



LinkedIn is one of the most powerful platforms in the world for professionals. It is a database of everyone who is a mover and shaker. It's filled with contacts that could make a huge difference in your business ... IF you use it.

41% of the world's millionaires have active profiles on LinkedIn.

Here are some tips:

1. Download the LinkedIn app! Make it as easy as possible to post and keep up to date
2. Your PROFILE PIC matters – this is not the place for selfies
3. DEFINE YOUR TARGET AUDIENCE / STRATEGY FOR LINKEDIN
4. Your HEADLINE is the most critical part of your profile – Go beyond your Title. Tell the world WHO you serve, WHY you serve, and if there's space, add a Call-to-Action. Think USP (Unique Selling Proposition). Use search term keywords. Use headline analyzer to hone your message.
5. Your summary is about THEM, the reader, not you. When someone who doesn't know you reads your summary, they are thinking "Why would I want to connect with this person" – Give 'em a reason! Include a Call to Action – tell them the best way to contact you!
6. Include links to videos, blogs, specials
7. When filling out professional experience, focus on your key accomplishments and how you impacted the organization. This is NOT the place to duplicate your resume.
8. Fill out as many categories as you can.
9. Ask for – and give – recommendations
10. Make sure your contact information is Current – and make it easy for people to contact you!

Spend at least 10 minutes on LinkedIn every day

1) Review your Network – review your Invitation to Connect requests – go to their profiles and see if they would be a good contact for you – invite at least 10 people to connect with you (and know that they will get a notification that someone has checked their profile – they must might check yours out as well).

2) Go to Manage My Network, hit Connections, and send messages to a) Recently Added and b) anyone who would be especially interested in something you have going on. DO NOT sell – ask to

connect. Invite them to an event, ask them to join you for coffee, ask for a recommendation, share a resource.

3) Create a Post or Article of interest to your ideal audience. Be sure to use hashtags AND tag (@) connections who would also be interested. You can post to your newsfeed, your newsfeed + Twitter, your business page, or to a group. GOAL: 15 interactions within 2 hours of posting will get you MASSIVE increase in distribution.

4) Scroll through your newsfeed, relevant hashtags and/or industry leaders and make thoughtful comments on other's posts. Share what would be of interest to your audience.

5) Get involved in GROUPS! No spam allowed. Ask questions. Answer questions. BONUS: You can directly message anyone anywhere in the world if you are both members of the same group. INTRODUCE YOURSELF. Build rapport. Check out profiles of folks that seem interesting (remember, they will get notified). Check out their Contact Info – if they list an email, you can copy and email them. Just be sure to tell them that you share a LinkedIn group.

5) LinkedIn Video (similar to FB Live) – whole new world! Lots of options not available on Facebook. Raise your game – do video on LinkedIn! Must be approved.

WHEN YOU ARE AT AN EVENT, Turn on “Find Nearby” (click on the Silhouette in blue circle) and connect with everyone who is also attending

If you are interested in a one-on-one LinkedIn Review and Strategy session (90-minutes, \$125), email Trina@Mirellietc.com