

LinkedIn

Collecting? Connecting or cashing in?

Background on the session

This session is intended for people who...

- Aren't aware of LinkedIn and how it works
- Haven't made the most of their **profile**
- Are seeking the right **business** contacts, connections and want to build **relationships** with them
- Or are on LinkedIn but wonder how to use it to **help them** in business
- **Dislike cold calling** people to get new relationships and business and would rather be introduced
- Want 1,000's of impressions **for free**
- **Don't have much time**

Who's on it?

- Who's on LinkedIn?
- When last?
- How does it take you?
- How long do you think it takes me?
- Global average time from Alexa for last 3 months:
 - LinkedIn = 7.51 minutes - work
 - Facebook = 32.04 minutes – home/school
 - YouTube = 18.96 minutes - all

So who's on it near here?

- There is 552,431 within 50 miles of here
- That's an extra 20,000 in two weeks
- 81,247 within 50 miles of here are CEO, MD or Director
- There is 50,510 within 10 miles of here
- 6,693 within 10 miles of here are CEO, MD or Director
- 1,644 in Construction ...
- 135 Mangers ...

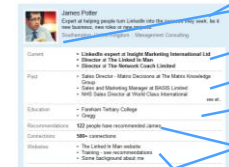
LinkedIn facts

- Concept started by Reid Hoffman in 2002
- Going since May 2003
- Over 100 Million People
- Over 2,400,000 company pages
- Over 200 countries
- Gets over 1,000,000 new users per week
- In the UK
 - Over 750,000 Senior Staff in the UK
 - Over 56,000 CEO in the UK
 - Over 6,800,000 users

Home page



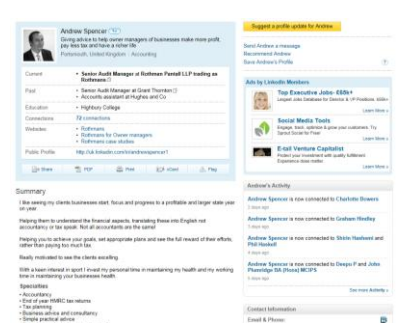
Profile



1. Professional Headline
2. Profile Picture
3. Current Positions
4. Experience
5. Education History
6. Profile Summary
7. Recommendations
8. Customise your URL
9. Update your status
10. Show your value
11. Corporate website

James Potter's Summary
 Example: create and moderate newsletter, able to pull from his capability and experience to identify the best candidates for your own choice
 I help businesses and people to look down their barrels to sales, to engage with clients and to find them. To find content and research a strong network of cooperation that enables everyone to reach the success they need.
 Disagreeing about the power of what you already have and bringing the value in you.
 Helping you to find what you can manage the change of services or products to address real world problems, in return for real world cash.
 Taking a customer's opinion to engage the sales, engage, monitor and develop offers, ensuring the more value before deciding on the strategy and developing a plan to realise the shared benefit.
 Highly experienced at leading from the front, including teams and projects, bringing a mix of commercial, marketing, advertising and technical expertise.
 Getting a business to sell, to create and support the sales processes and to give the internal teams to take the business.
 Specialist:
 Network Build
 LinkedIn InMail

Personal Profiles



Company Profiles

Robert Portal LLP trading as Robertson LLP

Overview

Owners, Managers and Directors

Product Overview

Get more customers and close more deals with SalesForce CRM

Degrees of Separation

Firstly, there's **YOU...**

Then there's **your network**

1 Your Connections
Your trusted friends and colleagues

These are people where there is some degree of liking, rapport and trust. These are your **1st** contacts

James@thelinkedinman.com

Degrees of Separation

Firstly, there's **YOU...**

Then there's **your network**

Then there's **you networks' network...**

Then there's your **networks' networks' network...**

Then there's those who are **2nd** away – friends of friends or **3rd** away – friends of friends of friends

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My network statistics

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 8,732,200+ professionals — here's how your network breaks down:

1 Your Connections Your trusted friends and colleagues	927
2 Two degrees away Friends of friends, each connected to one of your connections	261,000+
3 Three degrees away Reach these users through a friend and one of their friends	8,470,200+
Total users you can contact through an Introduction	8,732,200+

25,411 new people in your network since July 1

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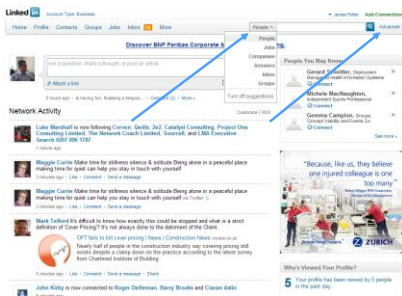
Photographs



Common Profile traps ...

- No photo
- Go Google
- Think about search
- Professional Headline
- Websites
- Being British and value
- Being the business
- One dimensional company profiles

Different types of search



So what's my LinkedIn done?

- 15 people have looked at me before now
- Appeared in over 1,300 searches in the last 6 weeks
- Had over 1,300 profile views in 6 weeks
- Had over 25,000 advertising impressions for free this month
- Got over 20 inbound enquiries each month
- Got me published in two books
- Talks at three universities
- Over 180 written recommendations
- Over £10 m of sales in corporate life
- Speaking and teaching all over the world

What we didn't talk about ...

- How to build a great personal profile
- How to build your network
- How to get found
- Client reviews
- Events
 - Finding
 - Creating
 - Managing
- Answers
 - Asking
 - Answering
- Tools
- Recommendations
 - Why?
 - Personal
 - Business
- Company profiles
 - Services
 - Products
 - Promotion
- Groups
 - Working in
 - Managing
- Video

So much more than profile, it's about being easy to buy, be found, maintain existing and acquiring new clients

So what? Why me?

I am evil ...

All I do all day everyday ...

Clients from

- Dell and IBM to wannabe start up
- America to Eastleigh to Australia
- 0 to madness

Want to get more clients? Want to learn more?

- Come on a course 28th July or 10th August



Thank you for listening

If I can ever help, give me a call, offer me coffee

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