

# How to Connect with More People & Get Better Results From LinkedIn

# LinkedIn

LinkedIn has been described as being 'a Facebook for professionals', an online social network for professional people to 'connect' with other people in business, a great place for professional networking, job searching, potential sales leads and connecting with other people relative to your industry and also potential business partners. Users can create a personal profile, then search for "friends" or "contacts," and create extensive networks of connections.

LinkedIn provides you with a Professional profile that contains your

- Accomplishments,
- Background,
- Education & Qualifications,
- Experience,
- Interests,
- Hobbies,
- History,
- Endorsements from contacts and clients,
- Recommendations from people that have experienced your services,
- Testimonials from your clients,
- Contacts.

Everything that doesn't fit on your business card and is not included on your resume, basically a comprehensive description of **you** as a brand.

LinkedIn allows you to build your list of contacts and connections in business. What used to take years to do can now be done in months. You can easily build a list of hundreds of people that you can promote yourself and provide services to. You can also use LinkedIn as a medium to reconnect with people you may have fallen out of touch with, putting you back in contact.

You can multiply your efforts by connecting with friends of your connections. (This can be powerful).

Warning: As with most Social Networks, using the network to deliberately try to 'sell' is generally frowned upon. It is all about establishing and building relationships with people, establishing and building trust, then from which eventually can come the opportunity to provide your service and expertise for your usual fee.

## How to Set Up Your LinkedIn Profile

To set up your profile is very easy and it's Step X Step, LinkedIn will provide you with prompts to follow.

Your profile should have

- 1.) A recent and professional looking photo of you.
- 2.) Your headline should contain words that you could be searched for. Eg: if you're a Mortgage Broker then your headline should contain the words 'Mortgage Broker' etc.
- 3.) The geographic location or the area or suburbs you work in.
- 4.) A customized LinkedIn contact URL, with your name.
- 5.) A link to your website.
- 6.) Additional Keywords to help target a search, such as 'Your area or suburbs, the benefits you provide to your target market etc.
- 7.) Make sure your URL contains your first and last name.
- 8.) Your Contact Information
- 9.) 'Summary' complete and written in the first person.
- 10.) If possible use a slideshow or video to emphasise and better present.
- 1.) 'Skills & Expertise', load with keywords you want to be endorsed for.
- 11.) 'Projects', use this section to highlight Free Reports, downloads etc that you offer. (These must be relevant and of interest to your target market)
- 12.) Complete your current and past work history.
- 13.) 'Recommendations' aim for as many as possible.
- 14.) 'Volunteer Experience and Causes' that you contribute to or support.

- 15.) 'Honours & Awards' that you have received.
- 16.) 'Groups' Join as many as 50 which helps your search rankings.
- 17.) 'Following' or Connecting as many people as possible also helps with search rankings and enhancing your authority, credibility and reputation.
- 18.) Post regularly which helps keep you Top of Mind, builds your name as a brand, assists with online reputation and SEO.

Remember:

Throughout your profile remember to use keywords that you want to be searched for.

## How to Manage Your LinkedIn Profile

To manage your profile takes only a few minutes a day.

- 1.) Search LinkedIn for people you already know in your industry and invite them to connect with you.
- 2.) Reply to everybody that connects with you with a short 'Thank You for Connecting' email. This helps you to stand out and be remembered.
- 3.) Aim to build your numbers of 'Connections' to a minimum of 500 +.
- 4.) Endorse people.
- 5.) Provide recommendations to people whose services you have experienced.
- 6.) Seek endorsements from people you have provided outstanding services to.

## Using LinkedIn Daily

- 1.) Don't spend any more than 15 minutes a day managing your LinkedIn.
- 2.) Always be professional, positive and helpful.
- 3.) Above all; Treat people the way you would like to be treated.

# LinkedIn as a Search Engine.

Have you ever wanted to search for many people within a particular industry?

Let's say you want to search for Real Estate Agents within a particular state, town, suburb or area.

For example, let's say you want to search for Real Estate Agents in Melbourne. Using the LinkedIn Search Bar you just type in Real Estate Agent Melbourne, then to the top right select 2nd and hit 'Enter'.

2<sup>nd</sup> literally means Real Estate Agents that you are not 'connected' to but who are 'connected' to at least 1 of your 1<sup>st</sup> level connections.

