

It is Never Too Late To Tap Into The Power of The...



**#1** ONLINE TOOL  
TO **LINK** AND  
**EXPAND**  
YOUR BUSINESS

CASH IN BY  
BOOSTING YOUR  
SOCIAL PRESENCE

# CONTENTS

- Introduction .....4
- Getting Started with LinkedIn Corporation® .....5
  - Setting Up Your Profile.....5
  - Using LinkedIn Corporation® Applications .....6
- Networking with LinkedIn Corporation® .....8
  - How to Grow Your Network .....8
- How to Position Yourself in Your Industry .....9
- LinkedIn Corporation® Answers .....11
- LinkedIn Corporation® Groups .....12
- How to Find JV Partners .....14
- How to Do Market Research.....16
  - Collect Data .....16
  - Finding Experts to Interview.....16
- How to Promote Events .....18
- LinkedIn Corporation® Companies.....20
  - Adding Your Own Company.....20
- Using LinkedIn Corporation® Advertising .....22
- Your LinkedIn Corporation® Profile Badge .....25
- Conclusion .....27



# INTRODUCTION

This report will take you through the process of setting up your LinkedIn Corporation® account and creating your profile. From here we will show you several ways that you can use LinkedIn Corporation® to expand and grow your business.

Did you know that even a freelancer can add their own company to LinkedIn Corporation®'s huge directory? Or that you can add your own products and services along with special discounts and coupons? No, then you are going to be in for a great journey while reading this report.

As with anything remember to take what you learn and apply as much as possible to your business. With so much competition today every small thing you do can help push your company higher into the public profile.

Enjoy!

# GETTING STARTED WITH LINKEDIN CORPORATION®

All that you need for your LinkedIn Corporation® account is the free version. This is perfectly fine for developing good business connections within your market. Most likely you already have an account set up, if not just follow the basic directions to get one ready and then come back and follow the rest of this report.

## Setting Up Your Profile

Your profile on LinkedIn Corporation® is extremely important. The words you use to describe your services and clients are used by LinkedIn Corporation® as keywords. So by applying the correct terms in your profile you can show up high in the search results.

*Please note that the search results for LinkedIn Corporation® are based upon your connections. So while it is important to get a good number of connections, you don't want to start spamming people. This will not look good and only serve to get you into trouble with LinkedIn Corporation®.*

You want to take the time to fill out the specialities area of your profile. If you are a graphic designer then use additional terms to describe your job. This would include using terms such as:

- Graphic designer
- Minisite design
- Banner design

- E book cover creation
- Kindle Covers
- If you were a writer then add:
  - Freelance writer
  - Ghostwriting
  - E book author
  - Article writer

Under the Experience section you want to list your current clients. You would just include their name and the date you started working for them, just don't include the finish date or their website URL unless you wish to link to them.

## Using LinkedIn Corporation® Applications

There are certain applications in LinkedIn Corporation® that you want to take advantage of. The following are just a sample of ones that you could use:

- **Box Net** – to share reports
- **Wordpress** – Adds the latest posts from your box
- **Google Presentation** – allows you to add a PowerPoint presentation or video to your profile page

- **Portfolio Display** – allows you to display samples of your work

All of these applications have the potential to become a lead generation source. For example you can upload a report that links to a squeeze or landing page. Then the person submits their email address to receive more information or to join your mailing list, and presto! You are building your list.

# NETWORKING WITH LINKEDIN CORPORATION®

## How to Grow Your Network

Your first goal is to grow your connection list. One easy way is to join some Groups within LinkedIn Corporation®. You can easily find groups within your industry to join along with local groups. Also think about joining groups that could potentially use your services. If you offer coaching or graphic designs then look for groups that need these types of services.

Be sure to connect your Twitter and LinkedIn Corporation® accounts together. This way when you update your status it will automatically be Tweeted for you. It is a good idea to use the status feature as much as possible. You can simply state that you are working on a clients website, or creating a new product or writing a new article or report. It just shows people that you are actively using your profile.

