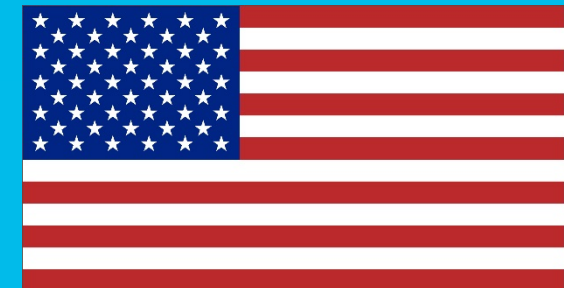




HOW TO BUILD A POWERFUL NETWORK Using LinkedIn



How to Build a Powerful Network Using LinkedIn



Introduction



How often do you leverage your LinkedIn network?

Do you want to strategically improve and grow your connections?

The more selective you are in building your LinkedIn network the more valuable your network is.



Why Build a Smart LinkedIn Network?



LinkedIn can give you:

- Exposure and access to important people
- Attract new prospects
- Keep you in front of existing clients and vendors
- Spark marketing or business partnership possibilities
- Generate more introductions and referrals
- Provide invitations to speak at events/conferences
- Uncover media or press inquiries....



#1: Invite Existing Contacts to Connect



- Upload your email contacts into LinkedIn to seed your “smart” network. Expand your network with highly relevant connections.
- You can import you existing email contacts from Gmail, Yahoo, Outlook...



