

Book Synopsis:

The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search is a simple, user-friendly guide that explains how you can access the full power of LinkedIn—including advice on making lasting business connections, building a unique personal brand, and generating significant business opportunities.

Are you at a social-media disadvantage if you entered the business world before the rise of Facebook? Wayne Breitbarth argues that the opposite is true when it comes to LinkedIn: your experience and connections as a seasoned professional give you a leg up in harnessing the benefits of LinkedIn. You have already done a lot of the networking groundwork, and LinkedIn can extend your reach even further with minimal time each week.

Using actual screen shots from the LinkedIn website, Breitbarth demonstrates how you can take advantage of all the features of this professional networking platform. He shows you how to create a compelling profile, use keywords to improve your ability to find and be found by others, build a solid base of connections, solicit valuable recommendations, and much more. His six-week, two-hour-per-week startup plan and weekly maintenance plan will motivate you to make the most of your time on LinkedIn.

Wayne Breitbarth's pragmatic teaching style and infectious sense of humor are on display throughout *The Power Formula for LinkedIn Success*, and he shares many specific examples, stories, and illustrations that are the direct result of 35 years' experience in business consulting and business ownership. Whether you are an entry-level professional, a CEO, or anywhere in between, you can benefit from this practical introduction to a powerful networking tool.

Book Testimonials:

"Wayne Breitbarth has written a great how-to on one of the fastest growing social marketing platforms. This concise book will teach any businessperson the value of being LinkedIn. Read it and learn."

—Jack Covert, Retired founder 800-CEO-READ and author of *The 100 Best Business Books of All Time*

"To succeed in business today you need to thoroughly understand how to leverage one of today's most powerful tools, LinkedIn. A great first step is to read Breitbarth's book."

—Erik Qualman, Pulitzer Prize nominee and author of *Socialnomics*

"The Power Formula for LinkedIn Success is a great guide for anyone looking to leverage LinkedIn for professional development purposes. I highly recommend this book for novices in particular who will find Breitbarth's style user friendly and geek-speak free. Worthy of space on the book-shelf or on your handy-dandy Kindle."

—Shama Hyder, Author of the bestselling *The Zen of Social Media Marketing*