The screenshot shows the LinkedIn search interface. At the top, the search bar contains 'Real Estate Agent Melbourne' and a 'Search' button. Below the search bar, navigation tabs include 'Top', 'People', 'Jobs', 'Posts', 'Companies', 'Groups', and 'Schools'. A banner for 'RTOs: Need resources?' is visible. The main results area shows 'Showing 700 results.' and a list of profiles, each with a 'Connect' button. The profiles listed are:

- Vivianne Derman** • 2nd  
Licenced Real Estate Agent - Senior Retail Commercial Portfolio Manager at LR Reed Me...  
Melbourne, Australia  
9 shared connections
- Graciela Lyford-Pike** • 2nd  
Licensed Real Estate Agent at Grace Realty - Melbourne  
Melbourne, Australia  
1 shared connection
- Jeffrey Dixon** • 2nd  
Real Estate Agent at ljhookey frankston  
Melbourne, Australia  
161 shared connections
- Peter Damon** • 2nd  
Licensed Real Estate Agent at HARCOURTS  
Melbourne, Australia  
162 shared connections
- Tanja Neven - Jones** • 2nd  
Licensed Real Estate Agent at O'Brien Real Estate  
Melbourne, Australia  
Summary: ...her real estate career... Real Estate and looks...  
128 shared connections
- James Meldrum** • 2nd  
Licensed Real Estate Agent & Auctioneer at RT Edgar Elwood & Brighton  
Melbourne, Australia  
Current: Licenced Estate Agent & Auctioneer at Real Estate, Melbourne

On the right side, there is a 'Filter People by' section with 'Clear all (1)'. The 'Connections' filter is expanded, showing '1st', '2nd' (selected), and '3rd+'. Other filters include 'Keywords', 'Locations', 'Current companies', 'Past companies', 'Industries', 'Profile language', 'Nonprofit interests', and 'Schools'. Below the filters, a section titled 'Want to better focus your search?' suggests upgrading to 'Sales Navigator' or 'Recruiter'. At the bottom, there is a 'Saved searches' section with 'Manage' and three entries: 'Mortgage Brokers (171 new)', 'Mortgage Brokers (163 new)', and 'Mortgage Brokers (224 new)'. A 'See more' link is also present.

You will notice in the top left 'Showing 700 results.'

**Warning:**

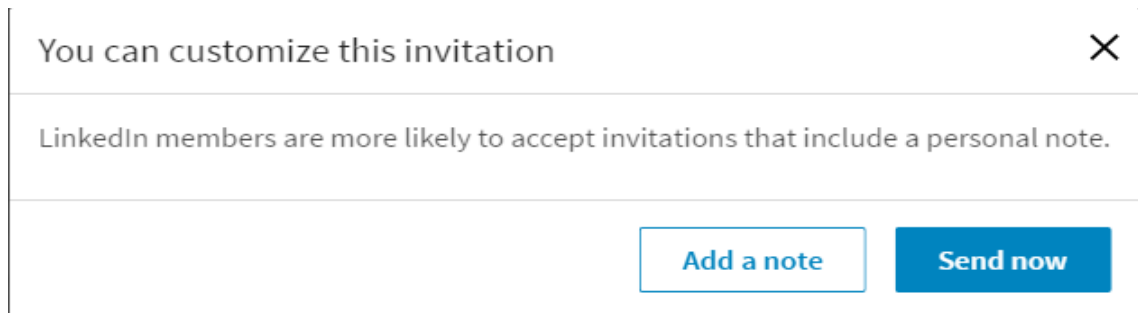
To Connect. (Do not just click on the 'Connect Button')

## To Connect to literally 100's of connections try the following approach.

You will get a better response and start the right way with a more personalised approach.

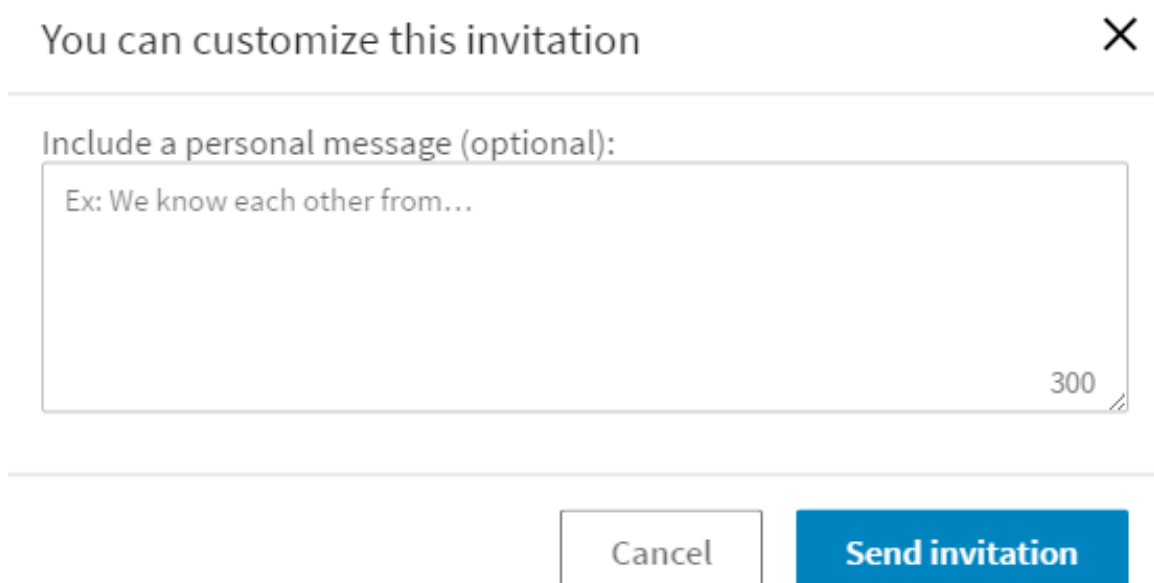
Send them a personalised request like the following (LinkedIn limits your Personalised Connection Request to 300 characters.)