How to Expand Your Email Connections

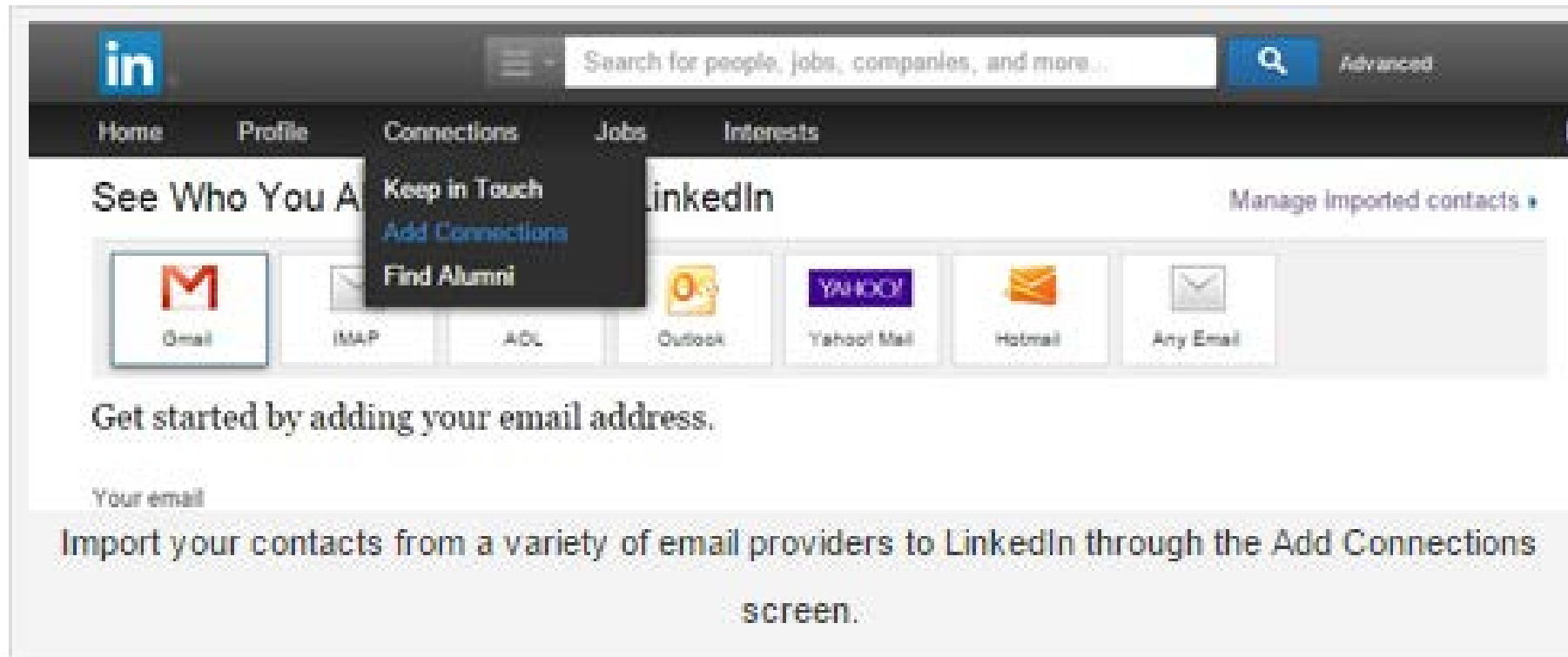


- Go to “Connections” on the top navigation
- Click “Add Connections”
- Select the email provider.
- When you import your contacts make sure you **don’t** select the option to send all a generic invitation to connect.

(Note: you may want to clean up your email contacts before you import them into LinkedIn, go through each, one by one)



How to Expand Your Email Connections





How to Expand Your Email Connections



- Once connected:
- Review your contacts' profiles to gather more intelligence about them.
- Determine how you can add value to their professional lives.
- Review their connections for future relationship-building.



How to Expand Your Email Connections



- Through giving LinkedIn access to your contacts, it will be able to distinguish the type of people you are in contact with, and provide you with similar suggested connections through the “People You May Know” feature.



#2: Use Discretion Accepting Invitations



Balance the costs and benefits of connecting with people you may not know well or at all on LinkedIn.

- You'll likely receive new invitations to connect on a daily basis.
- Use discretion with these invites to better control the quality of your network.
- Don't be tempted to accept every invitation that comes in, because down the road it can dilute the value of your network.



#2: Use Discretion Accepting Invitations



Points to take into consideration:

- You may not want to connect with people on LinkedIn who don't have a picture associated with their profile.
- You may not want to accept invitations from complete strangers, unless some sort of common thread exists.
- Since you are a part of a CSO, when you receive an invitation from someone you do not know, ask them to provide you with information of where they saw or heard you speak, what CSO event they were at,....



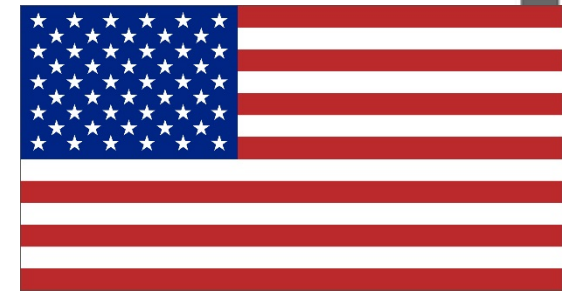
#3: Leverage Your Unique Network



- You will notice a variety of “clusters,” or groups of connections.
- These clusters represent your unique market opportunity on LinkedIn, and are a great place to look for new connections.



#3: Leverage Your Unique Network

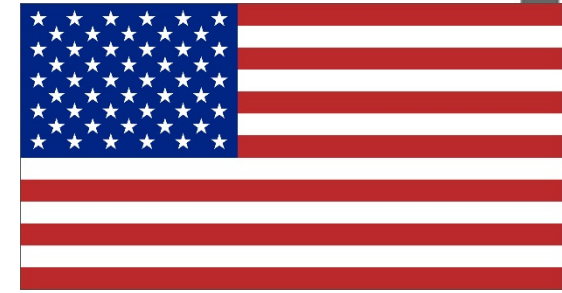


The clusters within your network include:

- People in the city where you live and work.
- Industry connections from current and past work experience (colleagues, clients, prospects, journalists, etc.)
- People you attended high school or college with.
- People who are members of affinity communities that you belong to (women entrepreneurs, local organizations, etc.)
- Influencers in your community and industry.



