



DW CONSULTING SOLUTIONS LLC

LinkedIn Specialists

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Time is money – we will save you both!™

LinkedIn Secrets FREE Guide

The reason to establish a profile on LinkedIn is usually to have the most professional presence possible on the world's largest professional networking site. Regardless of your end goal, that should be your starting point. Take time to build-out your profile and use all available sections and options to present your best, most professional self.

We're happy to help if you'd like!

We work with clients who have been frustrated by the amount of time they spend on LinkedIn because they're not seeing results. It's normal these days for professionals to have jam-packed, over-extended calendars that don't stop. No one wants to waste time.

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The real benefit of what LinkedIn has to offer as a branding and marketing tool takes a bit more effort than just 'having a profile.' As with any tool, you'll want to learn best practices to use it more effectively. Over 700 individuals have enjoyed our one-to-one expert LinkedIn Coaching and hundreds more have benefitted from our Founder's speaking engagements and workshops.

You're about to learn a few awesome tips right now!

FIVE GREAT TIPS TO BOOST YOUR PRESENCE ON LINKEDIN

1. "A picture is worth a thousand words." Did you know that a profile **with** a head shot is **7x** more likely to be viewed? Profiles without photos cause a less than positive impression. Dress as you would for work, face the camera and smile. Easy!
2. The one, single action you should take to *guarantee* more success on LinkedIn: **engage!** You must keep building your Network and engaging with them by posting and sharing *information of value*. Keep it professional, simple and worth the read.
3. Are you in a sales role? *Be careful not to pitch* 'right out of the gate.' It's exciting to find the perfect prospect on LinkedIn and easy to become over-anxious. Remember the relationship must be built first; only then can you learn how you can help that prospect. Send a brief 'thank you' to each new Connection... but do **not** include a sales pitch of any sort in that initial message! Relationships take time to develop – be patient – *and earn the privilege to offer solutions*.
4. Back-up your 1st level Connections into an Excel file. **How:** Click Me > Settings & Privacy > Privacy > Download Your Data > Pick & Choose > Connections > Request Archive. The download is ready in 10min and will save the first/last name, title, company, email & date you connected. Very useful for lead gen. Develop that relationship *before* pitching!
5. Job seeking? Be *sure* to click the **Jobs** tab in the navigation bar at the top and complete the **Career Interests**. Then turn on the setting to Let Recruiters Know You're Open.