

Greetings

You're wrapping a full day of conferencing and talking about making connections, so no doubt you're quite ready to head to cocktails next -- social networking and making connections in real life

This talk will be a great transition -- social networking online, with a network that makes it easier and helps you reach farther



Lots of social networks today -- the hot new thing and the future of just about everything

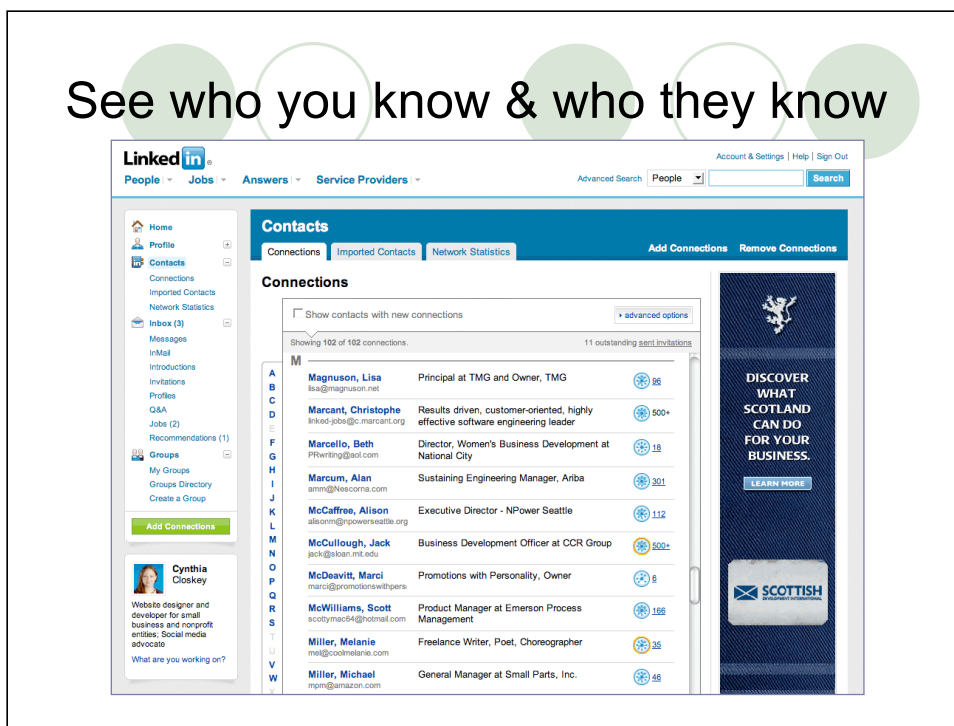
Blog, podcasts, and other social media fit in here too.

Different goals and styles for each, and different groups using them.

But, many have similar tools and we're seeing each borrow the best ideas from the others

Today we're looking at LinkedIn, which is focused on extending and making use of the personal networks of businesspeople

See who you know & who they know



On the surface, LinkedIn looks like an address book in your email program, or maybe an address book on steroids

