



The Linked In Man

Five top LinkedIn tips

Thank you for coming to my talk at TLC Social Media event on the 7th July which I hope you found interesting. I thought I would share some LinkedIn tips with you.

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, difference and successes we bring through the 'facts' on our profiles.

Network expansion

Have a strategy to expand your network. Consider if you want a wide network with lots of connections or a deep network with fewer connections that know you and your business well.

Review your home page every day 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, connection and question you ask or answer appears there, as do all your closest connections. If you do nothing else then put a message up telling everyone else what you're up to, its value and the outcome you're generating.

Use the advanced search

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 the advanced search. LinkedIn is just like a big room full of people, nearly 100 million now.

Do unto others, share, help, don't sell and don't spam

Manners and etiquette is often talked about around social media but I prefer to think of it within a room full of people. If you were to meet your closest friends and colleagues in a room I would hope you wouldn't leap into 'sales mode' pushing your benefits and trying to close, close, close. So why do it on social media? You're only a screen and keyboard away.

You have to engage with people, invest in them, share with them and yes help them before they will appreciate you, your value and your efforts. Go on invest a little, the returns are fabulous.

Open the door to the LinkedIn world; come on our next LinkedIn Essentials course on the 28th July or 10th August at BasePoint in Winchester.

If you can't make that date please get in touch with me and I can let you know the next date. Here's a link to our website which has an overview of the course and the upcoming dates and locations.

<http://www.thelinkedinman.com/wordpress/training/beginner/>

Please don't hesitate if I can help you on a course, 121 or in any way with LinkedIn or networking.

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