- 1.) Click on their Name (Highlighted in Blue)
- 2.) Next you will see their profile.
- 3.) Click on 'Connect'
- 4.) The window below will open up.



A screenshot of a LinkedIn window titled "You can customize this invitation" with a close button (X) in the top right corner. Below the title bar, there is a message: "LinkedIn members are more likely to accept invitations that include a personal note." At the bottom of the window, there are two buttons: "Add a note" (a light blue button with a blue border) and "Send now" (a solid blue button).

- 5.) Click on 'Add a Note'
- 6.) The next window below will open.



A screenshot of a LinkedIn window titled "You can customize this invitation" with a close button (X) in the top right corner. Below the title bar, there is a section titled "Include a personal message (optional):" followed by a text input field. The input field contains the text "Ex: We know each other from..." and has a character count of "300" in the bottom right corner. At the bottom of the window, there are two buttons: "Cancel" (a light blue button with a blue border) and "Send invitation" (a solid blue button).

To Insert your personalised message just Copy and Paste it in and then enter their first name and hit Send Invitation.

7.) Then backspace your 'Browser' twice to go back to your list of people to Connect to.

Note:

This message probably looks familiar, it's how we first met on LinkedIn, now you know it works.

Hi B

I noticed your profile and thought we would both benefit from being connected.

Would you be open to 'connecting' on LinkedIn?

Kind Regards

Derick Mildred, Web Design, SEO, Online Consulting

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# LinkedIn Do's & Don'ts

## Do's

- 1.) Have an attractive and professional profile picture.
- 2.) Make sure your profile is complete with an 'All Star' rating.
- 3.) Make sure your shared content is related to business.
- 4.) Try to personalise your 'Connect' requests.
- 5.) Get involved in 'Groups' and constructively participate.
- 6.) Always approve requests from 'Connections' to be introduced to other 'Connections'.
- 7.) Establish, nurture and build your relationships with people, touch base occasionally.
- 8.) Reach out and make meaningful connections, research their profile first.
- 9.) Link videos related to your business and what you have to offer, that help people.
- 10.) Try to add value for the reader of your posts and profile.
- 11.) Look for connections and opportunities to 'Cross Promote'.
- 12.) Make sure that you personalise any recommendations.
- 13.) Send a 'Welcome Message' that provides value to the reader.
- 14.) Try to devote 10 minutes to LinkedIn a day.

## Don'ts

- 1.) Don't over post, 1 – 3 times a day is sufficient.
- 2.) 'Update Notifications' really annoy people so make sure it's turned off.
- 3.) Do not send mass messages.
- 4.) Do NOT Direct Sell on LinkedIn, people hate this and it's frowned upon.
- 5.) Do not SPAM LinkedIn Groups with sales messages, let people approach you.
- 1.) Do not ask for endorsements or recommendations from people you barely know.
- 7.) Do not post any 'sexualised' content.
- 8.) Don't use LinkedIn as a Dating Site.
- 9.) Be careful posting anything religious or political.
- 10.) Be wary of 'connection' requests from people with very basic profiles.
- 11.) Don't confuse quantity for quality, always try to provide quality.
- 12.) Don't expect others to either network or use LinkedIn like you do, even with 425 million members LinkedIn is still in its infancy.
- 13.) Don't use LinkedIn to ask people to Like your Facebook page.
- 14.) Don't start a message with 'I see you viewed my profile', it can come across as a bit 'creepy' just send a personalised 'Connection' request instead.
- 15.) Above all, try not to be impatient; relationships take time and so does LinkedIn.





