

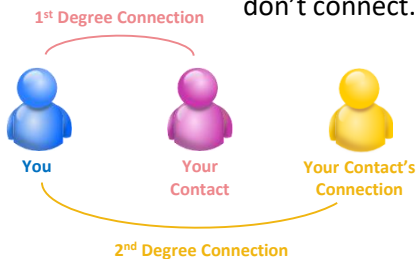
## Your LinkedIn Connections – Building Your Network

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



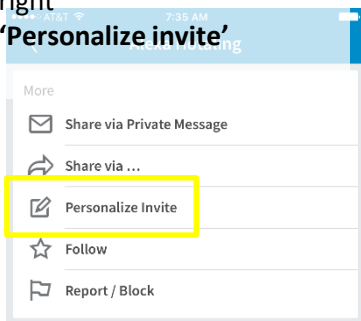
### Idea Share!

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 App Personalized Invite:

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



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 and/or phone number)

### How to personalize a LinkedIn invitation:

1. Go to the individual's profile
2. Click on the blue **Connect** button
3. Personalize the invitation
4. Hit the **Send Invitation** button

### Example of a Personalized Invitation:

You can customize this invitation

Include a personal message (optional):

Hi Brad -  
It was so nice meeting you Friday, May 5. I would like to add you to my LinkedIn network,  
Best,  
Laura  
609-540-8901

Cancel

Send invitation

## Discuss Social Media with Clients, Prospects & 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) Review their profiles/activity to unearth deeper connection points.
- ✓ Suggest your client's/COIs look through your connections and ask if they'd like to be introduced to any of your connections.



## 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 in the "My Network" section) 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! It's all about speed, connect with them within 2-3 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. I would like to had you to my LinkedIn network.  
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 XX years. I look forward to meeting you soon. In the meantime, I would like to connect with you on LinkedIn.  
Best,  
Laura  
T 609-555-1234*

# LinkedIn Customized Invites

## **NEXT GENERATION INVITATION REQUEST (they know you)**

Hi [Name],

As you know I am your parents Financial Advisor. I would love to make you part of my LinkedIn network. As always, if there is anything I can do for you please let me know.

Best,

[name]

T xxx-xxx-xxxx

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## **NEXT GENERATION INVITATION REQUEST (they do NOT know you)**

Hi [Name],

While you and I haven't met yet, I've had the pleasure of working with your parents for XX years. I would like to connect with you on LinkedIn and look forward to meeting you in person sometime soon.

Best,

[name]

T xxx-xxx-xxxx

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## **CLIENT INVITE (they are on LinkedIn already)**

Hi [Name],

I am building out my LinkedIn network and would love to make you a part of it. As always, if there is anything I can do for you please let me know.

Best,

[name]

T xxx-xxx-xxxx

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## **CLIENT INVITE (they are NOT on LinkedIn)**

Hi [Name],

I have been using LinkedIn for some time now and would love to make you part of my network. Please consider creating an account. Happy to help!

Best,

[name]

T xxx-xxx-xxxx

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## **PROSPECT INVITE (from event)**

Hi [Name],

It was so nice meeting you at [event] on [date]! I would love to add you to my LinkedIn network. If there is anything I can do for you please let me know.

Best,

[name]

T xxx-xxx-xxxx

# LinkedIn Customized Invites - *continued*

## PROSPECT INVITE (someone in common)

Hi [Name],  
I noticed you were connected to \_\_\_\_\_, I am great friends with him/her! How do you know \_\_\_\_\_? I would love to add you to my LinkedIn network. If there is anything I can do for you please let me know.  
Best,  
[name]  
T xxx-xxx-xxxx

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## PROSPECT INVITE (prospect has asked you to connect - you can respond without accepting invite)

Hi [Name],  
Thank you for reaching out to me thru LinkedIn. Please share with me why you'd like to add me to your network. Happy to have a quick conversation to discuss.  
Best,  
[name]  
T xxx-xxx-xxxx



### Idea Share!

When an individual accepts your LinkedIn invite send them a personalized LinkedIn message such as:

*Hi [Name}  
Thank you for adding me to your network, I'm honored to have you as a part of it. I look forward to speaking with you soon!  
Best,  
[Name]  
T xxx-xxx-xxxx*