#3: Leverage Your Unique Network



LinkedIn provides options for sorting your connections into logical network clusters, such as:

- Sort by company
- Location
- Title
- Source





#3: Leverage Your Unique Network




Sort by Recent Conversation ▾ Filter by LinkedIn ▾

☐ Select All

☐  **Shelia Butler** 1st
Founder | Growth St
Media Group
Dallas/Fort Worth /

☐  **David Risley** 1st
Blog Marketing Acac
Tampa/St. Petersb

☐  **Jon Ferrara** 1st
CEO at Nimble
Greater Los Angeles Area
[Tag](#) [Message](#) [More ▾](#)

Company >
Tag < >
Location < >
Title < >
✓ Source >
Saved
Hidden
Potential duplicates

View your connections based on location, company, title and source. Then see the other people they know within your clusters to find potential connections to target.



#3: Leverage Your Unique Network



Along with the cluster segmentation LinkedIn provides, you can also use tags to segment your networks.

This will help you organize your connections further.



#4: Use LinkedIn Groups



LinkedIn groups are a great source for finding new connections.

- Don't use LinkedIn groups for marketing yourself.
- Use them for discovering and connecting with the people who fit into your smart LinkedIn network.



#4: Use LinkedIn Groups




- If you share a group membership with someone, send an invitation to connect based on this association.
- Go to the desired LinkedIn group and click on Members to pull up the list of members in the group.





#4: Use LinkedIn Groups



Members (15,221)

 **Kevin Rackers, CFP, AEP, CLU** 2nd
Regional Sales VP, Wealth Transfer Planning, Dallas/Fort Worth Area
Follow Kevin · See activity · **Send message · Connect**

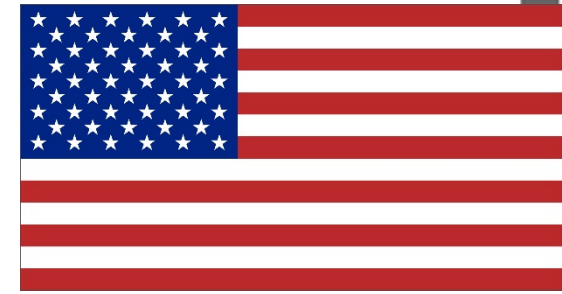
 **Susan Seiter, CFP®** 2nd
Wealth Management Advisor at TIAA-CREF, Dallas/Fort Worth Area
Follow Susan · See activity · **Send message · Connect**

 **David Hollands, CFP** 2nd
President, Eagle Wealth Solutions, Dallas/Fort Worth Area
Follow David · See activity · **Send message · Connect**

Before you send a group member a connection request, send a personalized message.



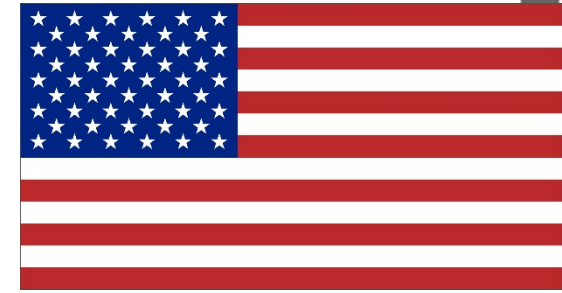
#4: Use LinkedIn Groups



- Send a personal message saying that you would like to connect with them on LinkedIn and let them know that you're in the group together.
- Then send the invitation to connect.



#5: Use Advanced Search



- The Advanced Search tool on LinkedIn is another great way to strategically expand your network.
- Use LinkedIn filters to search by keyword (for example, job titles), location, company....
- When conducting advanced searches on LinkedIn, zero in on more than one search parameter.