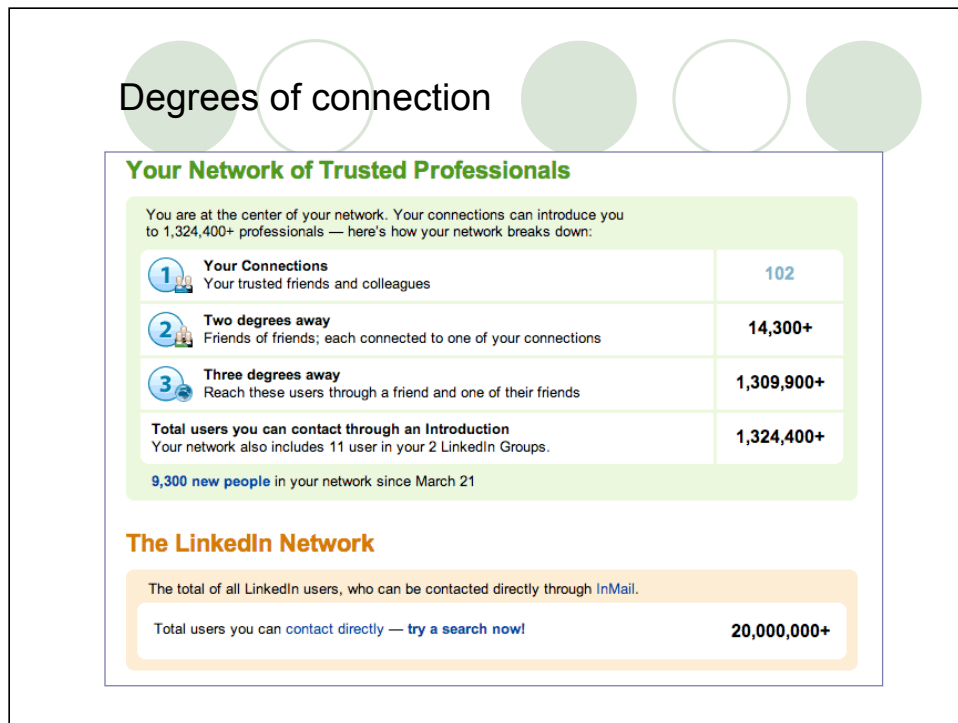
Lists of people you've connected with at various points in your career and life

Each person maintains his or her own profile, so they're responsible for keeping it up-to-date and complete

But where we start to see something a little more is that you can see not only your own list of contacts, but all of their contacts too

You can't see all the information -- email addresses and contact info is hidden until you connect with that person directly

But in LinkedIn, your network of connections is automatically increased exponentially



Here's how to see it: It's like that "Six Degrees of Separation" theory, which says that everyone in the world is connected by no more than six degrees of separation.

In LinkedIn, I have just over 100 connections. Each of them has some number of connections. Those people are each two degrees away from me. When you add them all up, plus my 102 direct connections, I have over 14 thousand connections.

Each of *those* people also has some number of connections, who are three degrees away from me. Adding them in, there are 1 million, 300-some thousand people I could reach with just two introductions.

Altogether on LinkedIn there are over 20 million people, and LinkedIn offers you a limited number of special emails to contact those people even without knowing how you're directly connected to them.

MAIN POINT: You already have this network of people in real life. LinkedIn helps you see it and use it.



What can you do with this?

- Sell
 - Find customers/clients, build channels, build demand, understand the market
- Call into a company
 - Locate an individual, gain background knowledge
- Find job candidates
 - Post openings, research background, check references

When people start to think about LinkedIn, they see a few opportunities right away:

Sell stuff to the target market -- all the phases of marketing and selling, inbound marketing, etc.

