

LINKEDIN BUSINESS DEVELOPMENT THE TOP 10 “GOTTA DO’S”

In other words—what can I do with this thing to make money?

Important Note: These “gotta do’s” are listed in order of the importance of gotta be doing them!

- 1. Gotta use Advanced Search Function once you have a lead or target**
 - a. Find out which of your friends knows someone at the target company
 - b. Use keywords to search for names and titles
 - c. The more first-level connections you have, the better this works
 - d. Joining groups helps with this, especially “super groups”

- 2. Gotta look at profiles of the new people you are going to meet or call**
 - a. Find out about the person’s history
 - b. Find out about the person’s interests
 - c. Find out what the person thinks his/her company does well and how he/she fits in
 - d. Find a topic that can start the conversation besides, “Hey, do you want what I’m selling?”

- 3. Gotta add “trusted connections” consistently**
 - a. The 200 to 250 people you already know will connect you to over one million people
 - b. You can now know who they know and who the people they know know, etc.
 - c. Every new first-level connection you add will bring you many potential second- and third-level contacts

- 4. Gotta beef up your profile**
 - a. Include important keywords
 - b. Highlight your experience and display your credibility
 - c. Helps people find you (instead of finding your competitors)
 - d. Perform SEO keyword test using the Advanced Search Function

- 5. Gotta review connections of your first-degree network**
 - a. Who are they calling friends?
 - b. Who can they introduce you to?

- 6. Gotta look at the company profile**
 - a. Find out what the “elevator pitch” is for the organization
 - b. Check out the “Insightful Statistics” section
 - c. See not only who is on LinkedIn but who is active on LinkedIn

7. Gotta keep track of what your network is doing and help them

- a. Read status updates religiously; this information is important to the author
- b. Offer help and assistance
- c. Offer to connect them with others in your network

8. Gotta look up competitors (individuals and companies)

- a. What are they saying about themselves?
- b. Find out who they are recommending and who has recommended them
- c. Find out what groups or associations they are involved with
- d. Look at “Viewers of this profile also viewed...”

9. Gotta join some groups

- a. Gives you a broader range of results when you search
- b. Your top priority should be groups in your industry and your customers’ industries
- c. Affinity groups (e.g., alumni, chamber and clubs) help you do business with people who have similar interests or backgrounds
- d. You will be found there
- e. You can be smart there (share expertise in Discussions)

10. Gotta spend some purposeful time each week on LinkedIn, with a strategy/plan, or don’t waste the time; instead, do some other form of networking

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