



LinkedIn or LinkedOut?

107 Ways to Grow Your Business using LinkedIn

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Who Was This Book Written For?

This book was written for owners of small businesses who simply have no time or patience when it comes to LinkedIn and other forms of online networking. You are probably too busy to take a full day out of the business to go on a LinkedIn training course, where you know you would learn loads, but implement none of the great tips because you are just too busy being busy.

You want someone to give you an easy to understand, simple and practical guide that will be effective for your business and take very little time to implement. As a small business owner myself, I know and appreciate the pressure you are under and believe me if someone had given me this book at the start of my LinkedIn journey, I would not have had to spend years and years trying to work it out.

You really can get massive business opportunities and new clients from what is simply a phenomenal sales and networking tool (if you know how). You will really like this book and benefit hugely from it if:

- You have no profile at all on LinkedIn and are starting from scratch
- You already have a profile on LinkedIn but can't remember the last time you looked at it
- You are using LinkedIn already but currently do not get any business from it
- You have limited time to spend on LinkedIn although you know it's important to your business
- You are ready to take your online reputation and your business to the next level
- You want to position yourself as the 'go-to' expert in your field
- You know your target market is on LinkedIn but you have no clue how to gain access to them
- You have employees that you could replicate this advice to
- You have less than 10 minutes a day to spend on networking sites like LinkedIn

This book was written for every busy Entrepreneur that knows the huge potential of LinkedIn, but has no idea how to unlock it. There are many resources available on the subject of LinkedIn. You can access thousands of free articles and blogs out there about how to make LinkedIn work for your business, so why choose this one? What we have done here is pull it all together, wrap the information up into 107 easy and simple steps, almost like a checklist that you can work from and dip in and out of as and when you have the time.

If you put aside 1 hour a week for the next 4 weeks you would be able to completely revamp your LinkedIn presence and start to see an increase in visits to your profile, an increase in the number of people attracted to your profile and a significant increase in the amount of times you show up in search results. In 2015, a staggering 6.7 billion searches took place in LinkedIn's search bar. If you are not being found on LinkedIn, then you can be assured that your competitors are. We wrote this book to make sure it's your profile they are looking at and not your competitors!

How to Use This Book

This book should be used as a checklist of tips for you to implement. Depending on your current knowledge of LinkedIn and how much you use it, you may find that some of the items on the list of 105 tips are already in place for your LinkedIn profile. If so just quickly move on to the next one. I know that your time is precious and I would not want to waste it!

We have made things very easy for you by providing a downloadable checklist with all 107 tips listed so that you can simply mark them off as you complete each one.

[CLICK HERE TO DOWNLOAD YOUR CHECKLIST](#)

The checklist won't mean much to you if you choose not to go on and read the book, especially if you are pretty new to LinkedIn or if you don't use LinkedIn that much today as this list doesn't give any explanations. That's all coming up in the book. Our purpose in writing this is simple. We want to help you win more clients, and the more tips you complete from the list of 107 ways to do this, the better your chances of securing new business opportunities from LinkedIn.

The way this book is written, you would be able to delegate many of the tips to your staff if you have a team around you. We have also written this with your team in mind, if you do employ staff then every single one of them should also implement these tips on their own LinkedIn profile. Why not gift this book to every employee as a thank you for their hard work, and in return your business will massively benefit from the maximum exposure you will get.

Having an increased online presence and a wider network from each of the team will really give you an added edge over your competitors. You never know, you may find a LinkedIn whizz in the team who fancies taking on more responsibility in this area and could really ramp up your LinkedIn presence as a business.

Co-Author of this book, Sam Rathling, wrote about this in the book '[GIVE: 16 Giving Strategies To Grow Your Business](#)'. You will find some great chapters on saying thank you, giving responsibility, staff happiness, employee engagement and time management. As a thank you for purchasing this book, we have included a bonus chapter for you at the end, enjoy your free gift.

So now that you know how to use this book, let's start by looking at how to win more clients by having a really credible LinkedIn profile.

