

WINNING

with

LinkedIn®

BEST TIPS



Dr.Ashwini Aggarwal

India-Inspires.com

xlTVinspires



Personal Branding via LinkedIn Workshop Content Plan



What is LinkedIn



Why leverage Personal
branding with LinkedIn



How to leverage
Personal branding
with LinkedIn

LinkedIn Profile
MakeOver
Strategies

LinkedIn Content &
Engagement
Strategy

Personal Branding via LinkedIn Workshop Content Plan



How to leverage Personal branding with LinkedIn

LinkedIn Profile
MakeOver
Strategies
LinkedIn Content
& Engagement
Strategy

1. Strategy before the Siege
2. Winning Headlines
3. Your LinkedIn Photo
4. Making an Impactful LinkedIn Banners
5. Preparing a Searchable Summary
6. Filling out your Profile Experience...
7. ...Beyond the Job/Designation entries
8. Developing a content strategy
9. Starting with the Target Audience
10. ..and Building on your engagement/Content Plan
11. Leveraging LinkedIn in Real-life
12. Resources

A man in a dark pinstripe suit and a red tie is seated at a desk. He is holding a pen over a document. The image is framed within a circular border.

Linked in.

IS

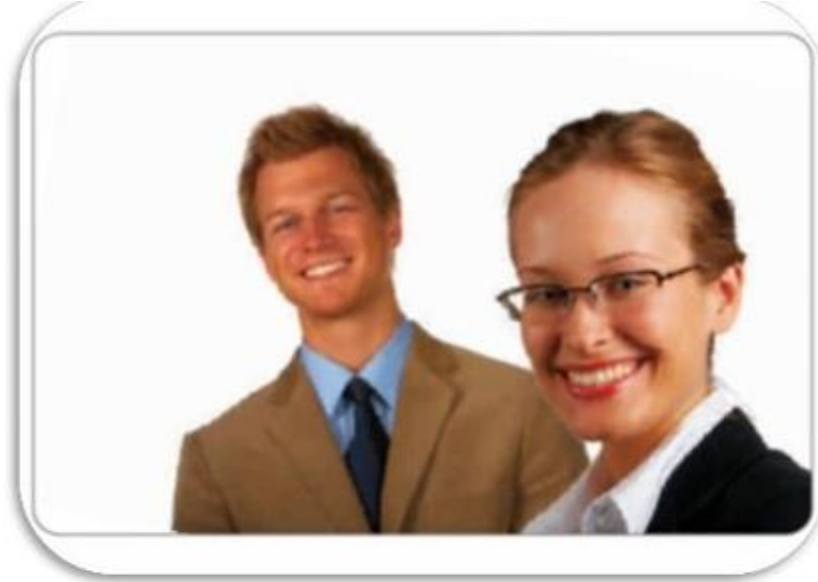
facebook

With a
Tie

#1 Professional Social networking Site!

Linked in

Make your
professionalism
Visible on LinkedIn
and grow your
network



facebook

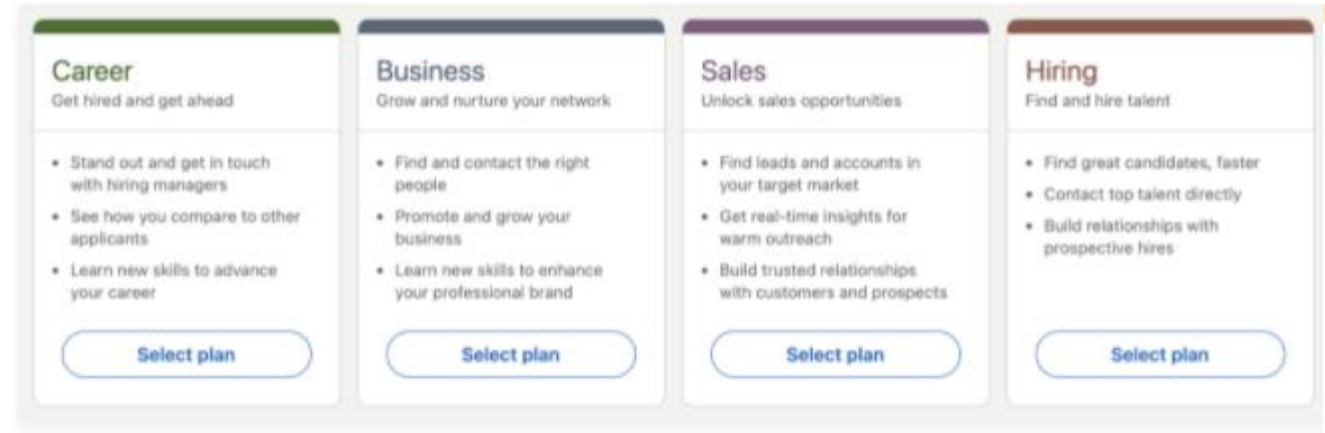
Keep personal and
privacy settings to
Facebook

Nearly 740 million members in 200 countries and regions worldwide



Over 55 Million Companies in LinkedIn...

