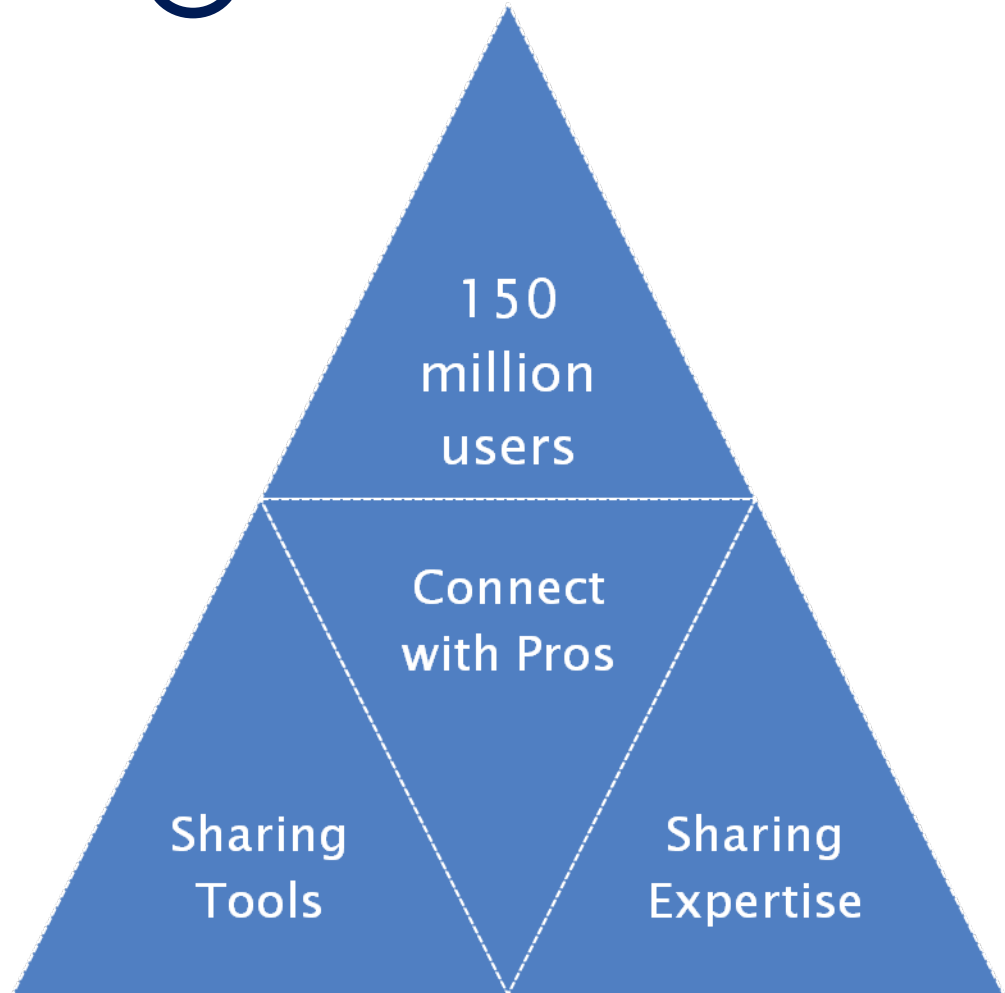


LinkedIn for Business Tips

BY PLR-MRR-Products.com



Why LinkedIn



Tip #1



Write up your profile and take your time. There's a lot involved and plenty you can share to grab someone's interest.

And always, use a professional photo.



Tip #2



Import your resume to make it easier to complete your profile. Yes, business owners should have resumes too.

Complete your profile quickly



[Import your résumé to build a complete profile in minutes.](#)

Tip #3



Update your experience and other profile information regularly.

These are the things that make you more interesting to other LinkedIn users.

Tip #4



Use the “Recommendation” feature to ask those you’ve worked for before to recommend you on LinkedIn.

Subject: Recommend my web design work?

I'm sending this to ask you for a brief recommendation of my work that I did for you earlier this so I can include it in my LinkedIn profile. If you have any questions, let me know.

Thanks in advance for helping me out.

- Jennifer James

Note: Each recipient will receive an individual email. This will not be sent as a group email.

Tip #5



Don't wait until you need new clients to start connecting. Establish those connections now, so you can get the work right as you need it.



Tip #6



Get LinkedIn on your website. Include sharing buttons and a link to your LinkedIn profile.



Tip #7



Participate regularly. While rapid fire updates like you might see on Twitter aren't usually expected, try to come around daily.



Tip #8



Make sure you're approachable. Answer messages and questions that are directed at you.

Like • Comment • Send a message • 48 minutes ago

Yes, we do use the #2 tip to create that effect. I find they do a great job. |

or Cancel

Tip #9



Events are a great way to connect with like-minded professionals in your area.



