



## LinkedIn Part II Now What?

**Founded 2002**

**Members: 70 Million+**

**Purpose:** Professional Social Media

Network: *Using Your Contacts to Connect to Others*

**Summary:** *A site that combines activities and media and lots of 3<sup>rd</sup> party applications. 5% of NAR currently are using this. Minimal spam and lots of opportunity to be seen and market yourself and listings. Includes many good tools for managing your contacts and your sphere. Easy to waste time.*

1. Invite People: Connections Adding & Removing
  1. You don't have to accept everyone! The Ignore Button is your friend.
  2. Create a weekly goal of contacts to add-say 25
    1. LinkedIn suggests people
    2. Search for people
    3. Ask for introductions
    4. Look at the connections of people you are already connected to
  3. Don't use the generic invitation
    1. Let them know who you are!
    2. A sample cut and paste LinkedIn Invitation:

*Hi Joeann,*

*First, it was a pleasure meeting you. I'd like to invite you into my professional network on LinkedIn. I have found this to be a very positive vehicle for promoting one's work and professionalism. My work is fairly specific in nature, but very diverse in terms of the industries I work in. Sales and leadership are at the front of everything I do. Helping business owners profitably take over their competitive marketplaces has been a focus that has proven quite worthwhile for anyone who engages in my services. Salespeople (no matter the industry) who seek to outperform their past successes appreciate and find good value in their time spent with me. I work with top producing, high profile people from around the world in the following industries: Real Estate, Banking, Insurance and Securities. I also work with people in the Entertainment industry and Government Relations. Thanks for your consideration.*

*Ralph Williams*

*Bottom Line University*

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*<http://www.linkedin.com/in/bottomlineuniversity>*

*<http://activerain.com/ralphwilliams>*

*<http://www.frogpond.com/authorsprofile.cfm?authorsid=rwilliams>*



## 2. Buff Up Your Profile

1. Approach your LinkedIn profile the way you would your physical appearance when getting ready for a networking event. You wouldn't show up sweaty in your workout clothes! Fill in as much information as possible and pay special attention to the way you describe yourself and your experience. Present yourself in a way that would convince someone that they'd want to do business with you.

## 3. Know the Secrets of Good Profile SEO

1. Use Keywords in your profile
2. Some Categories that should contain keywords:
  1. Current Employment
  2. Past Employment
  3. Your name

## 4. Build & Use Recommendations

1. What goes around, comes around.
  1. Start out by recommending 25 people!
2. Ask clients at every settlement and then follow up with a request
3. Ask your fans!

## 5. Find & Join Relevant Groups

1. LinkedIn offers the ability to join groups that will allow you to quickly build your network and connect with potential clients. Through alumni, industry, or regional associations, you will be able to locate and interact with people you may not have through your traditional networking efforts. Participating in those groups will increase your visibility and build relationships. Join real-estate related groups such as The National Association of Realtors® or The National Association of Mortgage Brokers and start making connections.

## 6. "Answers"

1. Once you've joined a few groups, post questions and answer a few others have posed. Joining discussions will expose you to even more people and position you as someone that has expertise in your area.
2. Once you have the answer to a query you may also find it easier to find the resources to back it up. For instance if you are looking for a marketing or advertising firm then a trusted contact may be able to refer one to you.



## 7. Make it easy! Link To Your Other Social Media

1. Set up an account at [www.ping.fm](http://www.ping.fm) for syndicated your posts to all your social media platforms
2. Link with your Twitter Account
3. Link with SlideShare
4. Link to Your Website & Blog
5. LinkedIn Mobile

## 8. Events

## 9. Ads

### RESOURCES:

LinkedIn User Guide <http://learn.linkedin.com/new-users/>

LinkedIn Simple English <http://www.youtube.com/watch?v=IzT3JVUGUzM>