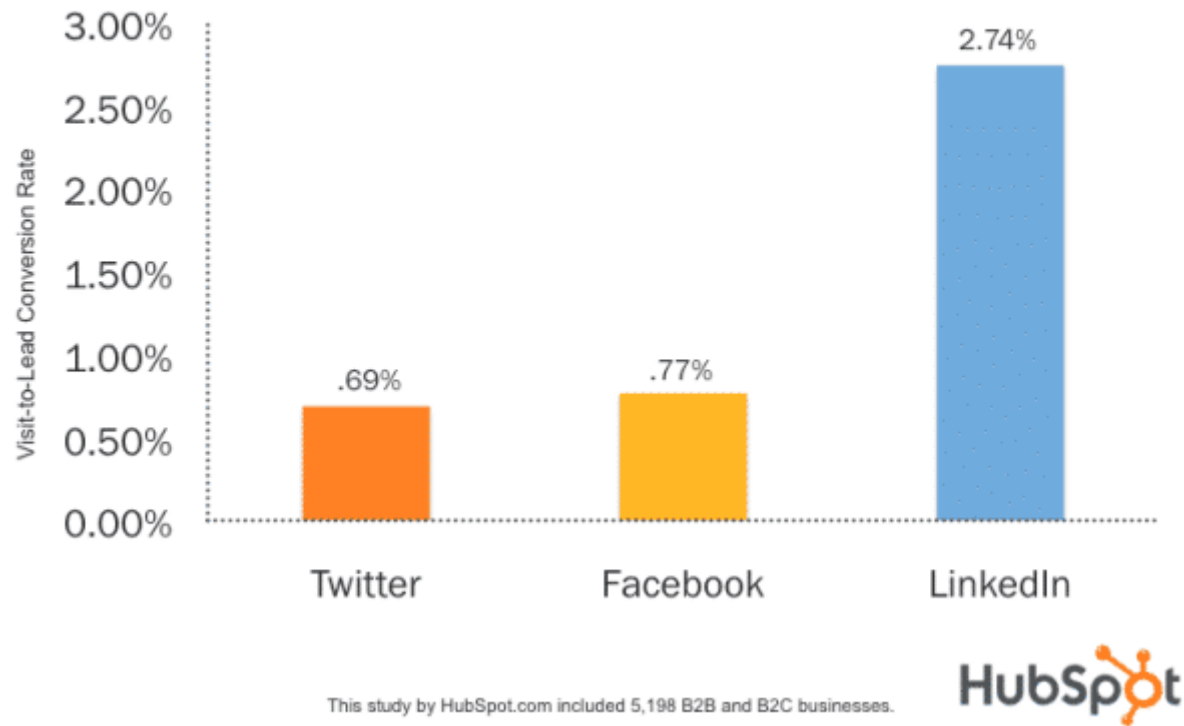
- 47% LinkedIn Users carry takehome > \$75k (more than the median US salary)
- 57% users are male
- Over 39% users pay for LinkedIn Premium
- 87% recruiters use LinkedIn
- India is one of the fastest growing base ...moving towards 100 Mln users...



— LinkedIn plans



LinkedIn Best Social Network for Lead Generation



- 277% more effective than Facebook and Twitter / HubSpot

▶ People spend time on other networks, but they invest time on LinkedIn.

79%

of B2B Marketers believe social media is an effective marketing channel.

80%

of B2B leads come from LinkedIn.





**LinkedIn will NOT
get you a job or
generate leads for
your company...**



You Will..

How are you leveraging your social media?

Start with an end in mind!

■ Target

Are you looking at it as a tool for building your business, your corporate network, your corporate profile?

■ Sales or Career Options

What are your networking objectives – and how are you building your network

■ Planning

Are you planning your profile and your positions to enable your network pull?

■ Execution

Are you executing for your network and for your target audience? ...in a way that it serves your objectives?



How I leveraged my linkedin profile xlashwini

2008 Job Hunt

My Industry Visibility

My YouTube Network build

...and more...

QR Code Scan in conferences!

Ultimate networking tool/ the go-to man for connections!