The VCO Process®

The VCO Process is vital for you to understand if you are to be successful at marketing your business through LinkedIn. This process is usually referred to when we talk about referral marketing, when networking on a face to face basis, and the key is in the power of relationships. The system of information, support and referrals that you assemble from your networks, both online and offline, will be based on your relationships with other individuals and businesses. Referral marketing works because these relationships work both ways and both parties benefit in some way.

A marketing plan where referrals are centric to the success of that plan, involves relationships of many different kinds. Relationships don't just spring up fully grown, they must be nurtured and as they grow, the relationships are fed by mutual trust and shared benefits for each party.

The relationship evolves through three phases: Visibility, Credibility and Opportunity. We call this evolution the VCO Process®. First your business and you must be visible, if we discuss the VCO Process in relation to LinkedIn, this is all about you having a presence online, having a personal profile and a company profile and being seen to be active online. When it comes to moving an initial connection through to the next stage, which is Credibility, you must always keep in mind that any successful relationship, whether a personal or a business relationship, is unique to every pair of individuals, and it evolves over time. The relationship starts out tentative, fragile, full of unfulfilled possibilities and expectations. It grows stronger with experience and familiarity, and then it matures into trust and commitment.

Credibility online and especially using LinkedIn is all about how you message your business, how you start and build relationships and how you position yourself through your profiles and in the way you approach relationship building and growing your network. The VCO Process describes the process of creation, growth and strengthening of business, professional and personal relationships. The main problem with people's lack of understanding of this vital process is that they forget the step that involves the 'C', credibility is all about growing and nurturing the relationship before moving to a sale or moving into a place where someone will refer you to one of their clients. All too often we see people using LinkedIn as a selling platform, spamming their network with requests to buy products or services from them, or visit their website. The credibility part is vital if you want to grow your business on LinkedIn.

Only when you add Visibility to Credibility can you move to Opportunity and Profitability in a relationship. When you move the relationship to the next level you will be referred, recommended, promoted and will spread great word of mouth about you and your business. When you are networking online the VCO Process® is even more important as you may not get the chance to actually meet the person you are networking with on a face to face basis. Always bear in mind that $V+C=O$. This simple concept has made a bigger difference in more people's networking efforts than any other single idea you will come across and should be remembered as you read this book.

15 Tips for your LinkedIn Personal Profile

LinkedIn = Personal Profile Complete + Keywords

LinkedInOut = Profile incomplete with no personal summary or keywords

Tip 1 – Get Your Name Right

Make sure that the name you use on LinkedIn is actually the name people know you for in business, and matches the name they would search for you on LinkedIn. That way there can be no confusion especially if you don't have a unique name. If you prefer to be called Terence by clients but everyone knows you as Terry then choose the first name that you are most likely to be searched by or the name that fits with your current online profile.

In addition make sure that your business card matches your LinkedIn name, so if you meet someone at an event and they go to connect with you on LinkedIn afterwards that you can be found easily. Sounds simple, however an apostrophe in the wrong place or a double-barrelled name can be the difference between you making a connection and someone not bothering because they couldn't find you easily.

Tip 2 – 100% Profile Complete

The initial goal of any LinkedIn Personal profile is 100% completion, any number less than 100% is simply saying 'I couldn't be bothered'. Less than 100% affects your credibility and this also impacts upon your power to attract new connections. Make sure that each and every section of your profile is complete from your education to your work history, your skills, summary and headline. The other reason for this is the accuracy level you will start to see when LinkedIn begins recommending 'People You May Know'.

This 'People You May Know' feature appears in a few places on LinkedIn and is based on the information which you enter into your Personal Profile. If you do not complete your profile then you have less chance of connecting with someone you know well, that could lead you to a new client or a great big piece of business you were not expecting.

Tip 3 – Your Professional Headline

Your LinkedIn Professional Headline when written well can drive massive opportunities your way, whether that be job offers or new clients. The reality is that most people use this part of their LinkedIn profile to demonstrate their current job title or position and their company name.

