

# LinkedIn

## WHY BE ON LINKEDIN

### Advertise What You Do

This has nothing to do with ads. Make sure your personal profile reflects your business. Include information about your expertise on your page and in your about section, so that when people look to connect with you they know how you can help them.

### Engagement and Conversation

Look at your business page. Do you post content that encourages engagement and conversation. Is your page an endless stream of pushing your product or service? Think about how you can connect with your audience and mix it up a bit.

### Respond

Has anyone commented on your personal or business page? React to the comment and leave a reply. Make sure to tag the original commentor

### Get Social

Increase engagement and conversation on your personal page. Keep it active and continue to add friends/connections.



# Linked In

## WHY BE ON LINKEDIN

### Get into Groups

Search for and join groups that align with your niche and personal interests. Find groups where your ideal client would hang out. Join several groups, but not more than you could handle being consistently active in.

### Help and Become an Expert

Answer questions, be active in conversations, and give advice--but do not sell! Start to be seen as the expert and someone people can trust. This builds relationships. Stay active in groups for at least 15 minutes per group, per day.

### Send Friend Request

Don't spam, only send a handful at a time. But, choose people who you have actually interacted with. Feel free to send them a direct message as well. However, don't pitch. Just get to know each other. Comment on their page and stay in tune with their updates.