# HOW TO POSITION YOURSELF IN YOUR INDUSTRY

Your main objective is to position yourself as a leader within your business or niche. You should also consider what your goal is as well. Is it to find customers and/or potential business partners? Or is your primary goal lead generation?

By determining who your target audience is you can then provide them with suitable content. This can be in the form of reports, articles, e books and even videos.

Remember that you should target your competition as well as other business associates. By sharing your information in this manner you will be seen as a force to be reckoned with. You could very easily have knowledge on one certain key aspect that even your competitor appreciates!

Other content that you could share with these people are the current and upcoming trends for your industry. Just writing a blog post on your thoughts and expectations and then sharing it with your connections.

The content that you share doesn't necessarily have to be yours 100% of the time. It is a great idea to share content from others in your industry, along with notes on your thoughts of how this service or product might affect your business.

The result of this over time will be that you are looked at as a leader in your industry. This is exactly what you want to have happen!

If you find that you are receiving good feedback from your connections then you should act on this and provide them with a free webinar or seminar. This can easily be set up online or offline depending upon your market.

As you become recognized as a leader you may wish to separate your website so that you have two focused sites. One site would be focused on your customers and their needs and wishes. While the other would define you as a business leader and can possibly lead to speaking engagements or coaching clients.

## **LINKEDIN CORPORATION® ANSWERS**

Using this feature in LinkedIn Corporation® is the perfect way to position yourself as a leader in your industry or niche. It would only take a few minutes each day to go into this section and start answering some questions. The great feature about this is that LinkedIn Corporation® promotes the top responses each week. If you make the top list then your name will appear under the Top Experts list each week. This is a great way to get recognition.

To save time each day you can quickly do a search and tick the box so that only unanswered questions appear. Then it is just a matter of going through each one and giving a helpful response.

Make use of this section by looking at the typical questions asked in your industry each day or week. This could spark ideas for producing a new product or report that you could sell or give away to build your list.

# LINKEDIN CORPORATION® GROUPS

The Group feature in LinkedIn Corporation® can be extremely powerful for your business. Just click on the group directory and you will see a huge list of possible groups that you can join.

Because this list is so large LinkedIn Corporation® actually recommends Groups You May Like. This is based upon the information you provided in your profile. These would be the groups that are closely related to your industry and most beneficial to your business.

Once you find a group that you would like to join you simply click on the join group button. You will then see the message: Your membership is pending approval. Once you are approved you will receive notification in your email account. You can then start participating in the group.

Once you have been active for a while you can ask other members if they are interested in doing blog posts or have articles, reports or other information that you can use on your site. Many industry leaders will jump at the chance of writing a blog post or article for you. This provides you with unique content and gives you both additional exposure.

Remember LinkedIn Corporation® is a social site so sharing and being active are good ways to get yourself noticed.

You can also create your own LinkedIn Corporation® group but you must be prepared to monitor and lead the group on a daily basis. This could be another great way to show people how to use your product or service to enhance their business. You don't want to just sell yourself in this group.

Give out advice and be helpful to others, this will again help strengthen your position as a leader within your industry.

The one huge benefit of creating a group is that it gives you access to an email broadcast tool for free. If used correctly this could be invaluable to your business.

# HOW TO FIND JV PARTNERS

Finding JV Partners on LinkedIn Corporation® can be done in a variety of ways.

1. By establishing yourself as a Leader
2. By searching companies for specific industry leaders
3. Joining similar groups for your industry
4. Using the LinkedIn Corporation® advanced search feature

Making use of the search feature is what you should use after you have positioned yourself within your industry. People are more likely to accept your JV request if you are seen as an authority figure.

LinkedIn Corporation® provides you with an easy way to search for LinkedIn Corporation® Partners and I will explain in easy steps how to use this feature below:

1. Go to the search box next to the word People at the top of the page.
2. Click on the word Advanced.
3. Now you will see a list of fields which you can search by.
4. You can use keywords to search by or specific job titles. You can use the variables **NOT** and **OR** to define exactly what you are looking for:

For example:

Fitness Trainer **NOT** coach

Self Employed **OR** Company CEO

If you are looking for a local person or someone who shares certain interests these can all be specified in your search terms.