The professional headline of your LinkedIn profile is the one short description, 110 characters in length that you can see underneath your name on your profile. It is also what others see when you post an update or when you ask someone to connect with you.

Look at your current professional headline on LinkedIn. If it says your job title or position and company name be prepared to transform your LinkedIn visibility. It is important if you want to get hired for a job or develop new business for your company. This one part of your profile will determine how many times you appear in search results.

It will also determine how many people will want to connect with you and is your chance to set you apart from the competition. By changing these 110 characters to include what you offer and what you want to be found for, you will change your visibility, credibility and profitability on LinkedIn.

The Importance of Keywords and the Professional Headline

As with all web based content, your LinkedIn Professional Headline is keyword searchable. Pick one main keyword or phrase that you want to be found for. Have you got one? Now go to LinkedIn and put in a people search with that keyword or key phrase in the top right corner. Did you appear on the first page? If not then the person who is in the top spot is probably getting the clients that you want!

How Should I write my Headline?

Choose your keywords wisely and you could rocket up the search rankings instantly and appear on the first page of LinkedIn searches. We recommend that you include the keyword or keyword phrase you have picked out, at least twice in your Professional Headline. Make sure these same keywords or keyword phrase also appear in other parts of your LinkedIn profile as well, especially in your current job title.

What else can I do to Improve my Professional Headline?

Focusing on the end benefit to the customer is another good way to grab attention. Always remember to include the keyword/search term twice:

Example 1

Old Headline "Nutritionist"

New Headline: "The Nutritionist Who Increases Staff Happiness – Nutritionist who reduces absenteeism in the workplace"

Example 2

Old Headline: "Recruitment Consultant"

New Headline: "Changing the way the world does recruitment, saving you time and money with fixed price, low cost recruitment"

Example 3

Old Headline: "Business Coach"

New Headline: "Business Coach helping work less hours and make more money! Business Coach for Entrepreneurs"

The easiest way to think about this is to answer the question, what does my client get AFTER they have done business with me? What do they feel, think or say after you have delivered your product or service to them? Think about the benefits to the client and focus on that in your headline.

In summary your professional Headline should feature your main keyword twice, the earlier in the headline the better. It must read well ie. not look like it's stuffed full of keywords and the same keyword must also feature in your summary.

Tip 4 – Your Photograph

Sam was once asked to introduce a connection of a good business contact to one of her best clients. As she always does, she went to check the person's profile out on LinkedIn. The first thing she saw was the photograph. It was of a scruffy looking man, in a string vest in his garden! This was a person looking to be

connected with her number one multinational corporate client, and yet he chose that photograph to appear on his business profile.

It sounds obvious, I know, but your professional photograph should be exactly that... professional. In a smart business suit, regardless of your trade or profession and taken by a professional photographer, preferably with a friendly and inviting picture. You only get one chance to make an impression on LinkedIn.

Tip 5 – Your Public URL

Your public URL is the small blue link that appears at the bottom of your LinkedIn profile. This is generated by LinkedIn and quite often contains random numbers and letters. You can edit this to make it match your name or business name. Change the public URL to your name or your name and business name. You can see this underneath your LinkedIn photograph and next to your contact details.

Tip 6 –How to Use Your Public Profile URL

Once you have a public URL you are happy with, you can then use this link to drive visits and connections from your email signature, your website, your business card and other social media channels. If you are just starting out in business and don't have a website yet, you can use this link to give people a place to learn more about you and your business.

Tip 7 – Your Professional Summary

This is the section directly underneath your photograph and contact details. You can add a summary about you and your business, this is under-utilised by many business owners on LinkedIn. A general structure for building your LinkedIn summary is below. Keep it to 2-3 sentences per paragraph. Make a great first impression.

Paragraph 1 – About the Company and your Role in the business

Paragraph 2 – Key Benefits, What you Deliver to Clients and what makes you different – make it very clear why your target market should do business with you

Paragraph 3 – What you are passionate about

Paragraph 4 – Additional Activities eg. Community Work, Volunteering etc.