**Are you
ready?!?!?**



Personal Branding via LinkedIn Workshop Content Plan



What is LinkedIn



Why leverage Personal
branding with LinkedIn

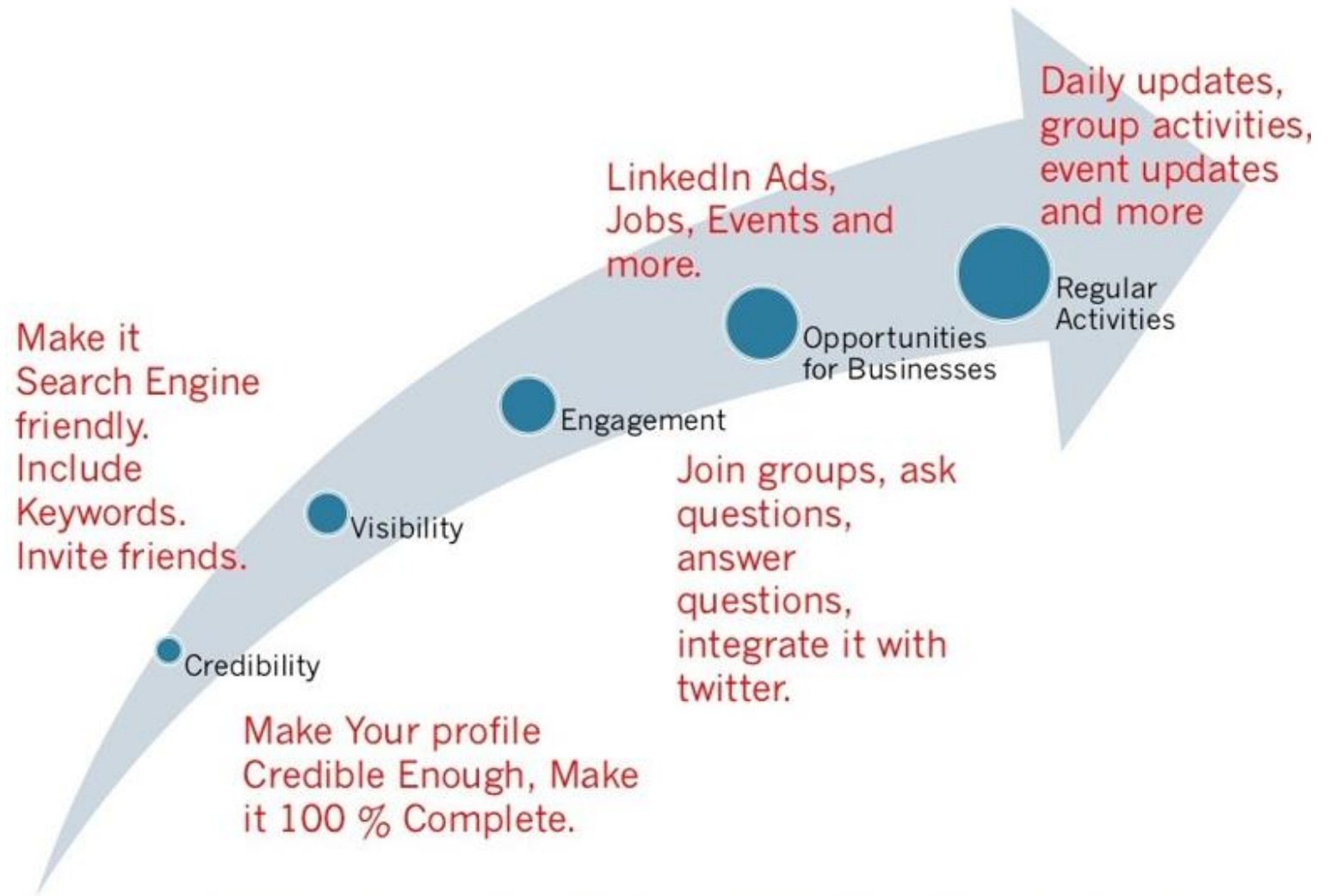


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Strategy

Your Linkedin Roadmap...



Personal Branding via LinkedIn Workshop Content Plan

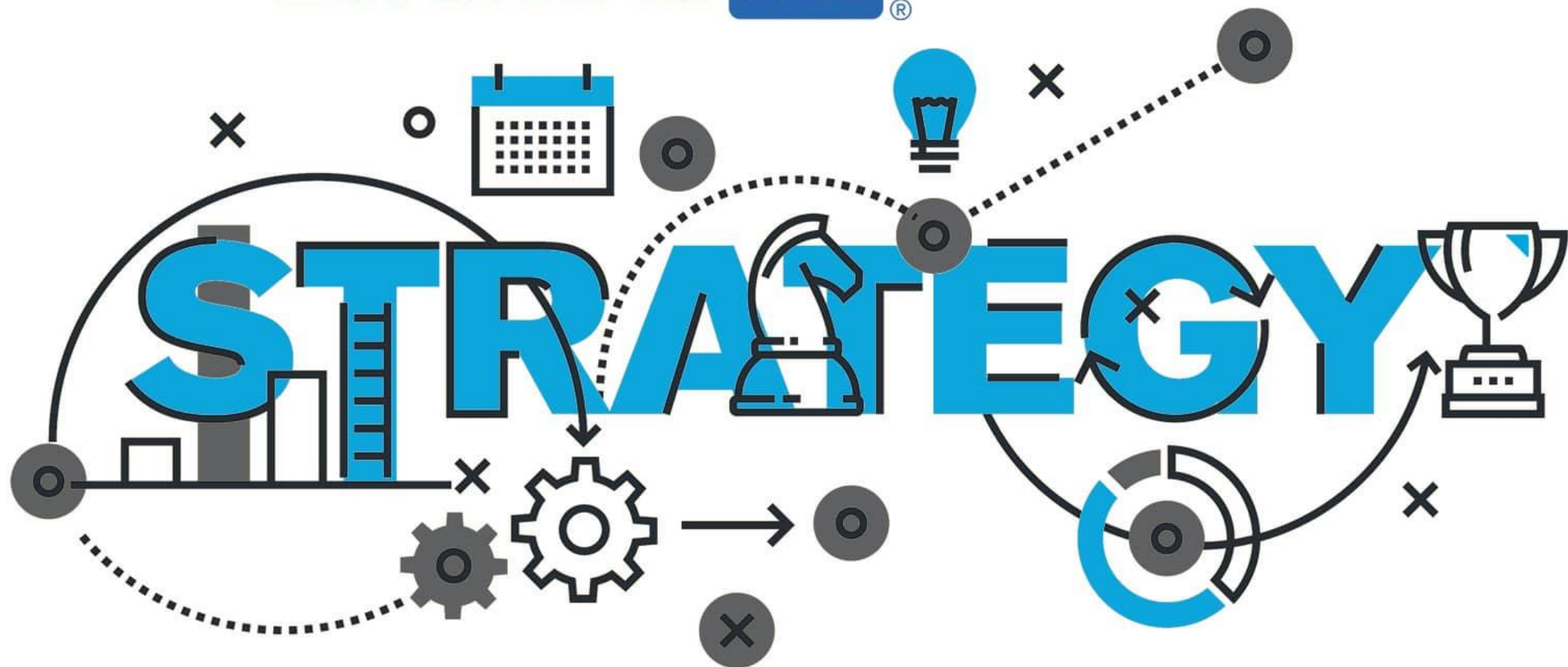


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What is your Goal	Who is your Audience & their current perception	What is your targeted Desired Perception/ SNI/CTA do you seek?
Job Search	Recruiter; Hiring Managers; HR Professionals <i>With target Job Descriptions, Key words</i>	Best-in-Class Candidate?/ Skilled Specialist
Sales & Prospecting	Existing Customers/ Clients; Prospective customers/Clients <i>Less interested in your sales skills – more interested in your industry knowledge, capacity to give a solution to their problem-at-hand, industry perceptions about you</i>	Experienced, Strong Recommendations and Proof-of-execution, Good Industry Perceptions
Reputation Management & Personal Branding	<p>Specific to your Brand objective.</p> <p>Cross-Eyed PhD -> leveraged on my PhD academic success : and focused on professionals in my network who aspired to add a PhD</p> <p>Solar XL -> shares tech tips, tricks & traps in solar PV installations. Targets – solar user/installer community</p> <p>Runner-Blogger-Memory Skills -> shares life hacks & success tips for a general executive audience</p>	<p>Positions me as a Professional with strong academic credentials</p> <p>Positions me as a Solar Technology expert</p> <p>Positions me as a Successful Professional with inspirational content</p>



... the Strategy before the Siege

Profile

Best Tips

MakeOver

LinkedIn®



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BEST TIPS



WINNING **LinkedIn** **Headlines!**



Tips for Winning Headlines

Customize

Customize your headline

Incorporate

Incorporate your specialty/
your 'win'

Show

Show Character or Personality

Use

Use keywords to improve
search



3 Tricks for



WINNING

LinkedIn®

Headlines!



