



The Linked In Man



LinkedIn hints, tips and advice

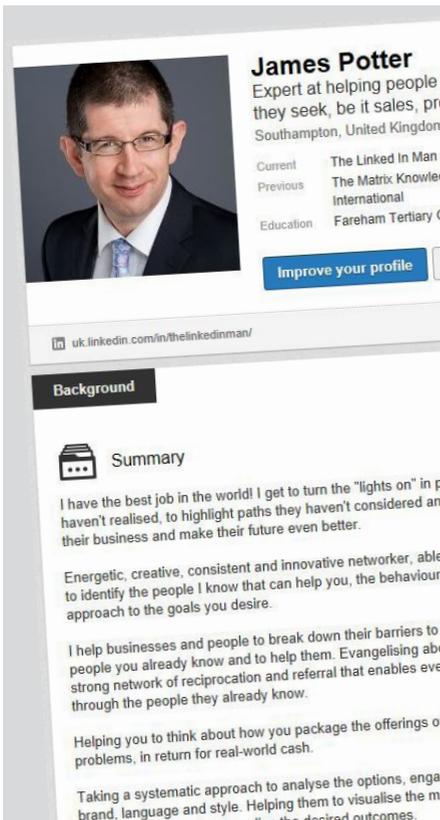
Thank you for coming to our talk, I hope you found it interesting.

We promised to send you some top tips for making LinkedIn work so we have produced this leaflet which includes some hints and commonly asked questions. Obviously space is limited and this will never replace learning from us first hand.

What is LinkedIn?

LinkedIn is a social networking website for people in professional occupations.

There are over 350 million business people on the planet, 260 million of whom are on LinkedIn, making it by far the world's largest business-to-business social network. And it continues to grow at an additional one million users a week!



The image shows a screenshot of a LinkedIn profile for James Potter. The profile includes a profile picture of a man with glasses, a name 'James Potter', and a headline 'Expert at helping people they seek, be it sales, pro'. It lists his location as 'Southampton, United Kingdom', current role as 'The Linked In Man', previous role as 'The Matrix Knowledge International', and education at 'Fareham Tertiary C'. There is a blue button that says 'Improve your profile'. Below the profile is a 'Background' section with a 'Summary' sub-section. The summary text reads: 'I have the best job in the world! I get to turn the "lights on" in p haven't realised, to highlight paths they haven't considered and their business and make their future even better. Energetic, creative, consistent and innovative networker, able to identify the people I know that can help you, the behaviour: approach to the goals you desire. I help businesses and people to break down their barriers to : people you already know and to help them. Evangelising abc strong network of reciprocation and referral that enables eve through the people they already know. Helping you to think about how you package the offerings of problems, in return for real-world cash. Taking a systematic approach to analyse the options, enga brand, language and style. Helping them to visualise the m also to realise the desired outcomes.'

Should I pay for LinkedIn?

You can get all of this for free:

- Three lists of referrals emailed to you.
- The ability to search, identify and engage over 260 million professionals.
- Get LinkedIn to email you hundreds of referrals.
- Get your profile found by potential clients (often even if they look for competitors!).
- Create a company profile that morphs to suit your clients' expectations.
- Collect important recommendations for you and the company offerings.

To make LinkedIn work you need to take a holistic approach to address not just the process, your personal and company profile or platform but all of them to make it really work for you.

Once you have reached the point where you have fully exploited the free functionality, or you need some additional search criteria (FORTUNE, employee count etc) or are getting an average of five profile views a day then you should pay.



Ensure your profile is full of value

Most profiles are full of facts which we all assume people reading our profile will translate into value - wrong.

We need to stop being so very British about it and **share the outcomes, differences and successes** we bring through the 'facts' on our profiles.

Ensure your profile is full of value, try my free profile scoring tool at <http://thelinkedinman.com/how-linkedin-are-you/>, it is a great indicator for profiles and how you are doing.

Is a photo important?

Yes, question done.

But seriously it is hugely important. LinkedIn themselves did some research and found that you're seven times more likely to be viewed if your profile contains a photograph! Seven times!

It also appears that you're not the only one to think less of someone when you view their profile, as **86% of people polled on LinkedIn said they don't trust someone they cannot see** (that includes avatars and logos too!)

Network expansion

Have a strategy to expand your network. **Consider who you want to meet, where they go.**

Do you want a wide network with lots of connections or a deep network with fewer connections.

Review your home page and update your status

LinkedIn runs a bread crumb trail of all the activity of your closest connections right on your homepage on LinkedIn

Every network update, every status message and connection appears there, as do all your closest connections.

Put an update message up telling everyone else what you're up to, its value and the outcome you're generating for clients.

You can find out more here <http://www.thelinkedinman.com/632/share-an-update-with-linkedin/>



Get a company profile

The question I get asked a lot is “**What is the most important bit on LinkedIn?**” To find the people you want to meet it has to be search and secondly the company profile.

The company page lets you demonstrate your range of services and put it in context of the viewer, so it appears just for them. You can find out more here <http://www.thelinkedinman.com/673/is-your-company-hiding-its-value-on-linkedin/>

Don't stand on the outside and watch

With over 260 million users on LinkedIn it is just like a large room full of the people you'd like to meet, just like a big networking session. Don't just stand on the outside and “wait for magic” get started, get engaged, share things and help people.

LinkedIn is a wonderful tool. We train people how to use it so they get more referrals and more sales. We help organisations reflect their values, services and audience perspectives on LinkedIn to and we help you to make the tools work before your competition do. As an example of the results you can get, we trained one team of management consultants and they made over £20 million in 12 months, and one solopreneur who made over £125,000 in 12 months just using LinkedIn.

We have worked with clients such as:



If you are interested in finding out more information about our services please don't hesitate to contact me.

James Potter
The Linked In Man



The Linked In Man

james@thelinkedinman.com
07802 392925
<http://uk.linkedin.com/in/thelinkedinman>