

How to get the most out of LinkedIn in just **15** minutes per day

Here are the steps I recommend that you do each and every day (you can decide whether that means just workdays or weekends as well) to receive consistent results in your networking efforts using LinkedIn. Try to make this time not only consistent but dedicated. If you find a certain time of day and a specific place where you do this, it will help this to become a consistent habit.

1 Respond to any messages in your Inbox. I can't emphasize enough the importance of being timely when someone is reaching out to you. Always think about how antsy you get when someone doesn't answer a text message in a minute or two. The world we live in has really amped up this expectation; so don't let a day go by with something sitting in that box. If the item doesn't require a response, like a mass invitation to an event or something like that, place it in archive so you don't spend time thinking about it another day.

2 Invite people whom you met yesterday to join your network. Timeliness on this step is important for a couple reasons. First, you want to make sure the person you met will remember the meeting or conversation you had with him/her that led to the invitation to join your network. Second, your being the aggressor and sending the invitation shows you care and you are very good at timely follow-through. This should make a good first impression and suggest that this is how you do all things in your life, including whatever business you are in.

Always be sure to invite people from their profile page so you can use a detailed invitation. Because you only get 300 characters for your message, this can be challenging, but I just can't stand the standard LinkedIn invitation message when you are trying to begin what should be a long and beneficial relationship.

3 Review the previous day's emails of group discussions you are following. Don't select the option of following a discussion unless you are really interested in the topic or the person who started the discussion, because you will be overwhelmed by the quantity of these emails. Be selective, and then you'll only have the important discussions to keep tabs on.

4 Review the status updates from your network for the previous day. This is your chance to see what your friends think is most important in their lives and then decide what you want to be a part of or comment on. Remember – when you share a comment, you are sharing it with all the people in their network, and that is great marketing for you.

5 Post a status update of your own. Don't miss this great daily opportunity to share information with your entire first-level network and also remind them that you are still out there doing business and looking forward to their help. Top of mind is where you want to be with your network, and this is a super way to do that.

LinkedIn etiquette allows you to do some self-promotion from time to time, hopefully crafted in a question type format. Just be careful not to make this your focus. Remember—LinkedIn is a networking platform, and that means giving, sharing and helping first and foremost.

Also, doing some homework during the rest of your work week and saving links to articles and websites will help you to have good information to share. Try to have a place in your briefcase or on your desk or computer that you keep those links so you have great content to share.

6 Review "Who's Viewed Your Profile." This LinkedIn feature is a virtual goldmine. If people have looked at your profile and they look interesting to you, don't hesitate to either attempt to connect with them or send them a message if you're already connected. They have taken the first step—they looked at you. Now it's your move.

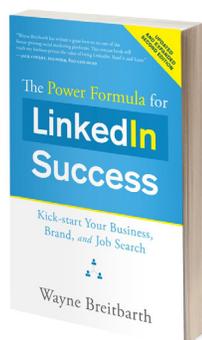
Good luck in grabbing that 15 minutes a day to LinkedIn success.

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