Trick 1 for Winning Headlines

Headline Formula Options:

Role | Skill/Achievement | Convo Starter

Or

Skill/Achievement | Role | Convo Starter

Built As

Adjective- Skill | Adjective- Skill | Adjective- Skill



Trick 1 for Winning Headlines

Ashwini-K Aggarwal, PhD, FIETE

🔥 *Accomplished* Government Affairs/Marketing Professional |
Director-GA, Applied Materials/ Past Chair, India
Electronics&Semiconductor Association 🔥 *Blogger- Runner-
Memory Athlete*

Headline Formula Options:

Role | Skill/Achievement | Convo Starter

Or

Skill/Achievement | Role | Convo Starter

Built As

Adjective- Skill | Adjective- Skill | Adjective- Skill



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Excel | Inspire | Grow

Trick 2 for Winning Headlines

2

Plug as many keywords as appropriate in the headline (140 characters via Mobile LinkedIn)

Do not waste valuable headline real-estate on “looking for opportunities” – this is seldom the search keywords of potential recruiters.

Focus on keywords that focus on skills, expertise, experience that are searched for.



Trick 3 for Winning Headlines

Ashwini-K Aggarwal, PhD, FIETE

🔥 *Accomplished* Government Affairs/Marketing Professional |
Director-GA, Applied Materials/ Past Chair, India
Electronics&Semiconductor Association 🔥 *Blogger- Runner-
Memory Athlete*

Format

Format the headline for IMPACT

- Use Bullets
- Use text formatting

URL for creating text formatting

<http://slothsoft.net/UnicodeMapper/>

Plug in the text you wish to create a formatted image for. Text Converter gives you the formatted image in different fonts. Select an image, copy it (Ctrl+C) and paste it in the headline (Ctrl+V).

Do not guild the lily – do NOT overformat your text. It should be pleasantly readable by the humans.

Also – the keywords should not be replaced by a Unicode image – they will not be searchable!



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Slothsoft » Unicode Text Converter

Slothsoft

- About us
- Shoutboxes
- Minecraft
- Tales
- Fire Emblem
- DragonAge
- Ambermoon
- Japanese
- Video Chat Thing
- What The Hell
- Heartbeat For All
- **Unicode Text Converter**
- Imprint

Unicode Mapper

Input your text here...

Accomplished

Unicode'd text

Output, serif	Accomplished	Output, serif-bold	Accomplished
Output, serif-italic	Accomplished	Output, serif-bold-italic	Accomplished
Output, sans	Accomplished	Output, sans-bold	Accomplished
Output, sans-italic	Accomplished	Output, sans-bold-italic	Accomplished
Output, script	Accomplished	Output, script-bold	Accomplished
Output, fraktur	Accomplished	Output, fraktur-bold	Accomplished
Output, monospace	Accomplished	Output, fullwidth	Accomplished
Output, doublestruck	Accomplished	OUTPUT, CAPITALIZED	ACCOMPLISHED
Output, circled	Accomplished	Output, circled	Accomplished
Output, underlined-single	Accomplished	Output, underlined-double	Accomplished

<https://unicode-table.com/en/emoji/> URL for full Unicode symbol library

Stars: ★ ☆ ☆ ☆

Arrows: ⬅ ➡ ➦ ➧ ➨ ➩ ➪ ➫ ➬ ➭ ➮ ➯ ➰ ➱ ➲ ➳ ➴ ➵ ➶ ➷ ➸ ➹ ➺ ➻ ➼ ➽ ➾ ➿ ➸ ➹ ➺ ➻ ➼ ➽ ➾ ➿

Traditional bullets: ▪ ◆ ♦ ●

Ticks: ✓ ✗ ☐ ☑

Email: ✉ ✎ ✏ ✒ ✖ ✗

Phone: ☎ ☏ ☑ ☒

Lines: =====

People: 👤

Space: 🌍 🌙 🌟 🌠

Nature: 🌴 🌵 🌸 🌺 🌻 🌼 🌾 🌿 🍁 🍂 🍃 🍅 🍆

Hand Gestures: 🙌 🙏 🙐 🙑 🙒 🙓 🙔 🙕 🙖 🙗 🙘 🙙 🙚 🙛 🙜 🙝

Business Concepts: 🏰 💡 100 📎 🔍 🔎 🔑 🔒 🏆 ✂

Financial: 💰 💵 💶 💷 💸 📈 📉

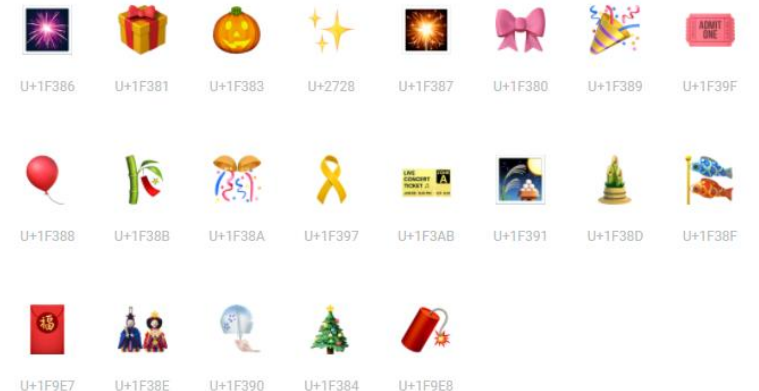
Medical/Pharma: 💊 📋 🏥 🚑 🚒 🚓 🚔 🚕 🚖 🚗 🚘 🚙 🚚 🚛 🚜 🚝 🚞 🚟 🚠 🚡 🚢 🚣 🚤 🚥 🚦 🚧 🚨 🚩 🚪 🚫 🚬 🚭 🚮 🚯 🚰 🚱 🚲 🚳 🚴 🚵 🚶 🚷 🚸 🚹 🚺 🚻 🚼 🚽 🚾 🚿