5. Once you have your search criteria set you can save these results. This will then be placed under your saved results tab in your account. You can then re-run this as often as you wish. Or your other option is to set it up so that your search automatically runs each week or month and then LinkedIn Corporation® will email the results to you.

This is a great method to use for finding partners and once set up will run on its own. Using tools like this is a great way to automate certain aspects of your business, and ones that you should take advantage of.

# How to Do MARKET RESEARCH

An easy way to perform market research on LinkedIn Corporation® is by utilizing their Answer section, which we covered in more detail earlier in this report.

The search feature can also provide you with a list of potential customers, clients and other companies in the same industry. You may just discover a big business name that your product or service would be perfect for.

## Collect Data

What you can do here is utilize the Question and Answer section to your own benefit. Simply ask several questions on a topic that you would like to publish a report about. Then you can use the answers as a basis for the report. You may wish to give credit to any exceptional information that you have received.

This would give you enough data to publish your own authoritative report or white paper. Or spark ideas for a new product to create!

## Finding Experts to Interview

You can use the advanced search feature to find out who the experts are in your industry and then request an interview with them. You could then use

this interview and create a recording of it to share with your readers or for other promotional ideas.

By clicking on a certain company you can view all their details. Over on the right side you can view the Insightful Statistics area on each company. This can provide you with tons of information on the business. This section will allow you to see how many employees are leaving or coming into the company.

# HOW TO PROMOTE EVENTS

You can promote different types of events on LinkedIn Corporation® and this can be done by looking for connections in your industry. You should target associations, conference organizers, event planners and any other groups that could use your services or product.

If one of your goals is to get media attention then strive to connect with bloggers, journalists and press release companies.

To promote your events you can simply send details to all of your connections. Another way is to add the Event application to your profile page. This allows you to advertise all your upcoming events for everyone to see.

This application also allows you to search for similar events in your industry. This can be a great way to see how they advertise each event. You can get some great promotional ideas this way.

Once you click on add an event a new screen pops up where you can list all the relevant details. You can even state whether this is a virtual event or not. You can add your location, the time, if you are the organizer and if you are actually attending the event or name the person who is attending as your representative.

By clicking on the **add more details** button you can provide a description of the event. In this section you can include up to 20 keywords and 20 job titles for recommendations for who should attend the event. This will help

you show up in the search feature for anyone looking for an event to attend.

Once you are happy with your details you can publish the event and all your connections will have the ability to view the details.

# LINKEDIN CORPORATION® COMPANIES

Under the companies tab in LinkedIn Corporation® you will see a list of all the companies in this directory. You can easily search the companies to find business associates and possible future partners.

## Adding Your Own Company

This is a neat way to get your own company name listed in LinkedIn Corporation®'s huge directory. Simply click on the Add Company tab and fill out your details. The only requirement is that you are a current employee of this company. So for anyone with a home based business you can easily get listed. This will provide you with more exposure for your company.

Once you have confirmed your company you are now ready to customize your listing. You will be sent an email that you have to confirm. You should add the following on your page:

- Company Logo
- Company Description
- Special Offers
- Number of employees if applicable
- Website address
- Industry Category

- Year company was created
- Location
- Twitter ID
- RSS Feed

You then want to visit the Products and Services tab. This allows you to add your products and/or services to your company profile. You can add and explain the key features of this product. You can include a YouTube video. Another great feature is that you can offer a special promotion for this product or service if you wish. This way you can offer some type of incentive to people who found you via your LinkedIn Corporation® page.

Your company page also includes an analytics page that allows you to see who is visiting your company profile.

# USING LINKEDIN CORPORATION® ADVERTISING

As long as you have a free account with LinkedIn Corporation® you can use their advertising feature. The only other requirement is a credit card to pay for your ad. When placing your ad you have the ability to select your target audience and your advertising budget. The ad system works on a pay per click or impression system. You only pay for the clicks that you receive.

