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LinkedIn

Tips

- Be reachable--Instructions for how to be contacted
- Watch out for the over-used keywords
- Don't publish small profile changes



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Sorry to hear about your impending layoff. Unless that LinkedIn invite was just random. Then never mind.



someecards
user card

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LinkedIn

How To Get Introduced to a Target

- Review Your Contacts and THEIR NETWORK
- Who do you want to meet?
- Hint: Marketing Document
- NETWORKING TO DO LIST

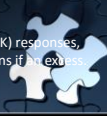


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LinkedIn

Invitations

- Don't use the default! (computer vs. phone)
- The risk of inviting people who don't know who you are.
- LinkedIn counts "I Don't Know" (IDK) responses, will lock you out of future invitations if in excess. "Excess" is a fairly small number




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LinkedIn

Requesting an Introduction – Method 1

- Get a WARM lead/introduction from a mutual acquaintance
- Preferred




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Requesting an Introduction – Method 2

- Regular Email
 - Requires email addresses (obviously)
 - More flexibility – wording
 - Not subject to 5 outstanding introductions via LinkedIn

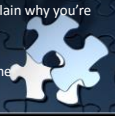


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Requesting an Introduction – Method 3

- Go to profile of 2nd degree connection
- Click CONNECT Button
- Write a TAILORED message and explain why you're asking for introduction
 - Look for win-win introductions
 - Allowed 5 introductions at a time




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LinkedIn

How To Use Groups To Your Advantage

- Choose wisely. Groups with lots of members have advantages
- You can have 50 (and any number of sub-groups). Consider always being near that 50 max
- Beware of lots of "job seeker" groups



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LinkedIn

Using Groups To Your Advantage

- Interests/Groups
 - Can send messages to group members
- Chance to create/promote your...
 - Brand
 - Credibility