Architecture/Construction: 🏠 🏡 🏢 🏣 🏤 🏥 🏦 🏧 🏨 🏩 🏪 🏫 🏬 🏭 🏮 🏯 🏰 🏱 🏲 🏳 🏴 🏵 🏶 🏷 🏸 🏹 🏺 🏻 🏼 🏽 🏾 🏿

Creative: 🎨 🎩 🎪 🎫 🎬 🎭 🎮 🎯 🎰 🎱 🎲 🎳 🎴 🎵 🎶 🎷 🎸 🎹 🎺 🎻 🎼 🎽 🎾 🎿 🎿 🎿 🎿 🎿 🎿

Fashion: 👗 👘 👙 👚 👛 👜 👝 👞 👟 👠 👡 👢 👣 👤 👥 👦 👧 👨 👩 👪 👫 👬 👭 👮 👯 👰 👱 👲 👳 👴 👵 👶 👷 👸 👹 👺 👻 👼 👽 👾 👿

Event >



Medal & Award >



Sport >

Traps to avoid



WINNING LinkedIn® Headlines!



4 Traps to avoid for winning Headlines

Avoid

Avoid sounding desperate,
tasteless or boring

Avoid

Inappropriate and too many
keywords (linkedin algorithm
will lower your search rank)

Limit

Use of bullets to 1-2 (more
than 2 is too many)!

Limit

Overformatting your text (
keywords should not be
formatted –they will not be
visible in the search)!



Life Hacks...Branding Tips

Watch →

← Subscribe

Connect



xlAshwini



Ashwini.Aggarwal



Headline Generator

Bullet	Adjective	ROLE	Bullet	Skill	Suffix	Bullet	Convo-Sparker

Select bullets from the bullet library and paste in the headline generator

Select the adjective and role from the option sheet on next page and paste in the headline generator

Select the skill and suffix from the option sheet on next page and paste in the headline generator

Select an appropriate conversation starter & paste in the headline generator

Headline Generator (page 2)

Adjective		Role	
Accomplished	Award-winning	CEO	Sales Professional
Certified	Disruptive	HR Manager	Account Manager
Evolutionary	Engaging	Marketing Professional	
Exciting	Experienced	Speaker	Writer
Executive	Energetic	Customer Service	
Effective	Dynamic	Corporate Executive	
Influential	Professional	Technology Consultant	
Gifted	Expert	Project Manager	
Skilled	Gifted	Cross-functional manager	
Strategic	Hands-on		
Innovative	Holistic		
Capable			

Headline Generator (page 3)

Skill/Competence/Application/Methodology		Suffix	
Digital Marketing	Branding	Expert	Advisor
App Developer	Cloud Computing	Advocate	Artist
Business Development	Customer Care	Athlete	Believer
Content Creator	Internet of Things	Builder	Catalyst
Product Marketing	Prospecting	Champion	Change Agent
Scientist	Social Selling	Consultant	Developer
Strategic Relationship	Google Analytics	Leader	Enthusiast
SaaS	Financial Forecasting	Evangelist	Guru
Client Engagement	Information	Optimizer	Specialist
Technology		Strategist	
Marketing			

Headline Generator (page 4)

Extra-curricular Activity		Add-on Conversation starters
Foodie	Marathon Runner	Making things happen...
Volunteer	Youtuber	Shaping organizations with innovation
Blogger	World Traveler	Value Creator
Geek	Technology Whiz	Business Turnaround Specialist
Memory Athlete		Excel Inspire Grow

My SECRET
notes
available
FREE!



LIKE



COMMENT



SUBSCRIBE

Like – Comment– Subscribe my channel (xltvinspires)
(Leave your email in comments - or email request to **Aggarwal.ashwini@gmail.com** with subject Header: **Dr.Ashwini's Linkedin Headline Notes**)

1. List of adjective / Skill reference for
Headline Creation

2. My Sample bullet library with URL of a
Unicode Character Library for the icons

3. Unicode Text Formatter Generator URL
links ...and more



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 Memory Athlete**



Applied Materials



Faculty of Management
 Studies and Research, Aligar...



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Ashwini-K Aggarwal, PhD, FIETE

🔥 **Accomplished** Government Affairs/Marketing Professional | Director-GA, ...
 1w •



Sorav Jain **YOU**

Thinker in Chief @ echoVME, Digital Marketing Consultant,
 Faculty, Speaker, Trained 1000+ Professionals on Social
 Media
 Chennai Area, India · Marketing and Advertising
 Similar · 500+



kavita choudhary **1st**

Done Internship in Events. at K & V Media Private Limited
 Bhopal Area, India · Public Relations and Communications
 ▶ 7 shared connections · Similar · 102



Sorav V. **3rd**

Team Coach at OPKeServices PVT LTD
 Ludhiana Area, India · Marketing and Advertising
 Similar

Look at the above pictures
 and say which one is clear
 and evident.

Right picture is worth a thousand words!

Upload your profile photo

- Profile is 14 times more likely to be viewed if you have a profile photo!



Vipin Katara · 1st

Ex-General Manager at Bharat Electronics Ltd
Bangalore Urban, Karnataka, India · [Contact info](#)



Bharat Electron



National Institu
Technology Kari



Wendy Yamazaki · 2nd

Senior Director (Government Relations and Regulatory Strategy,
APAC) at London Stock Exchange Group (LSEG)

Profile Pictures

Do's

- Have a professionally taken picture
- Look straight into the camera
- Use a plain, indistinct background
- Dress Professionally
- Zoom in close, frame your face!

