

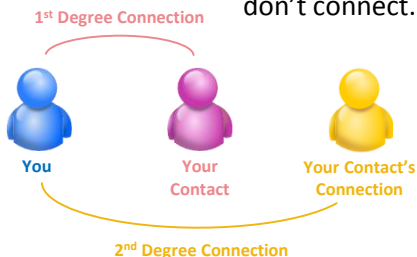
### Your LinkedIn Connections – Building Your Network

LinkedIn is only as powerful as your network. Put another way, LinkedIn is only as powerful as you *build* your network to be.



#### Idea Share!

The rule of the thumb when sending or accepting invitations is only accept or invite people into your network that you personally know. If you can't pick up the phone and ask your contact for an introduction to his/her connection (your 2<sup>nd</sup> degree connection) then don't connect.



LinkedIn is only as powerful as your connections! The quality of your connections is as important as the quantity. Advisors can leverage the power of LinkedIn with 100 *quality* connections. 250 connections is optimal, anything more the sky is the limit as to who you can get in front of!

Build your **LinkedIn Network** by connecting with :

- ✓ Clients
- ✓ Prospects
- ✓ Alumni
- ✓ Friends & family
- ✓ Centers of Influence
- ✓ Community leaders
- ✓ Professional acquaintances
- ✓ The next generation

Differentiate yourself, personalize your invitation request! Include:

- ✓ Where you met (golf course, charity, event, the gym, etc.)
- ✓ Someone in common (name drop!)
- ✓ Something in common - LinkedIn profiles are **full** of personal information (passions, hobbies, charities)
- ✓ Your contact info (email & phone number)

#### How to personalize a LinkedIn invitation:

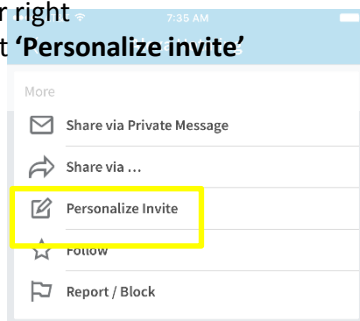
1. Go to the individual's profile
2. Click on the blue **Connect** button
3. Select a radio button (they do not see what you've selected)
4. Personalize the invitation
5. Hit the **Send Invitation** button

#### Example of a Personalized Invitation:

The screenshot shows a 'Invite Lisa to connect on LinkedIn' form. It asks 'How do you know Lisa?' with radio button options: Colleague, Classmate, We've done business together, Friend (selected), Other, and I don't know Lisa. Below is a text area for a personal note: 'Hi Lisa, It was great meeting you at the charity event this past Saturday. I would like to make you a part of my LinkedIn network. Please let me know if there is anyone you would like me to introduce you. Best, Laura (contact info)'. At the bottom, there is an 'Important' note and 'Send Invitation' or 'Cancel' buttons.

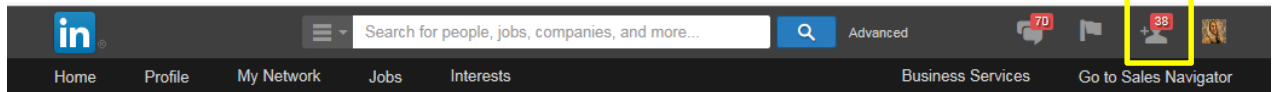
#### LinkedIn App Personalized Invite:

1. Go to the individual's profile
2. Click on the three dots (...) in the upper right
3. Select 'Personalize invite'



## Create Buzz with Clients & COIs:

- ✓ Mention LinkedIn during your next meeting with your clients/COIs.
  - a) Find out if they are on it (and if they are you should be connected to them!)
  - b) Ask if they actively use LinkedIn and how they are using it
  - c) Share a best practice or two best with them
- ✓ Suggest your client's/COIs review your connections and ask if they'd like to be introduced to any
- ✓ If you are part of organizations, groups or communities make LinkedIn a topic for discussion – social media is always a **hot** topic!



## Review the 'People You May Know' Feature:

Based on LinkedIn's secret algorithm they suggest 'People you may know'. Once a week review this list (found on the silhouette head found upper-right hand corner) as it is a super easy way to:

1. Quickly increase the size of your network
2. Key into individuals that fall into the same niche/target market that you serve
3. Connect with people from a former career, school, relationship, etc.



## Continue to Build Your Network

The bigger and stronger your network the better the opportunities are to get in front of the right people. Make connecting with people on LinkedIn an automatic activity, and do it within 3 business days of meeting them:

- ✓ Networking events
- ✓ Dinner parties
- ✓ Cocktail receptions
- ✓ Sporting events
- ✓ Golf course
- ✓ Charity events
- ✓ Gym/health/fitness club
- ✓ Travel

## Best Practice!

Always personalize the invitation request! You may think you're the most memorable person in the world but people do forget... help jog their memory with date/place you met/saw one another, connection points in common (people, hobbies, interests, passions, etc.):

*Hi Kate,  
It was so nice seeing you at the soccer game this past Saturday. Can't believe how quickly time flies!  
I would like to had you to my LinkedIn network. Feel free to go thru my connections, if I can ever make an introduction please don't hesitate to ask.  
My best,  
Laura  
T 609-555-1234*



## Idea Share!

LinkedIn is the easiest way to connect to the next generation. Be sure to connect so that your clients' adult children view you as a resource. Personalize the request:

*Hi Ryan,  
You and I haven't met but I have worked with your parents for X years and look forward to meeting you at some point soon. In the meantime, I would like to connect with you on LinkedIn.  
Best,  
Laura  
T 609-555-1234*