Paragraph 5 – Awards and Achievements

Paragraph 6 – Specialities: AKA a list of keywords to help you get found

Your profile should ooze credibility, and this will help you appear as someone who is serious about their business and someone that they should connect to.

Tip 8 – Your Experience

The section covering your previous positions and jobs is important because it allows LinkedIn to suggest potential connections for you based on where you have worked before. Make sure you complete this but don't write a novel under each heading, just a few lines.

Tip 9 – Add Skills to Your Profile

LinkedIn allows you to add Skills to your profile which you can then be endorsed for, the trick with skills is to keep it to the skills that you actually want to be endorsed for, so you probably have 100 different skills that you are good at to some extent, if you want to be credible and get known for being great in a particular area then restrict your skills list to 25 or 30 core skills that you would be happy for someone to endorse you for.

Also bear in mind that skills you once had may not be relevant to what you do now, so always keep this list up to date and add or remove skills from time to time. This list will be used by people in their searches for people with relevant skills, it is a tool most useful for recruiters and head-hunters, less relevant for business owners, however it is important that you list skills and that you can then be endorsed by others for having those skills.

Tip 10 – Add Rich Content & Media to your Profile

At the time of writing this book, LinkedIn is gradually rolling out the ability to add videos, links and documents to your LinkedIn Profile. When you go into 'Edit Profile' you will now see a plus '+' button next to the edit tools, and this allows you to add a link to a video for example a YouTube or Vimeo video, or a link to your blog or a landing page. You could also include a PDF brochure or PowerPoint presentation about your Product or Service.

This will really bring your profile to life and give people the opportunity to explore your business and professional profile in more detail. The phasing out of this relatively new ability to add rich content to your profile is expected to be completed by the end of 2013. Don't worry if your profile won't allow you yet, keep checking in and make sure you add some great content when your profile allows you to.

Tip 11 – Add Publications to Your Profile

If you have written and published books, articles, papers etc. then you can now add these to your profile. If your publication is available online you can add links to your profile to drive sales, this is one way to give you books more exposure. In addition, publishing papers or articles raises your credibility so you will be positioning yourself as an expert in your field the more publications you have that you can link through your profile.

Tip 12 – Add Voluntary Experience to Your Profile

When people look at your profile, most of what they read is all about you as a business professional. After all, LinkedIn is a business networking platform, however you can add some personal details to your profile which contain details of your philanthropic work, or voluntary work raising awareness for causes and charities that you support. If you are involved in any voluntary or community work you can share this on your LinkedIn profile, if you have a JustGiving.com account then why not add this to your voluntary section and use LinkedIn as an additional way to raise funds.

Tip 13 – Link Twitter to your Profile

You can easily link your LinkedIn profile to your Twitter account(s). You will develop more followers this way, you can choose to post your Status Updates via Twitter, directly from LinkedIn.

Ensure that you link your Twitter accounts to LinkedIn. You can do this in the contact section of your profile.

Tip 14 – Use Calls to Action on to Your Web Links

When you are adding your website to your LinkedIn profile, the standard way to do this is within the ‘Edit Contact Details’ section of your profile. Most people use LinkedIn’s standard drop-down box which includes ‘Personal Website’, ‘Company Website’, ‘Blog’ etc. These are pretty boring descriptions and everyone uses them on LinkedIn.

They do not really entice someone to want to click on the link though. There is a different way to add your website to any link that you want, and be able to include a ‘Call to Action’. Instead of choosing ‘Company Website’ from the drop down menu, choose ‘Other’. LinkedIn will then give you a short space to write some text, and then a new place to add your link. So here are some examples:

Old Description: Blog

New Description: Click for top Business Tips (link goes to your blog page)

Old Description: Company Website

New Description: For great value Hosting Packages (link goes to your products page)

Old Description: Personal Website

New Description: Get your FREE special report (link goes to a landing opt-in page)

Tip 15 – Add a Phone Number and Email to your profile

It sounds obvious, that you would want people to make contact with you once they have found you on LinkedIn, however many people still miss this vital element of your profile. Make sure that you at least have an email address for business and a phone number for your office. From the LinkedIn smartphone App people can make a call to you directly from within your LinkedIn profile.

