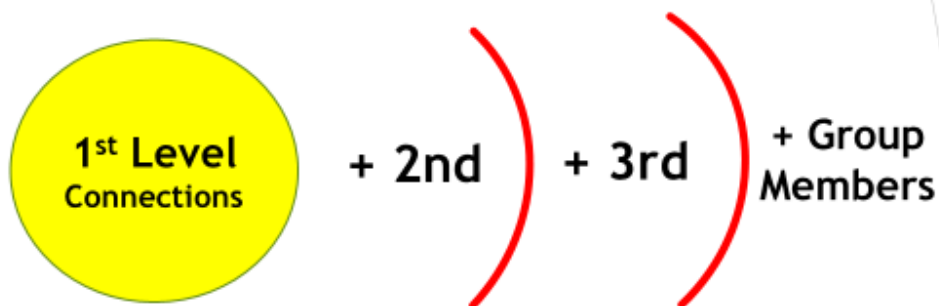


YOUR LINKEDIN NETWORK

Here is the reason I always advocate a *continual* process of building your **1st level Connections** on a daily basis with personalized invitations to connect. Inviting, of course, professionals with whom you can share *value & synergy*. This process, in my opinion, is one of the *best* LinkedIn habits to develop. Build a strong, purposeful Network and you will be far more likely to see a return on your **LinkedIn Marketing** efforts much faster. Think of the ‘six degrees of separation.’ With each new Connection, you bring their network of 2nd & 3rd level connections into your Network. It doesn’t take long to build a very large, powerful and widespread network.

Another valuable habit to develop is to join & participate in **LinkedIn Groups**. As soon as you join a Group, all of the Group Members are swept into your Network. Now you’ve *seriously* increased your chances of ‘*being found*’ on LinkedIn when professionals seek your expertise. You are allowed to join up to 100 Groups. You may not be very active in more than a few at a time, but do seek and join Groups that house your **target market** to increase your visibility & potential. Become active in the most pertinent ones first, posting Conversations of *value* and interacting on other member’s Conversations. All of which will help to draw attention to *you* & your profile.

What is a LinkedIn Network, anyway?



= Network: The number of LinkedIn Members who can **FIND YOU** in a keyword search.

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