#5: Use Advanced Search



Keywords

financial advisor

First Name

Last Name

Title

Company

School

Location

Located in or near:

Country

United States

Postal Code

75230

Lookup

Kathie Novotny 2nd

Financial Advisor | Retirement Planning | Investment Strategies

Dallas/Fort Worth Area • Financial Services

3 shared connections • Similar

Connect

Matt Wilson 2nd

Financial Advisor Associate with JP Morgan Securities

Dallas/Fort Worth Area • Financial Services

3 shared connections • Similar

Connect

Christopher McFadden, CFP®, CRPC® 2nd

Financial Solutions Advisor at Bank of America/Merrill Edge

Dallas/Fort Worth Area • Financial Services

2 shared connections • Similar

Connect

Sandra Hudgins 2nd

Vice President, Financial Advisor at Ameriprise Financial Services, Inc.

Dallas/Fort Worth Area • Financial Services

1 shared connection • Similar

Connect

Markus Byrd, CFS 2nd

Financial Advisor at NFP Advisor Services Group

Dallas/Fort Worth Area • Financial Services

5 shared connections • Similar

Connect

David R Megarity, CFP® 2nd

Financial Advisor at Wells Fargo Advisors, LLC

Dallas/Fort Worth Area • Financial Services

1 shared connection • Similar

Connect

Identify highly relevant connections using LinkedIn's Advanced Search tool.



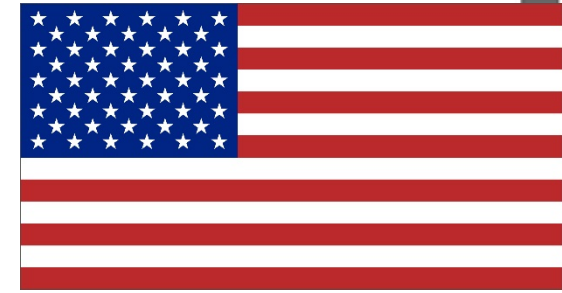
#5: Use Advanced Search



- LinkedIn makes it easy to send a quick invitation to the people listed in your search results with “Connect button”.
- You will NOT be able to customize this invite. Use this Connect button sparingly.



#5: Use Advanced Search



Compose your Open Profile Message

To: [Redacted]
From: [Redacted]
☒ Include my contact information

Enter the contact information you would like to share

Email: [Redacted]
Phone: [Redacted]

Category: [Choose...]
Subject: [Redacted]

Your message to [Redacted]:

[Redacted] is interested in:
career opportunities,
consulting offers, new
ventures, expertise
requests, business
deals, reference
requests

[Redacted] contact advice:
For press or media
inquiries, please send
an email to
[Redacted]

Note: You have no Introductions en route. You can send 5 out at a time with your current account.

Some LinkedIn users allow you to message them without being connected.



Conclusion



- Review, clean up and improve your LinkedIn network over time.
- When you connect and engage with the right people on LinkedIn, professional opportunities will emerge.
- A smarter LinkedIn network will open doors for you and your CSO, so work on it a little each day.



Conclusion



The stronger your LinkedIn network, the more you'll benefit from it.



U.S.-Middle East Partnership Initiative



This project is funded through the U.S. Department of State, Bureau of Near Eastern Affairs, Office of the Middle East Partnership Initiative (MEPI). MEPI is a unique program designed to engage directly with and invest in the peoples of the Middle East and North Africa (MENA). MEPI works to create vibrant partnerships with citizens to foster the development of pluralistic, participatory, and prosperous societies throughout the MENA region.



U.S.-Middle East Partnership Initiative



MEPI partners with local, regional and international non-governmental organizations, the private sector, academic institutions, and governments. More information about MEPI can be found at: www.arabianpeninsula.mepi.state.gov.

“The opinions, findings and conclusions stated herein are those to the author[s] and do not necessarily reflect those of the United States Department of State.”

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