

The LinkedIn Personal Trainer – Tip Sheet

Based on the “An Introduction to LinkedIn” series of presentations

I hope that you find this reinforces the message from my seminar on LinkedIn, and helps you quickly make better use of the system. Please feel free to visit my blog at www.LinkedinPersonalTrainer.com to give feedback or ask questions.

steve

Background

LinkedIn is the #1 online Professional Networking site with more than 19 million users as of March 2008 – doubling in size from early 2007.

For more information on Social Networks, start at Wikipedia: http://en.wikipedia.org/wiki/Social_network

To understand the concept of “six degrees” of connectedness, read about the “Six Degrees of Kevin Bacon Game”, described at http://en.wikipedia.org/wiki/Six_Degrees_of_Kevin_Bacon

The gist - you might never know that your neighbor’s brother-in-law manages a print shop you’d like to use...

Getting started – if you haven’t already, go to www.linkedin.com and create an account. The free version will be right for most people.

Your Profile

While it is self explanatory, you still have to take the time to complete your profile - *Work in stages - Add everything*. You are found based on what you have entered in your profile...

Use the information on your resume to help construct your profile
...but...

Your LinkedIn profile should not “look” exactly like a resume...

If something doesn’t help you, simply leave it out.

Steven Tylock
Author of The LinkedIn Personal Trainer
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Don’t forget to carefully build your headline, summary and expertise sections – this lets you create your own unique platform.

Steve’s headline:

Information Technology Executive, Strategist, Creative Thinker,
Author, Speaker, Husband, Father, Child of God.

What do you say with your professional headline?

Include items that help tell your story, show your platform.

If you have nothing there...

What happens?

What will people think of you?

Don’t forget to review your profile. (If you found yourself, would you want to have a conversation with the person it describes?)

Connecting to people

Search for people you know and trust. Ask to connect. Invite new people to join LinkedIn! (Tell them that it’s safe, effective, and free)

Your ability to use the system grows as your links grow - and your connection’s links grow.

If you have 30 links...

And each of your connections has 30 links...

And each of those has 30 links...

You connect to 27,000 people!

Outlook Toolbar

LinkedIn will look through your outlook contacts and tell you who is a member; allow it to do so!

After it has searched your email client, invite the people from your address book that you know and trust (be careful not to invite “everyone”).

Get the e-book at www.linkedinpersonaltrainer.com/book.htm

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Recommendations

“I worked with Bob, and would gladly do so again.”

“Steve did a terrific job when our network failed, he saved us!”

Recommend people you enjoyed working with.

Ask for recommendations from others.

Weak vs Strong links

Which will be able to help you - some guy you received email from once or the co-developer of a great product?

Some individuals appear to do well with large numbers of connections to people they don't know – I'm happy for them...

Introductions

“Make contact via a trusted connection”

After you find an individual you'd like to make contact with, ask your connection for an introduction, “John, would you introduce me to Mary?”

Use the LinkedIn system, or pick up the phone – whichever works best.

InMail

Direct contact to any LinkedIn member that chooses to receive InMail.

- Better than unsolicited email
- Not as good (personal) as an introduction
- Faster than an introduction – direct

Comes with a fee – monthly membership or purchase individual messages.

Easier to search and contact others. Often used by recruiters.

Connection protection

To connect, you must know the other person's email or have worked together. You control your connections, and can disconnect at will. No direct access to individuals you don't connect to. (Except via InMail)

Company Research

Company Based or Individual Search

“Advanced Search”

By Keyword, Name, Title, Company, Location, Industry.

Both current & former Titles or Companies

Find Employees / Employment

“Jobs & Hiring” tab

LinkedIn Job Postings

- Examine profile of job applicant / job poster
- Check references
- Get referrals from trusted connections

Getting “Found”

Others search LinkedIn...

Based on location, skills, keywords, company names...

They look for potential customers, employees, employers, and partners...

Make sure you can be found! Make sure they'll want to contact you!

LinkedIn is effective when networking:

- Re-connect & maintain connections
- Research companies and individuals
- Search for jobs
- Search for employees
- Search for sales
- Search for suppliers
- Search for partners
- Grow your business

Last words – please do this NOW!

Your LinkedIn identity is based on your email address. Register all of your accounts to keep from creating a duplicate profile. (Account & Settings)

Steven Tylock

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