Don't

- Use a picture taken at a wedding/ casual setup
- Wear sunglasses / look away from the camera
- Have a distracting/busy background
- Use a logo or a cartoon character
- Use a full-length shot – or have others in frame besides you!

10 tips for a perfect headshot

1. Hire a professional photographer
2. This is NOT a passport MUG-shot photo
3. Use Lots of Light
4. Use a non-descript background
5. Dress to Impress
6. Adjust yourself!
7. Keep camera close to eye-level
8. Crinkle, Smile & Jut!
9. Limit PhotoShop!
10. Crop your photo for the head-shot..

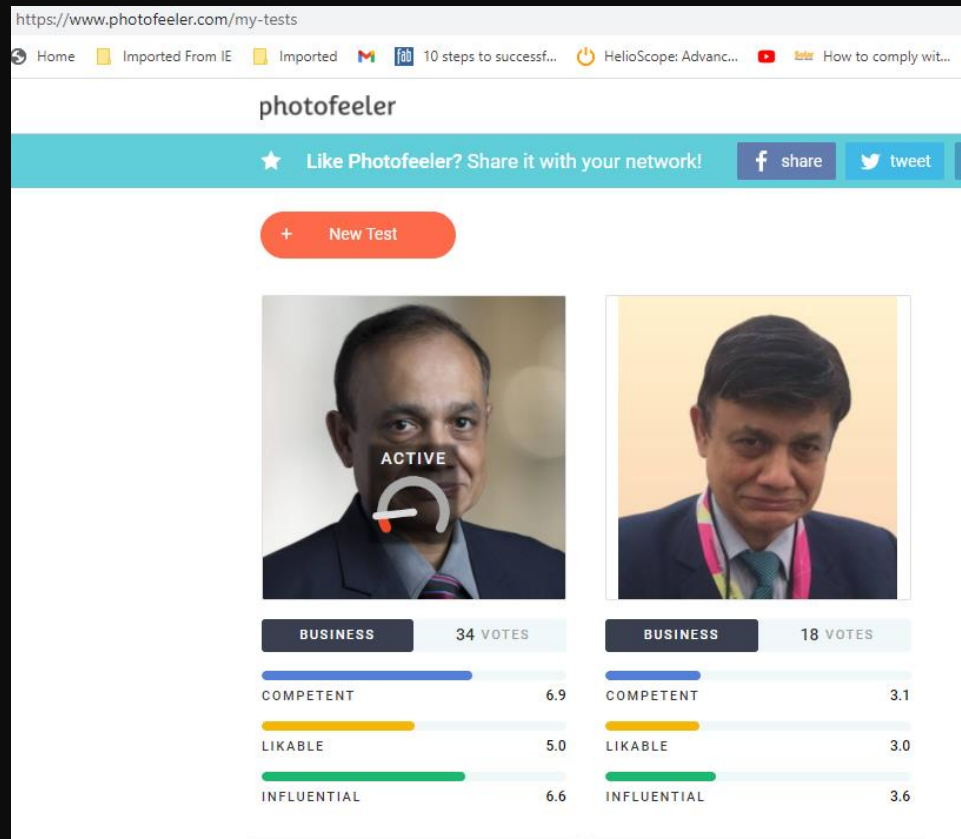
Photo for your Linkedin Profile

- Which is a better photograph?



Photo for your LinkedIn Profile

- Which is a better photograph?



LinkedIn®

Banners with



Dr.Ashwini Aggarwal

India-Inspires.com

xlTVinspires



Reinforce your brand with Background Banner!

- Choose images that inspire you or reflect your PROFESSIONAL brand
- THINK how you want to be seen on LINKEDIN



Some ideas for the banner...

- An image of the products that you sell
- A picture of your office
- A team photo
- A picture of you at a podium, or presenting in front of an audience...
- An illustration or photo that shows an analogy of what you do (lighthouse –consultant; magnifying glass- analytics etc..)



My banner is a collage- it shows me as an industry speaker, reader/blogger, runner, and a solar specialist! With my tag line: Excel, Inspire & Grow!

How to make your banner!

- Hire a professional graphic designer!

OR

- Do-it-Yourself with:
 - Canva or any other graphics package you are familiar with
 - PowerPoint (my way)
 - Google for Banner images that you can use



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Profile

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Linkedin Profile Checklist

Name

- Spelled correctly? Consistent with your business card/social media? No symbols, characters.

Headline

- Relevant? Captures top keywords? Compelling? Searchable by humans and computers?

Profile Picture

- Proper headshot? Do you look warm, friendly, competent, professional? Background neutral-not distracting?

Banner

- Customized to **YOUR** brand, subtly suggesting who you are to your profile reader?

Contact Info, customized URL

- Correct location, industry, contact info? Links to your websites? Customized Linkedin public URL?

About Section

- Is your summary an authentic professional manifesto? Engaging, easy to read? Rich in keywords? Do YOU feel a sense of pride when u read it?

Experiences (current+2 at least)

- Packed with keywords? Description explains accomplishments /performance highlights?

Education

- Builds academic history- milestones?

Licenses & Certifications

- If you have it, list it!

Volunteer Experience

- Build your profile as a mission driven generation – share how u give back!

Skills & Endorsements

- Core Competences, strengths , skills? With appropriate keywords to facilitate search and discovery?

Recommendations

- References from key people? And have you given recommendations to other professionals?

Accomplishments

- Honors / awards? Languages? Publications? Organizations? Courses?

Connections

- Network skills? Strengths?

Following Influencers, Groups, Companies, Schools

- At least 5 influencers, schools, companies of your interest? How close to 100 linkedin groups with your target audience and large memberships?

A woman with short brown hair and glasses is shown in profile, painting a portrait of a man with a beard and glasses on a canvas. The canvas is on an easel. The woman is wearing a grey and white striped shirt. The background is a blurred indoor setting.

