idea that may help them.

## **Subject**

Thought This Might Be Helpful

## **Email**

Hi [First Name],

After our conversation at [Event Name], I came across this resource and thought of you.

[Insert article, event, introduction, resource, or recommendation.]

No action needed. I simply thought it might be valuable based on our discussion.

Hope all is well.

Best regards,

[Your Name]

## **MYN Tip**

---

The fastest way to build trust is to create value before asking for anything in return.

Always look for opportunities to give first.

# TEMPLATE

## 3

---

The Introduction  
Email

# The Introduction **Email**

---

## **Best Used**

When two people should know each other.

One of the fastest ways to build relationships is by connecting good people.

## **Subject**

Introduction – [Name] and [Name]

## **Email**

Hello [Name 1] and [Name 2],

I'd like to introduce you both.

[Name 1] is [brief description].

[Name 2] is [brief description].

Based on what I know about each of you, I believe there may be opportunities to share ideas and learn from one another.

I'll let you take it from here.

Best regards,

[Your Name]

## **MYN Tip**

---

People rarely remember who handed them a business card.

They always remember who opened a door.

# TEMPLATE

4



The 30-Day  
Check-In

# The 30-Day Check-In

## Best Used

30–45 days after your initial conversation.  
Most people disappear after the first follow-up.  
Don't be most people.

## Subject

Checking In

## Email

Hi [First Name],

I wanted to reach out and see how things have been going since we connected.

I enjoyed our conversation at [Event Name] and wanted to stay in touch.  
Anything exciting happening at [Company Name]?  
Let me know if there's anything I can do to help.

Best regards,  
[Your Name]

## MYN Tip

Consistency builds familiarity.

Familiarity builds trust.

Trust creates opportunity.

**TEMPLATE**

**5**

---

The Event  
Invitation

# The Event Invitation

## Best Used

When inviting someone to an upcoming networking event, plant tour, educational session, or industry gathering.  
Relationships grow faster when people meet repeatedly.

## Subject

Thought You Might Enjoy This

## Email

Hi [First Name],

I wanted to personally invite you to an upcoming event that may be valuable for you and your team.

[Event Name]

[Date]

[Location]

Based on our previous conversation, I thought this might be a good opportunity to meet other manufacturing leaders and make a few valuable connections.

If you'd like additional information, I'd be happy to help.

Best regards,

[Your Name]

## MYN Tip

Every event is an opportunity to strengthen existing relationships while creating new ones.

# The MYN Follow-Up Rule

Most opportunities are not created during the first conversation.

They are created through consistent follow-up.

Every meaningful relationship should have a next step.

“What is the next action that moves this relationship forward?”



Then do it.



Consistently.

That's how you Manufacture YOUR Network.

## Next Steps

---

- ☐ Join Georgia Manufacturing Alliance
- ☐ Attend a GMA Event
- ☐ Attend the Georgia Manufacturing Summit
- ☐ Book Jason Moss to Speak
- ☐ Connect with Jason on LinkedIn



**90-DAY  
RELATIONSHIP  
ACCELERATOR**

---

# How To Use **This Resource**

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This guide is designed to help you implement the principles from Manufacturing YOUR Network.



Don't try to do everything at once.



Choose one idea.



Take one action.



Build one relationship.

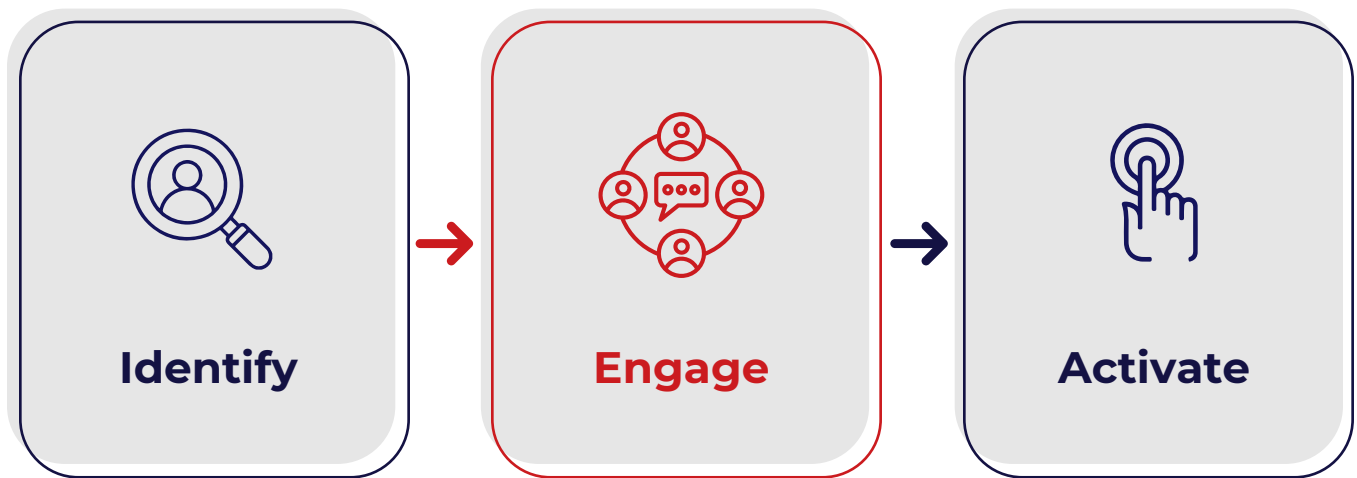


Then repeat.