15 Tips for Growing Your Connections to 500+

LinkedIn = Connections at 500+

LinkedInOut = less than 500 connections

We deliver 'LinkedIn or LinkedInOut?' Masterclass workshops all over the world on the benefit and value of LinkedIn and more importantly for business owners, sales teams and in-house recruiters, we show delegates how to be successful through mastering LinkedIn.

The most common questions that comes up at almost every training or workshop, is around the subject of connections or 'Contacts' as LinkedIn is now referring to them as. We are going to tackle each of the common questions that arise here:

Why should I grow my network to 500+?

This question comes back to the VCO Process®. Having 500+ connections gives you great visibility, the more visibility you have and the more people you are connected to, the higher chance that your profile will be viewed and that someone will want to do business with you. Business people like to be connected to people who are well connected, so you will naturally draw attention to yourself if you are a 500+ LinkedIn user. Once you hit 500+ LinkedIn will not show how many connections you have, in a way it does give you some credibility, if you are connected to 500+ people then the perception is that you must know a lot of people and have some considerable influence. You are more likely going to receive connection requests from other people when you are at 500+, which equals less work for you in growing your network, it will grow organically.

Another reason for wanting to be 500+ as an initial goal, is that the more 1st connections you have the higher chance that you are going to be able to reach your target market. When we look at Advanced Searches later in this book, you will really start to see the value of having a high number, 500+ network. When you run a search in LinkedIn, you are effectively only going to see 1st, 2nd and 3rd connections, the more 1st connections you have the more likely that your search results will yield the name of the person you want to do business with or reveal connections that can help you get into your dream client company.

Should I connect with people I don't know?

We recommend that you accept every connection request, even if you do not know the person. If you really want to generate new business from LinkedIn you do need to be connected to a high number of people on LinkedIn, even if you don't know the person directly, their LinkedIn network could lead you to a massive contract or could offer up a dream 2nd or 3rd connection that you would never have been able to see before. LinkedIn is different to Facebook, you are not posting personal pictures of you having fun at the weekend or revealing things that people would otherwise not be able to find out about you elsewhere.

LinkedIn is a business networking platform, online. You never know why someone is asking for you to connect with them that you don't know, it could be that they want to do business with you, having read your amazing profile! You can always remove them from your contacts if the way they go about their updates or relationship building is not for you. Bear in mind that most people on LinkedIn are business professionals, just because you connect with someone you don't know today, it does not mean that they can do anything to you or your business, the more connections you have the more useful your LinkedIn network can be to you.

The decision around whether you connect to people on LinkedIn who you do not know is of course personal choice, just bear in mind all of the benefits that go with having a strong and large network before making the choice to restrict your network to people you know personally. It is also very easy to block, report or remove a connection that you accept and no longer want to have in your network.

The next 15 points all relate to growing your LinkedIn Connections, these are easy and simple things you can do to increase your online network and at the same time improve your visibility and credibility, which you know by now will help you move into profitable relationships.

Tip 16 – Connect with Clients

One of the easiest way to build your connections is to connect with all of your current and previous clients. Even if you have not done business with someone for a while, it's a good way to re-engage with them and re-kindle the relationship. This alone should help to get you closer to 500+ connections.

Tip 17 – Connect with Suppliers

Your supplier's networks are invaluable. As a customer of the business if you asked for help in securing a connection I am sure that they would be happy to help. They want to keep you as a customer and are more than likely to connect with you and more importantly, facilitate introductions to other people in their network.

Tip 18 – Connect with Ex-Colleagues

A Business Coach in the UK, Andrew came on one of our LinkedIn Masterclass courses in 2011. We talked about the benefits of connecting with people you used to work with, ex-colleagues, team members, managers, subordinates. During that course he reconnected with an ex-colleague of 15 years previous, they had worked together at Unilever. That one connection he made transformed his business and in 2012, that one connection was worth 75% of his turnover last year. It has since spun off into more business for more of Andrew's business contacts and all of this happened because of LinkedIn.

