

It's all about who you know: Using LinkedIn to network effectively

Once you've created a basic LinkedIn profile, it's time to start using this great tool to your advantage. While some people are 'found' through LinkedIn, most people need to put some effort in to network strategically. I'll teach you how to find the right people to connect with and then build relationships with those people. We'll cover how to use all the latest and greatest features of LinkedIn to reach your goals -- whether that is to find a new job or generate new leads. We'll also strategize the best ways to share your brand and expertise with your network - and the larger LinkedIn community. This workshop will teach you what you need to know to be successful networker on LinkedIn.

Key Learning Objectives:

- Investigate your network to find and make new connections
- Learn about features to enhance your networking efforts as a business owner
- Learn methods to share content to build your brand

Topic	Activity/Content	Time
Introduction	Intro session, me <ul style="list-style-type: none"> - Geared to small businesses looking to use tool to connect to indiv and businesses and build relationships; less about marketing yourself or company – more about building relationships and making connections 	5 min
Who is in the room?	Participants: Share who you are, why you came <ul style="list-style-type: none"> - Close eyes: last time you reached out someone using LinkedIn – this month, this year, once in my life, never – check marks on board 	5 min
Brainstorm your list	Craft the list of people you'd like to connect with – What kinds of people? Companies? Particular people? People who can introduce you to others? Brainstorm on board and make your own list –who and what's your goal for connecting? Interise example	5 min
Making connections and networking strategically	Once you know who and why you want to connect – here's how to find them: Walk thru various places live: (premium vs regular look) <ul style="list-style-type: none"> - My Network – Minimum 50, Quality over quantity - Pending invites - People you may know (go to indiv profile (face) to invite them (click on their name), so you can write a note rather than hit connect - Look at current contacts – anyone there to reach out to? use search with premium - Who has viewed you (profile/premium matters here) – home page - Groups – Discover or search well connected contacts groups – alumni, industry, company alumni - Follow companies and universities - Search – use filters, use contacts, use keywords based on skill set, role, 1st/2nd degree - may get diff results premium vs free and better results the bigger network you have, adjust filters if poor results 	15

	<ul style="list-style-type: none"> - Purpose of this is to expand your network so you have more to work with – expand sample size - Once you do your research...then reach out - Consider private mode while doing research if you want this to be a 2 step process. 	
Reaching out – build relationships	<ul style="list-style-type: none"> - Ask for networking mtg – if you know them, if you don't ask for introduction from mutual connection (Stick to 2nd degree connections – if you are trying to connect with a 3rd, expand your network or try an inmail) -Share profile with 3 dots top right corner of profile to introduce two people -<i>Writing good emails</i>-personalized message matters – LinkedIn likes it and you are more likely to get a response Contact info tab/send email (show this) or messaging app 	10
Features	<ul style="list-style-type: none"> - Company pages - https://www.linkedin.com/company/setup/new/?src=or-search&veh=www.google.com%7CInav&trk=flagship_nav – fairway example, for employees, sharing content, recruiting – small companies less helpful, build buzz - Pro finder - https://www.linkedin.com/profinder/services?trk=google - mixed reviews, has potential but requires you to pay up to \$60/month - Paid plans - consider how much you will use this - https://www.linkedin.com/premium/switcher?upsellOrderOrigin=premium_mypremium_switch_plans&destRedirectURL=https%3A%2F%2Fwww%2Elinkedin%2Ecom%2Fpremium%2Fmy-premium%2F 	10
Sharing content	<p>Brainstorm: what might you share? With whom?</p> <p>Status updates, slideshare, publish a blog, like and comment and share others stuff, share article</p> <p>How often? Build muscle</p>	10
Q &A, next steps	Go – around with key learning from today	10