Handcraft your Profile Summary

- Add keywords to facilitate discovery
- Build a warm, professionally factual and exciting profile summary
- Build impact with selective formatting and bulleted texts

Recommendations / Referrals

It is a networked world!!



Thinker in Chief / CEO
echoVme

7 visible recommendations for this position: [Edit](#)

"I found Sorav very energetic, clear minded with good depth of knowledge of social media and also very cooperative. Surely in Social Media space one of the good companies to hire who will ensure a good ROI.
Sanjay Shroff April 2, 2012
Top qualities: Expert, Good Value, Creative
[1st](#) Sanjay Shroff
hired Sorav as a IT Consultant in 2011

"Innovative, Hardworking, Sincere and Honest !!!
A Mentor's Pride !!! March 30, 2012
[1st](#) Mahua Das, Research Fellow, University of Leeds
worked directly with Sorav at echoVme

"Sorav represents what is best about working with small firms, and the best bit of a startup - an endless supply of energy, razor sharp focus and in going out of his way to make things happen for you, aligning to the bigger picture. More than anything, he is an amazing guy, and someone you should get to know in the industry." March 27, 2012
Top qualities: Personable, Good Value, High Integrity
[1st](#) Vijay Anand
hired Sorav as a IT Consultant in 2011

"Sorav is an enthusiast and passionate guy, especially in the space of Social media for business. He is constantly in touch with the developments in the field and looks at creative exploration of any new app or feature for enhancing business networking and engaging people through social media. His passion is so contagious that the entire ECHOVME team - young, energetic and creative - thinks out of box and speaks similar language." March 26, 2012
[1st](#) Balaji Gorantla, As Director, GF IMPEX Pvt Ltd

- Recommendations are a key profile element
- You might have your boss / colleagues appreciating you verbally, take the opportunity to request them to write a recommendation for you
- Recommendations on LinkedIn are considered highly credible and helps professions in jobs, services, decision factors & more...
- Golden Rule: Recommend people to get recommendations – and be shameless, ask for recommendations.

Add your Skills...



Find out all those attributes that defines you professionally. Remember these words must belong to the industry you specialize in. This helps enhance the visibility on LinkedIn Search Engine!

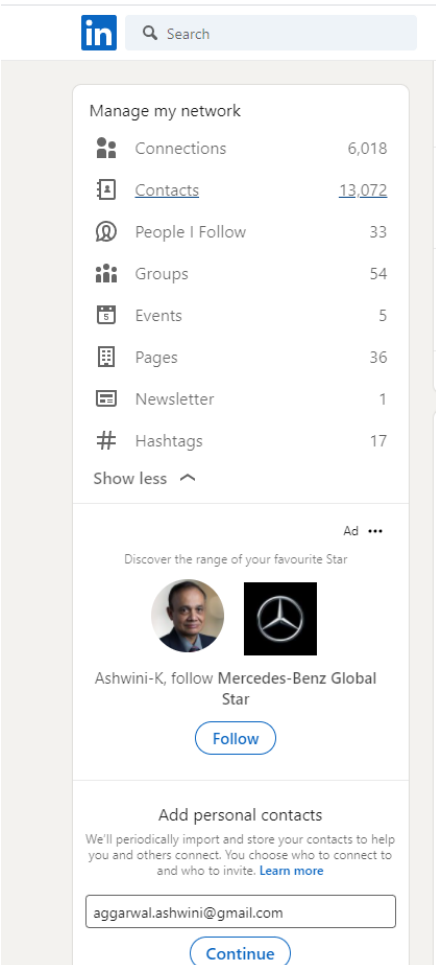
Add videos, presentations, apps on linkedin...

- Contribute on slideshare...
- Link videos from your blogs, YouTube channels
- Build content for your audience...
- Highlight books you read...professional events you attend...



Connect using email addresses

- Collect email addresses from the visiting cards you have collected till date and send them a LinkedIn invite
- Scan the cards with a document scanner – make a .csv file and upload in LinkedIn
- Let LinkedIn leverage your gmail or yahoo – or your outlook account to get all those you were in touch via email to join your network!



The screenshot shows the LinkedIn 'Manage my network' interface. At the top, there's a search bar with the LinkedIn logo. Below it, a table lists various network metrics:

Manage my network	
Connections	6,018
Contacts	13,072
People I Follow	33
Groups	54
Events	5
Pages	36
Newsletter	1
Hashtags	17

Below the table is a 'Show less' link. An advertisement for Mercedes-Benz Global Star is displayed, featuring a profile picture of Ashwini-K and a 'Follow' button. Underneath, there's a section titled 'Add personal contacts' with a brief explanation and a 'Learn more' link. A text input field contains the email 'aggarwal.ashwini@gmail.com', and a 'Continue' button is positioned below it.

Below the main content area, there's a green icon representing a contact list. The text 'See who you already know on LinkedIn' is followed by 'Syncing your contacts is the fastest way to grow your network'. A disclaimer states: 'We'll periodically import and store your contacts to suggest connections and show you relevant updates. You control who you connect to, and you can manage your contacts anytime. Learn more'. Another text input field with the same email 'aggarwal.ashwini@gmail.com' and a 'Continue' button are present. At the bottom, a row of icons for different email providers (Gmail, Yahoo, AOL, etc.) is shown with the text 'Or use one of these:'.

Use your linkedin url in your email/ cards/social media...