These dormant connections, people who you may not have dealt with in the last 4 or 5 years, will have a strong affinity with you, want to help you providing you have always got on well in the past and in the last 4 or 5 years will have been building an amazing network themselves which could be of use to you and vice versa. It is always worthwhile touching base with ex-colleagues.

Tip 19 – Toplinked.com

Visit TopLinked.com, and register with a free account. This will add you to a list of people who are willing to be invited by others that want to grow a strong network. This will increase the number of times you are invited to connect by other people. In addition you will receive regular updates from TopLinked.com with lists of people who are happy to be invited to connect, even if you do not know them. Using this list can increase your number of connections very quickly. One contact of Sam's in the recruitment sector, established 2000+ new connections in less than 24hours!

Tip 20 – Connect with your Staff

If you run a business with a team, then ensure that you connect with each of your staff. There are a number of reasons for this, firstly you can see who they are connecting with and be ahead of the game if they suddenly start connecting with recruiters or head-hunters! However the main benefit is that you can train your entire team how to use LinkedIn effectively and replicate your VCP way beyond your own capabilities. If you were to add up all of the connections that you have and then add to this the 1st connections of your own team, you can just imagine the online footprint that you could generate across LinkedIn.

The great thing about networking is that everyone's network is unique, each of your team bring a different background, education, work history and you never know who they know that could be a business-changing contact! Make sure that the team have a similar message on their profile about your business, so

that if a potential client visited your profile and then one of your team's you would be able to see the same professional message about what you deliver for your clients. Encourage them to spend time on LinkedIn and this will all help the business to move the relationships online through the VCP Process®.

Tip 21 – Connect with Group Members

When you go to connect with someone new, LinkedIn gives you options to choose how you know the person. When you read this section you will see that we are recommending that you connect with people that today, you may not know. Often the challenge comes when you see someone you really want to connect with, yet they seem unreachable because they are 3rd connections of out of your network.

This simple tip will help you to connect with any person you want through LinkedIn. When you find someone on LinkedIn that you do not know and you really want to connect with them, scroll down to the bottom of their LinkedIn profile and you will see a list of all of the Groups that the person is a member of. Choose a group that they are in and join it yourself. Once you are a member of the same group, a new option to connect will be shown. When you request a connection, a new option under 'How do you know [person's name]?' comes up. You will now see the word 'Groups' show up in the list. Choose 'Groups' from the drop down menu, select the group that you mutually share and then click on Connect.

Always make sure that you personalise the message. Never ever sell, but do make sure that you either compliment them or mention something you have in common.

Some useful phrases to use in a Connection Request message:

"I saw that we are in the same LinkedIn group together and have similar interests."

"I saw that we have 23 mutual connections and I thought it would be of interest to connect"

"I read your article on [insert subject], and would really like to connect with you."

"I watched your presentation on [insert subject] and thought you made some really relevant points, it was really fantastic!"

These are simple phrases that work when requesting a connection from someone you don't know.

Tip 22 – Connect with Friends & Family

Connecting with friends and family can sometimes reveal some interesting facts about people who you have known for years, especially your extended family. Connect with your parents, grandparents, sisters, brothers, uncles, aunts, cousins and you just never know what opportunities are going to come up.

At most family gatherings you are completely focused on the family, children, personal things, but imagine coming back into a work environment to discover that one of your close family members actually knows the person you have been trying to land as a client for weeks. It is an obvious one, but not everyone does this. You just might be surprised!

Tip 23 – Connect with Old School, College & University Friends

You never know where your past colleagues are now working, you also don't know who they know. It can be so much fun going back over the old college year books and into the Alumni groups on LinkedIn to find people who you used to hang out with at School, College or University. Some will be running their own

businesses, some will be climbing the career ladder in large companies, you just never know where they are and how you can help them and vice versa. One of the people who recently attended one of our LinkedIn courses just told me that she reconnected with an old school friend and has just landed her first international client as a result. This tip is useful and also fun!