Small actions, taken consistently, create extraordinary results over time.

# The MYN **Method**™



Relationships do not appear when you need them.

They are built long before the need exists.

**The purpose of this accelerator is simple:**

Build a stronger network in the next 90 days than most people build in a year.

# **MONTH 1**

## **BUILD**

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### Objective

Identify the people, relationships, and opportunities that matter most.

# Relationship **Inventory**

List your Top 25 relationships.

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# Relationship **Gap Analysis**

Who should be in your network that isn't?

Customers

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Suppliers

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Industry Leaders

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Referral Partners

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Community Leaders

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## Month 1 **Action Plan**

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- ☐ Attend 2 networking events
- ☐ Meet 10 new people
- ☐ Make 3 introductions
- ☐ Connect with 10 people on LinkedIn
- ☐ Send 10 follow-up emails
- ☐ Schedule 3 coffee meetings
- ☐ Add all contacts to your CRM

## **MYN Tip**

---

The quality of your network is directly connected to the quality of the people you intentionally choose to meet.

# **MONTH 2**

# **STRENGTHEN**

---

## **Objective**

Turn introductions into relationships.

# Relationship Development Plan

Select 10 relationships to strengthen this month.

## Relationship #1

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #2

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #3

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #4

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #5

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #6

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #7

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #8

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #9

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Relationship #10

Name: \_\_\_\_\_

Next Action: \_\_\_\_\_

Target Date: \_\_\_\_\_

## Month 2 Action Plan

---

- ☐ Schedule 5 one-on-one meetings
- ☐ Share 5 helpful resources
- ☐ Make 5 introductions
- ☐ Reconnect with 5 dormant contacts
- ☐ Attend 2 events with a game plan
- ☐ Follow up with everyone you meet
- ☐ Create value before asking for anything

### MYN Tip

---

Trust grows when people consistently see you showing up, following through, and helping others.

# **MONTH 3**

# **ACTIVATE**

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## **Objective**

Create opportunities through  
relationships.

# Opportunity Identification

Where can your network create value?

Potential Referrals

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Potential Partnerships

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Potential Customers

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Potential Speaking Opportunities

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Potential Collaborations

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## Month 3 Action Plan

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- ☐ Host a meeting or lunch
- ☐ Attend 2 strategic events
- ☐ Introduce 10 people
- ☐ Ask 5 people how you can help
- ☐ Follow up on every opportunity
- ☐ Review your relationship inventory
- ☐ Create your next 90-day plan

### MYN Tip

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Opportunities rarely come from the first conversation.

They usually come from the fifth.

Stay engaged.

# 90-Day Scorecard

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Events Attended \_\_\_\_\_



New Relationships \_\_\_\_\_



Follow-Up Emails Sent \_\_\_\_\_



LinkedIn Connections \_\_\_\_\_



Introductions Made \_\_\_\_\_



Coffee Meetings \_\_\_\_\_



Referrals Received \_\_\_\_\_



Partnership Opportunities \_\_\_\_\_



Speaking Opportunities \_\_\_\_\_



Revenue Opportunities \_\_\_\_\_

# Reflection

What worked best?

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What will I continue doing?

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---

What relationships deserve more attention?

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---

# The MYN Rule

---

Don't build relationships when you need them.  
Build them before you need them.



Identify.



Engage.



Activate.

That's how you Manufacture YOUR Network.

## Next Steps

---

- ☐ Join Georgia Manufacturing Alliance
- ☐ Attend a GMA Event
- ☐ Attend the Georgia Manufacturing Summit
- ☐ Book Jason Moss to Speak
- ☐ Connect with Jason on LinkedIn
- ☐ Make a valuable introduction this week
- ☐ Follow up with three people you've recently met
- ☐ Continue strengthening key relationships
- ☐ Start your next 90-day cycle

**RELATIONSHIPS ARE BUILT  
ONE CONVERSATION AT A TIME.**

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**OPPORTUNITIES ARE BUILT  
ONE FOLLOW-UP AT A TIME.**

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IDENTIFY



ENGAGE



ACTIVATE

**That's how you  
Manufacture **YOUR** Network.**

**BY JASON MOSS**

Founder & CEO, Georgia Manufacturing Alliance

Amazon #1 Best-Selling Author