

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 who you have as mutual connections
 - c. Find out where the person went to school
 - d. Find out what the person thinks his/her company does well and how he/she fits in
 - e. 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
 - d. Make it a priority to customize your invitations to connect
- 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. See what information they're sharing and commenting on
 - d. Look at "People Also Viewed" on individual profiles
- 9 Gotta follow up with your most important new connections**
 - a. When a new connection is someone you should get in front of, follow up in a timely manner to set up a call or appointment
 - b. Set up the appropriate follow-up to stay top of mind
 - c. Share relevant product or industry-related information on a consistent basis
 - d. From time to time, send a direct message with helpful content or an offer to get together
- 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**

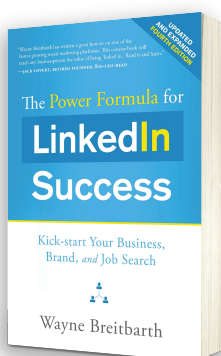
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