Tip 24 – Use LinkedIn’s ‘People You May Know’ feature

LinkedIn is highly intuitive, this amazing business networking platform knows who you are already connected to and your extended network, and because you have provided data about your past history both for work and schools, it can easily connect you with people that you might know based on a combination of these elements. The ‘People You May Know’ section appears in multiple places within LinkedIn, always on your Home Page. Use this to seek out people that are most likely to accept your invitation, people you already have a connection with.

Tip 25 – Connect with people you meet at Networking Events

This can be done whilst you are at the event itself, using the LinkedIn App, or you can do this when you return to your office. Look at the business cards you collected at the event and go through them, do a people search on LinkedIn for their name and ask them to connect. Always personalise the message mentioning the event you attended and any other comments related to your discussion at the event. You could suggest a coffee or follow up meeting. It’s a great way to connect your face to face networking with your online activity. It means you can always stay in touch with your contacts through LinkedIn.

Tip 26 – Connect with all of the business cards you have in or on your desk

I am sure if you are like most business owners, that you have a stack of business cards either on your desk or hidden in a drawer or a box somewhere. Each of these business cards represents someone you have once met and exchanged cards with. By connecting with each of these people you are creating another touch point with these contacts and may rekindle some business relationships that you had not kept up to date with. Just by adding each person whose business card you are holding onto you could add significant connections to your total LinkedIn network.

Tip 27 – Connect with Speakers at Conferences

The great thing about Conferences is that whether you attended or not, the Speaker does not actually know if you were in the audience. The Conferences for the industry that you are targeting will often profile keynote speakers on the before, during and after communication at the event. If you simply send a nice email to a speaker, telling them how brilliant you thought their presentation was at the [insert conference name] event, then they will always connect with you.

We do this successfully with people in the industry or profession that we want to target, it works because you have common ground, plus you are brushing the ego which is always a good approach when you are looking for someone to connect with you.

Tip 28 – Connect with people you meet at Trade Shows & Exhibitions

Trade Shows and Exhibitions are a great place to meet people. You can visit 50+ stands in one day and usually there are business cards available to pick up at each stand. Talk to people on the stand when you go, find out more about the company and then connect with the people you meet when you get back to your office.

Tip 29 – Connect with Thought Leaders in your Industry

Regardless of the industry you are in, there will be key players globally that speak and write in your industry. You can typically find these people by researching your topic on the internet. TED talks is a great place to find Thought Leaders, you can brush the ego when approaching these people, when you ask them to connect mention how much you were inspired by their talk, their presentation or what they said.

Tip 30 – Connect with people that Inspire You

If you are reading this book, then you are most likely to be interested in improving your business in some way. Any business book that inspires you, connect with the Author and ask them to connect with you, you'll be surprised, people genuinely want to be in touch with their followers and will usually connect with a fan. If you are inspired by a Business Leader, Mentor, speaker or Author then just ask, the worst that can happen is that they choose not to connect.

You can connect with Sam Rathling here: [Sam Rathling LinkedIn Profile](#)

You can connect with Derek Reilly here: [Derek Reilly LinkedIn Profile](#)

10 Tips for LinkedIn Status Updates

LinkedIn = Proactively Using Status Updates

LinkedOut = Never posting articles, blogs or updates

Tip 31 -Use Status Updates to thank other people

Giving gratitude is a great way to help others and thank people in your network for the great support that they have been to you. Use your Status Updates on LinkedIn to do this, and mention them in your comments, as well as adding a link to their website or blog. This is an easy way to bring content your network and to share with people that you give to others by saying thank you.

Tip 32 - Use Status Updates to share Success Stories

Share any company success stories, so share information about what you are up to, that is relevant to your business but without selling.

For example:

“Just back from a great client meeting, where they told me they have saved 75% of their recruitment costs since working with us! I love saving people money and helping them to cut their admin time.”