Warm Regards,

Ashwini K Aggarwal, *PhD, FIETE*

Director-Government Affairs | Applied Materials India Pvt Ltd

Chairman, Technical Working Group, India Energy Storage Alliance

Chairman, National Occupation Standards Committee-Solar, ESSCI

Regional Chair (North), Electronics Industries Association of India (ELCINA)

Past Chairman 2017-18, India Electronics & Semiconductor Association

Mobile +91 9910 555 970

AMAT Tie line : # 9575 4432

 /xlashwini  /xlAshwini

<http://www.appliedmaterials.com>

<http://www.India-inspires.com>

INDIA - INSPIRES

by Ashwini Aggarwal

About Me

Solar-XL

Ind

About Me



Tip

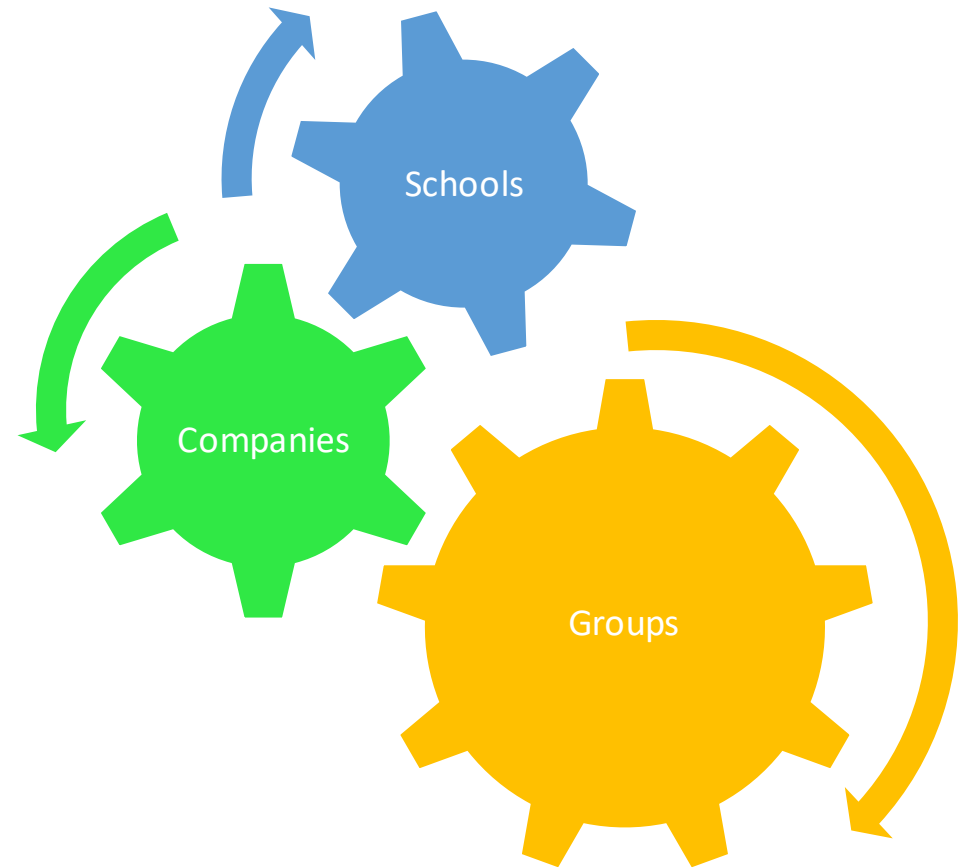
Leverage your mobile linkedin ap and profile QR
code as a quick business card/ networking tool!

Use
LinkedIn Groups
to
Build Connections



Build your Networking Engine!

- Identify groups that are in your industry using search terms
- Join them / Introduce yourself/ listen/engage regularly
- Expand your connects to cover
 - Companies of interest
 - Influencers
 - Schools



Create Content...

- Post your blog or articles in your network/groups to catch network attention
- Post Regularly – and capture positions to build your brand

My Personal Blog

India-Inspires.com

YouTube

xlTVinspires

Twitter
Linkedin

xlAshwini

Facebook

Ashwini.Aggarwal

Post polls
...to catch
industry
attention!

Most Popular Discussions



[Follow Garima](#)

What is the Biggest ERP Challenge Your Organization Faces?

posted 3 months ago • 3 votes



Santosh Bojan 13 days ago • Lack of executive support may be the root cause for at least some of the people that identified employee buy-in as their biggest problem.

[See more »](#)



Like

Comment

Follow

More ▾

Be Regular...and pro-active...

- Update your status frequently
- Personally welcome and acknowledge your new connections. This strategy is central to developing relationships & standing apart from others who are just collecting connections
- Participate in groups and engage with comments
- Share jobs and thought notes – relevant content will help you build an audience
- Don't stop at sharing content – engage with the audience and be an opinion maker than just a broadcaster
- Follow groups and get introduced
- Identify engaged respondents, influencers, alumni search, 2nd level links – and expand your network
- Figure out on daily basis who checked profile and try adding those links

Linkedin for Business...



Jobs

- Do job posting and get genuine resumes as per your target profile



Ads

- LinkedIn Ads reach your target audience, professionals as per age, company, designation, location...and more



Premium
Accounts

- There are accounts for professionals, sales individuals & job seekers. Allows you to send inmails to individuals...and analyse who visited your profile...



Company
Pages

- List your company details & products/services you offer. You can ask recommendations for the services/products listed.



**LinkedIn will NOT
get you a job or
generate leads for
your company...**



You Will..

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1. This PPT
2. Secret Pro-Tip Notes
3. Pledge Sheet- Personal Branding
4. Checklist
5. YouTube Records...and More...



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10 profile Do's & Don'ts

- Do use a professional headshot
- Don't use LinkedIn Default headline
- Do use eye-catching symbols sparingly
- Do include your contact info
- Do add media samples
- Don't stuff keywords
- Don't go back 30 years
- Do get recommendations
- Do Tell a Story



If you do not expand your network, you lose opportunities

1. Import your address book
2. Import a contact list
3. Let LinkedIn help you connect
4. Join one hundred groups
5. Start a LinkedIn Group
6. Make connecting a process
7. Link to your profile (business card, email, website, bio, socialmedia, marketing literature...)
8. Don't join open networking groups, lists
9. LinkedIn Open Networker? Decide between a strong network vs Gigantic network
10. Use an App like Sales Navigator

https://www.youtube.com/watch?v=H_kuFQBeX8E





Leverage...freeware...

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