

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 the Advanced People Search function when you are targeting a company and/or department**
 - a. Find out who in your network knows someone at the target company
 - b. Your connections can help you get a virtual introduction to your target person
 - c. The more first-level connections you have, the better this works
 - d. You can save the search results for future reference

- 2 Gotta look at profiles of the new people you are going to meet or call**
 - a. Find out about the person’s employment 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 consistently grow your network**
 - 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)

- 5 Gotta review the networks of your first-degree connections**
 - a. Look for potential customers, suppliers, vendors, etc.
 - b. Ask your connections to introduce you to the people you want to meet

- 6 Gotta look at the company page**
 - a. Find out what the “elevator pitch” is for the organization
 - b. Note not only who is on LinkedIn but who is active on LinkedIn
 - c. “Follow” companies you are interested in

- 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 "People Also Viewed" on individual profiles

- 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, chambers and clubs) help you generate 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)

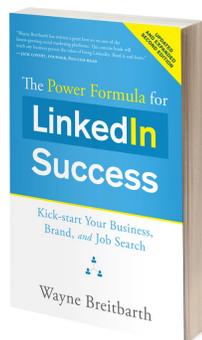
- 10 Gotta spend some purposeful time each week on LinkedIn, with a strategy/plan, or don't waste the time; instead, do some other form of networking**

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