Tip #10



Join and create LinkedIn Groups for even more meaningful interaction.

Groups You May Like

eMarketing Association

eMarketing Association Network

Largest marketing group with 392,000+ members. Managed by the eMarketing Association, the world's largest Internet Marketing Association. Focus on Social, eMail, Search and Web Marketing. Open to all interested in business marketing. Join us April 3rd - 4th in San Francisco for the eMarketing Event.

Yesterday's Activity: Discussions (232) Jobs (24)
Owner: [Robert Fleming](#) | 393,232 members | [Share](#)

[Similar groups »](#)

[Join Group](#)

OnStartups

On Startups - The Community For Entrepreneurs

Startup community for entrepreneurs and small business owners. If you're an entrepreneur, you should join the largest startup group on LinkedIn. You can find interact with 95,000+ other members. Join the largest entrepreneurship community on LinkedIn.

Yesterday's Activity: Discussions (363) Jobs (24)
Owner: [Dharmesh Shah](#) | 242,603 members | [Share](#)

[Similar groups »](#)

[Join Group](#)

Tip #11



Establish your expertise and answer questions relevant to your subject matter in the “Answers” section of LinkedIn.

New Questions From Your Network

- ?** **Share a best practice for following up/closing the sale with a potential client without appearing needy or desperate.**
0 answers | **2nd** | 24 minutes ago in Business Development
- ?** **How do you measure your ROI on LinkedIn?**
3 answers | **2nd** | 54 minutes ago in Business Development
- ?** **Have agencies you worked with told your story, or come up with a story (or more stories) to tell?**
1 answer | **2nd** | 7 hours ago in Public Relations, Business Development

Tip #12



Be a connector on LinkedIn.
If you know two people who
should know each other,
introduce them.



Tip #13



Find out what skills are in demand in your industry by using the “LinkedIn Skills” feature.

Skills & Expertise

Staying ahead of the curve has never been this easy

Discover the skills you need to succeed. Learn what you need to know from the thousands of hot, up-and-coming skills we're tracking.

e.g. Product Management, Javascript, Family Law

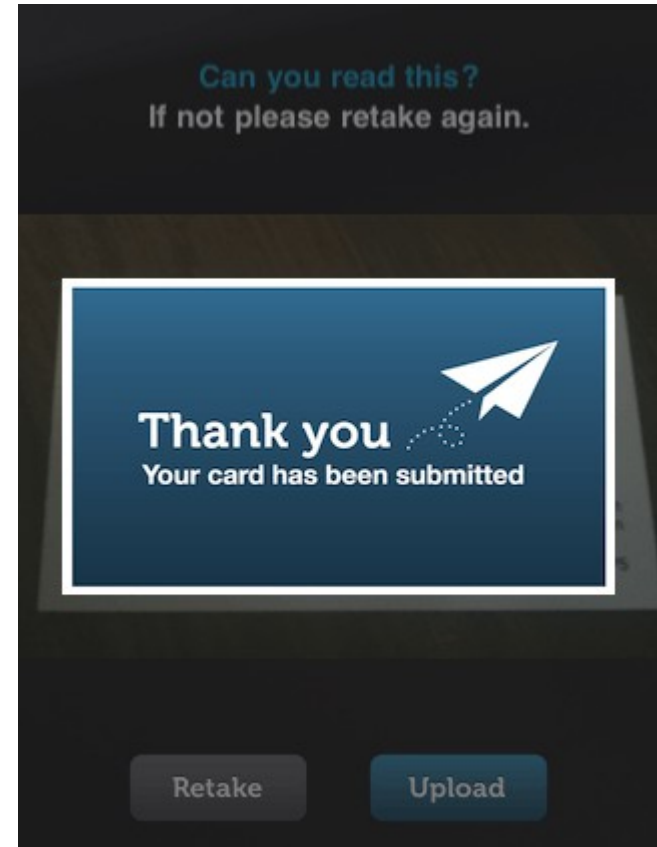


Tip #14



If you have an iPhone, try LinkedIn's CardMunch application. It allows you to scan business cards and import your contacts.

No more excuses for not following up!



Tip #15



If you want fast results from LinkedIn, start a LinkedIn advertising campaign.

Drive New Customers to Your Business



Reach Professionals on LinkedIn

Connect with the world's largest audience of active, influential professionals. Launch your campaign in minutes. All you need is a LinkedIn account.

Start Now

[Manage Your Ads](#)

Tip #16



Set a daily budget for your ads and monitor your early campaigns very closely.

Tip #17



LinkedIn advertising has strong targeting options. Use them to make sure your ad is getting to the people it should be.



Learn More & Get Started



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\$10.29 / Month

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