It takes about 24 hours for your Ad to be approved and it must meet certain guidelines. A quick overview follows:

- Do not lie or deceive people in your ad
- Use standard grammar and punctuation and do not repeat words in your ad
- Only English ads are accepted and they must contain acceptable language
- Your display URL must match your destination URL
- No mention of LinkedIn Corporation® is allowed in your ad
- No affiliate ads of any kind are allowed

LinkedIn Corporation® also has an extensive list of topics which you are not allowed to use. To see the entire list just visit the advertising guidelines page for complete details.

When writing your ad it will need to be made of up of the following elements:

- **Headline** – up to 25 characters of text
- **Description** – up to 75 characters of text
- **From** – your company name
- **Image** – a 50 x 50 pixel is allowed
- **URL** – link to your website

Your ad will be displayed in a variety of places on LinkedIn Corporation®. This could include all or some of the following:

- Profile Page
- Home Page
- Inbox
- Search Results Page
- Groups

You must target who you want to see your ad and this can be done by the following criteria:

- Job Title
- Job Function
- Industry
- Geography
- Company Size
- Company Name

- Seniority
- Age
- Gender
- LinkedIn Corporation® Group

**Note:** Once you start creating an ad LinkedIn Corporation® will advise you on whom your target market is and they will estimate the size of your audience. They will also advise you on the cost of your campaign.

There is a onetime activation fee for using LinkedIn Corporation® ads and that is currently set at \$5. You will be billed on your credit card for your ad and this depends on how many clicks you receive. So potentially you could see daily or weekly charges.

There is no long term commitment or requirements for running your ad. To turn your ad off you simply log into your LinkedIn Corporation® Ads Dashboard. You have complete control over everything.

# YOUR LINKEDIN CORPORATION® PROFILE BADGE

Now that you have taken the time and effort to set up your LinkedIn Corporation® account you want to make use of your Profile Badge. This can be found by clicking on the edit your profile button and then scrolling down to the end of the page. On the right hand side you will see a link for Profile Badges. Click on this and then select which type of badge you would like to use.

You can then add the code into your website or blog and make it very easy for your readers and customers to find you on LinkedIn Corporation®.



You can also add this image to your email account if you wish.

First copy the code for the image you wish to use and save it to a notepad file.

You only want to use the actual image address so copy from the http:// section to the end of png. This is the URL you will add to your signature.

For Gmail users simply go to your account setting and then click on the signature settings box.

1. Click on insert image
2. Insert the URL from your notepad file
3. If it is correct the image will automatically appear in the box below.

4. Then click okay
5. Click on the image and then the hyperlink button
6. Add your LinkedIn Corporation® profile address
7. Test the link and it should open directly to your profile page
8. Save changes and your LinkedIn Corporation® badge now appears in your signature file

Now each time you send an email you are getting exposure to your LinkedIn Corporation® account.

## CONCLUSION

Hopefully this report will have given you some great ideas on how to use LinkedIn Corporation® to build your business. You may be surprised to find additional features that you didn't know LinkedIn Corporation® offered.

Just remember that LinkedIn Corporation® is a social site and it includes all the members from the Fortune 500 companies! This just goes to show you how much they value their LinkedIn Corporation® profiles.

Get into the habit of using LinkedIn Corporation® on a regular basis, as you offer new products or services list them on your profile.

In your profile area click on the News tab and keep up to date with all the new happenings at LinkedIn Corporation®. The signal tab shows you which of your connections are keep busy and posting content for their followers.

The face of LinkedIn Corporation® is changing, don't think that it is only for high end businesses anymore. In March of 2011 LinkedIn Corporation® hit 100 million members! That alone should be more than enough reason to make good use of your LinkedIn Corporation® profile.

So take a couple of hours today or tomorrow and create your profile, add your company and list all your products and services. You don't know who just might be looking for what you have to offer.

Good Luck!