“Another happy customer just sent the whole office a box of chocolates, balloons and a gorgeous thank you card. We are so privileged to have such fantastic clients.”

“Another client has decided to come on board with us, we are really looking forward to helping them to look after all of their printing needs, a great day and the business continues to grow.”

“We are delighted to celebrate Sarah’s 6th year in the business with us! A happy and motivated team here and we love passing that energy and great service on to our clients”.

“Just back from training an amazing group of Entrepreneurs on how to get the most value from LinkedIn.”

It’s a clever way to say what you do and how you do it but without selling to your contacts, it is a subtle and indirect way of letting people know what you do and how you add value. Even more powerful is to use images with these updates. We always generate enquiries about LinkedIn training when we post about how we are helping our clients.

Tip 33 - Use Status Updates to create 'buzz' about your Business

If you want people in your network to notice you and your company create content that is viral, engaging, interesting and will give you massive visibility. You can easily create buzz especially if you combine this with other forms of social media. You could run a competition, engage with your followers and connections, use the status updates to post landing pages, excite people about an upcoming event or spread positivity about your brand, your business and your success. This will get you noticed and the Status Updates are a place to do this.

Tip 34 - Use Status Updates to drive visits to your website

You can post links to any website in the Status Updates from the LinkedIn home page, so use this opportunity to drive traffic to your website. If you want to be able to track the effectiveness of this then use a free tool such as bit.ly: <http://bit.ly> .

Simply create a free account on a website such as bit.ly and then paste a link there to a web page, landing page or blog that you have created. The bit.ly link will be a short-link which you can add into LinkedIn updates or Twitter or Facebook. From this every time someone clicks on the link it will be tracked. Then you can 'View Stats' and see how many clicks came through LinkedIn.

When you are posting a link that you have created, it is important that it is useful content and not a sales pitch, people on LinkedIn don't like to be sold to.

Tip 35 - Deliver Engaging Content to Your Target Market

When you post Status Updates always have your customer in mind. Who is your target market, if you are B2B (business to business), what is the job title of the buyer in a company that you would like to do business with? Is it the HR Manager, the Purchasing Manager, the IT Manager? Is the CEO or Managing Director? What industry is that potential customer in? Think about what they like to read, think about articles that they would find of interest. Then simply go to the LinkedIn Today news feed and follow the industry or profession that would appeal to your target market.

If you are B2C (business to consumer), ie. That you are selling to the general public, think about demographics, does your product or service appeal to parents of young children, first time homebuyers, recently retired couples? Are you selling in the local market or internationally? Either way, whatever the demographic and location is, get into their mind and think like them, what content would they like to read or feel appealing?

The most recent activity shows on your LinkedIn profile, so as an example, let's say you were targeting HR Manager, and you really wanted them to connect with you. You would find a very relevant article on LinkedIn, such as "8 Ways to Drive Employee Engagement in Your Organisation". This is very topical for HR departments at the moment, so you are going to ask an HR Manager to connect with you. They are naturally going to check out your profile before deciding whether to do business with you.

So the HR Manager of a large company you would like to do business with comes to your profile, following your connection request. They read your very credible headline and a profile written to impress HR people. They then see an article that helps them called "8 Ways to Drive Employee Engagement in Your Organisation". They are going to recognise you as someone who knows about their industry and are more likely to connect with you after seeing your profile because you clearly are in tune with their industry, and if you posted that article you'd like to see more.

You are increasing the chances of your target market connecting with you by making your Status Updates relevant to the people you want to do business with. Your visibility and credibility will go up massively with these people if done well.

Tip 36 - Use Status Updates to share Videos

When you share a status update which has not been generated from the LinkedIn Today section, you can choose to place a link into the update you are sharing. If you use video in your business, or you wish to share videos created by other people, then you can easily place a link to a YouTube or Vimeo video to share with your network.

Simply find the video you want to share, for example a YouTube video, then choose the option to 'Share'. This will show a unique URL for the video, simply copy the link and come back into LinkedIn, create a new

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