# About Derick Mildred

Derick Mildred



**Business Author:** In 2007 wrote The Entrepreneurs Guide to Business Development & Marketing which achieved sales in excess of \$75,000 within just 6 months of publication.

**Business Owner:** Derick is the proud owner of 2 businesses, A Web Design business called 1<sup>st</sup> Page Websites & a Consulting business called Synergise Consulting.

**Business Consultant:** Aged a young 52, has been consulting to businesses for over 20 years with clients in Finance, Health and Beauty, Hospitality, Retail, & Services industries.

**Seminar Presenter:** Has presented seminars on Business Development, Marketing, Productivity to a diverse range of industry groups.

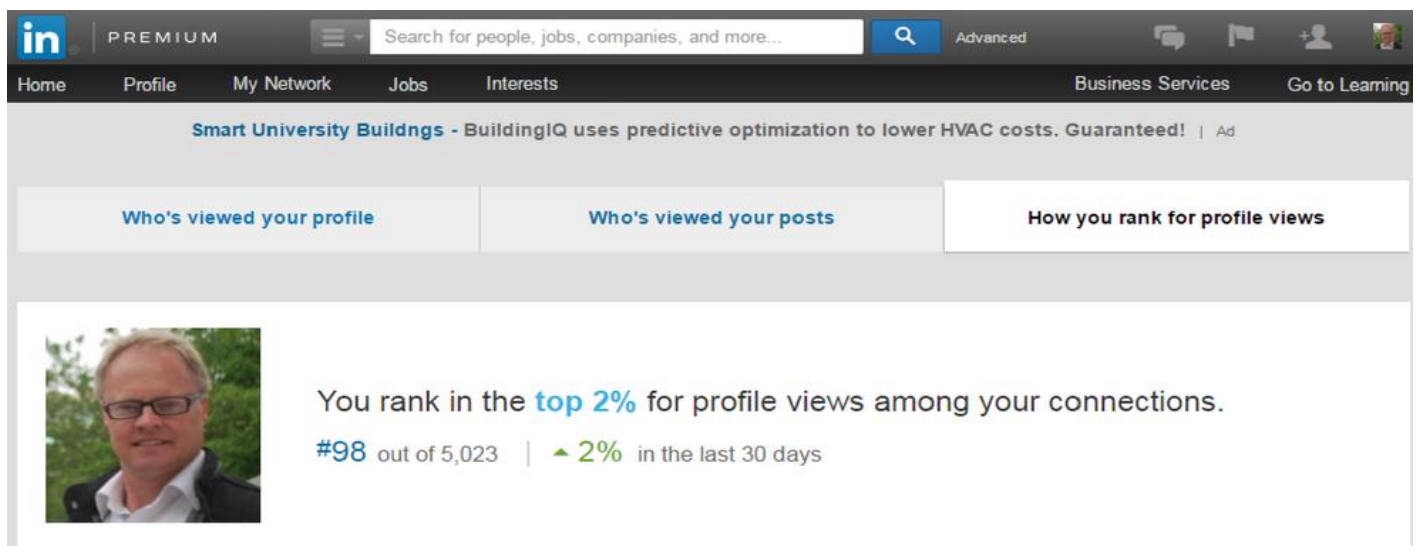
**Website Developer** For over 4 years has been designing and building websites that rank on Page 1 on Google for clients all over Australia.

**Online Consultant:** For over 4 years he has been advising clients on how to improve their results on Facebook and LinkedIn.

**SEO:** In 2014 he shocked the SEO industry with a **1st Page on Google Guarantee in writing** which has been delivered on every time for every client without a single claim on this guarantee so far.

**Martial Artist:** Currently with over 21 years experience in martial arts including Judo 7 years (Brown belt) & Kyokushin Karate 17 years + (San Dan 3rd Degree Blackbelt).

**From LinkedIn** Over 5000 Connections & Top 2% for Profile Views.



The screenshot shows the LinkedIn interface. At the top, there's a search bar and navigation tabs like 'Home', 'Profile', 'My Network', 'Jobs', 'Interests', 'Business Services', and 'Go to Learning'. Below the navigation, there's an advertisement for 'Smart University Buildings'. The main content area has three tabs: 'Who's viewed your profile', 'Who's viewed your posts', and 'How you rank for profile views'. The 'How you rank for profile views' tab is selected, showing a profile picture of Derick Mildred and the text: 'You rank in the **top 2%** for profile views among your connections. #98 out of 5,023 | **▲ 2%** in the last 30 days'.



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