

THE EFFECTIVE USE OF LINKEDIN

1. **Your Name and Profile** - List your name as you are known, not the way you sign your checks. If you go by Tom, don't call yourself Thomas even if it's on your birth certificate. Take advantage of all three areas to add web sites. Customize the names of the web sites.
2. **Profile Strength** - Build up your profile to *All Star* strength. Look at your rating now (it's right there on your profile page. Click *edit profile* and fix the things that are missing; you don't have to create them, LinkedIn tells you what's missing.
3. **Your Profile Summary** - Don't write it as an obituary. Don't tell them what you've done; tell them what qualifications you have in the present and future tense.
4. **Utilize your Home Page** - It's not your profile page, but is literally your *home page* for LinkedIn. It's like your timeline on Facebook. It gives you updates on what's happening in your network. Pick out a few things every day and *comment, share, respond*, reach out to the people. The exponential is in the multi-millions. Be active here and *Google loves you*. So does LinkedIn. So will your clients and prospects.
5. **Recommendations** - Recommend people in your network; give it some thought, don't just do it to be doing it. Make sure it's genuine. People who visit your profile will see all of your recs so make sure they don't all sound the same. To find leads, scroll over the pictures in the recommendation section of your contacts. You'll find similarly titled people you may not know.
6. **Endorsements** - Same general rule as recommendations above. It's called *networking*; maybe you've heard the phrase. Endorsements are seen as a joke by some, but they're still a good source of leads and business and well worth it.
7. **Congratulations** - Same guidelines as recommendations and endorsements.
8. **Groups** - Pick out a few groups on LinkedIn that relate to your business and perhaps the business of some of your key accounts. There's a lot of information being shared and you can pick up on fast-changing trends quickly. Don't just be a listener; participate, join in the discussion and be a *go-to* resource.
9. **Following Companies** - The most effective way to follow a company may be Twitter, LinkedIn is either a tie or a close second. Get notifications of key events in the life of the organization without having to search. Be sure to follow [Sales Concepts](#) for tips and ideas!

Summary

LinkedIn may be one of the most valuable tools you have. A few minutes each day spent doing some of the things listed here will prove to have tangible rewards each time you invest in them. Please remember to visit our page where we keep these resources current for you on a continuing basis at <http://salesconcepts.com/sda>

All the best to you and may all your searches be profitable!

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Goals and Objectives

- _____ Determine Objectives. What exactly do you want to use LinkedIn to do?
- _____ Make sure your goals are SMART! Specific, Measurable, Actionable, Realistic, Time-bound.
- _____ Set a budget for how much time you will invest in LinkedIn and stick to it.
- _____ Become familiar with your company's social media policy. Adhere to it. Avoid trouble.

Establish and Optimize Your LinkedIn Profile

- _____ Upload a photo. People like to see with whom they are connecting. Professional looking head shots are preferred.
- _____ Add your contact information: email, phone, address, websites, twitter, etc.
- _____ Add current and past employment experience.
- _____ Add any certifications you have.
- _____ Add a summary paragraph emphasizing your strengths and areas of expertise. Use key words that match your companies search criteria.
- _____ List your specialties after your summary paragraph.
- _____ Add and customize up to 3 web site addresses. Link them to specific product pages on your company's website or perhaps YouTube videos that customers find helpful.
- _____ Customize your profile with a vanity URL address.
- _____ Use Slide share to add media and presentations to your LinkedIn page.

Find

- _____ Use Google Advanced to search linkedin.com for different types of customer information
- _____ Use Google Advanced to search Twitter for customer information
- _____ Look up your prospects and customers on directories such as Spoke, Data.com and Manta
- _____ Update Status on Linked in – Keep it active at least once a week.

Listen

- _____ Update Status on Linked in – Keep it active at least once a week.
- _____ Update your profile. Include summary, picture, background information.
- _____ Follow companies – customers, prospects, competitors, industry institutions.
- _____ Reach out – send connection requests.
- _____ Offer recommendations for people who have helped you or done a good job for you.
- _____ Ask for recommendations from satisfied customers. These serve as great references.
- _____ Use LinkedIn search feature to locate prospects.
- _____ Ask for introductions if you have second degree prospects.
- _____ Use the send message feature to introduce yourself to prospects. Great way to cold call.

Engage

- _____ Set up a Twitter account. Customize the home page with your info.
- _____ To start locate relevant industry contacts. Follow them.
- _____ Get a feel for the conversation before posting. Make sure your posts add value.
- _____ Link your Twitter account to LinkedIn but not the other way around.