Contact the exact right individual at a company you're trying to connect with

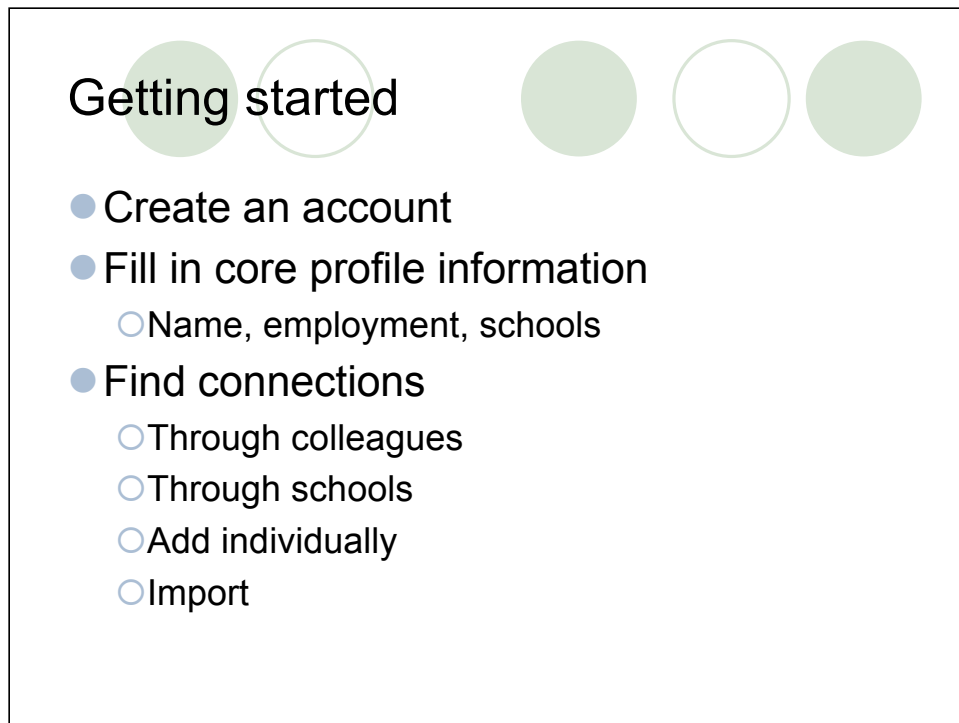
Fill jobs in your own company



What e/se can you do with this?

- Make connections in a new city, company, or industry
- Get advice
- Build your professional reputation
- Find and evaluate business partners
- Promote your successes
- Stay in touch with colleagues

In addition, you can use LinkedIn to strengthen your existing network and your bonds with colleagues



Getting started

- Create an account
- Fill in core profile information
 - Name, employment, schools
- Find connections
 - Through colleagues
 - Through schools
 - Add individually
 - Import

The signup process makes it easy to put in the core information

This in turn helps you to find people you went to school with, worked with in previous jobs, or who know people you know

And you can import contacts from your email or address book, or type in names individually



Building your network

- Complete your profile
 - Photo, nickname or maiden name, summary, websites, interests, email addresses
- Make recommendations and ask for recommendations
- Join groups
- Ask questions and provide answers
- Publicize your LinkedIn profile
 - Email signature, website

The more info you put in your profile, the easier it is for people you're trying to connect with to recognize you (especially if it has been a few years since you last saw or worked with them)

Built-in tools for recommending people -- feels good to recommend and to be recommended, makes people happy, and helps everyone

Groups are still in early stages, but they offer a way to meet and connect to people with whom you might not have a work or school connection

Questions and answers give you a chance to show and share your expertise, find thought leaders, and understand how others see a situation

Build your network with every business contact



Inviting a colleague to connect

- Locate the right profile
- Click to add to your network
- Choose how you know him/her
- Write your own message
 - Share recent news -- take the opportunity to really connect

LinkedIn suggests people you might already know, or you might notice someone in a connection's contact list

Be specific and friendly. Don't use the default message. Use this as a chance to renew your connection.

Making wider connections

- Be specific about who you're looking for
- Search your network
- Ask for introductions
 - Note degree of connection before asking
 - Look for colleagues you know but haven't yet connected with
 - Explain your goals

Search for an industry, a region, a company, a role

Two degrees of separation or three? Word your request appropriately. Explain why you want to reach out -- be honest and friendly.

Remember that you don't have to use the online tools. Pick up the phone, especially if you're in a hurry.

Spam filters can make things tricky, plus it's easier to explain a request and to make progress with voice.

Be a network hub

- Keep everyone up to date
 - Send periodic emails to contacts
- Never eat alone
 - Find a connection in any city you visit
- Help others connect
 - Hold events for people with common interests
 - Form a group
- Share your knowledge

You are your brand -- make networking part of your benefit to those in your network

1,300,000+ contacts in 2 minutes

- Create your account
- Go to www.linkedin.com/in/cynthiacloskey
- Send me an invitation to connect
 - Mention this talk in your message
 - Use email ccloskey@bigbigdesign.com



More resources

- Zale Tabakman's "Success Through Balance" blog
 - <http://www.zaletabakman.ca>
 - "Seven Ways To Generate Business With LinkedIn"
- Guy Kawasaki's "How to Change the World" blog
 - <http://blog.guykawasaki.com>
 - "Ten Ways to Use LinkedIn"

Questions and feedback

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