LinkedIn Quick Start Guide
7 Quick-Start Tactics to Get You Jump Started On LinkedIn

~ By Nathan Kievman ~

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Welcome to the Quick-Start Guide

This quick start guide contains many key areas to understanding and quickly implementing several best practices within LinkedIn. This quick start guide will provide tips, insights and easy to use strategies and tactics that will help you generate new sales, increase awareness, create bursts of highly interested traffic, generate leads and discover newfound revenue streams using this popular social media service.

As a Digital and Social Media Strategist for several years, I have used this platform to start and grow my businesses, establish a consistently full sales pipeline, close new business, establish highly valuable business relationships and joint ventures and much more. My aim in this quick start guide is to point you in the right direction while providing you some simple to use strategies and tools that will allow you to achieve whatever your objective within this platform.

How to Connect with Linked Strategies

Join the #1 LinkedIn Strategies Group:

[Linkd.in/LinkedStrategiesGroup](Linkd.in/LinkedStrategiesGroup)

Connect with me personally:

[LinkedIn.com/in/nathankievman](LinkedIn.com/in/nathankievman)

Check out the Linked Strategies Blog:

[LinkedStrategies.com/blog](LinkedStrategies.com/blog)

Connect with me on Twitter:

[Twitter.com/nathankievman](Twitter.com/nathankievman)

Like us on Facebook:

[Facebook.com/LinkedStrategies](Facebook.com/LinkedStrategies)

Watch us on YouTube

[YouTube.com/linkedstrategies](YouTube.com/linkedstrategies)
What is LinkedIn and Why Should I Care?

I do not need to reinvent the wheel here. LinkedIn has spent a lot of money to make this presentation real quick and simple, so here is the video:

What is LinkedIn Video  (http://bit.ly/whatislinkedinvideo) ©LinkedIn Blog

Now this is pretty light in explaining the real benefits of LinkedIn in my opinion, but the bottom line is that LinkedIn is a huge database of 120+ million people, all of whom you can search and most of whom you can message within minutes. That's powerful! It's a real game changer for the small business, sales people and marketers around the world.

This said, most people believe LinkedIn is a job platform. And although it is, LinkedIn is sooooo much more than that. It is a virtual rolodex that allows you to find anyone, know a good deal of info about them and initiate a conversation. You can do this in a one on one basis or as a scaled marketing initiative. Additionally, it is the fastest way to know who your friends know through advanced search. So enjoy your learning to come and take full advantage of this amazing research, business development and talent tool.
A Business Case for Using LinkedIn

When I first began using LinkedIn my account sat there unused. In fact, I didn’t even remember I had an account until I went back to sign up for a profile. It took some thought to create a catchy profile and think through my goals. As a multiple-business owner, time is a rare commodity, and as such, I was uncertain whether LinkedIn warranted the effort. Yet, I saw its potential as a way to increase my business sales and connections. LinkedIn is an amazing business development tool that has a huge potential to help your business generate massive traffic, leads and newfound revenue streams.

In my business dealings, I run across many issues that affect businesses. Among the top concerns in running a business is an eye on the bottom line, resulting in a tighter control of the cash flow. Business owners, professionals and executives are always looking for cost cutting measures and ways to increase profits through any vehicle possible. This is where the magic of LinkedIn starts to kick into high gear.

I interviewed Robert Fleming, owner of eMarketing Association. He has thousands of members, but was looking for ways to increase his reach in order to improve his exposure to the market. He began a group on LinkedIn called eMarketing Association Network. This group is in the top 20 groups on LinkedIn and provides the leadership of eMarketing Association a built-in audience for seminars, events, online programs and exponential viral growth.

During this interview, Robert was asked about the value of the group he began, as well as to ascertain its impact on his business growth. His responses were similar to those of businesses I deal with on a daily basis. So when I began sharing my success with other business leaders and realized their experiences mirrored mine, I knew I was onto something! With a very busy schedule, it is imperative that I trim down my personal time using social media, as well as leveraging this time to generate income. I was not disappointed with my results.
Here is a snapshot of the potential LinkedIn holds for you and your business.

LinkedIn is a:

1. Professional Portrait to the World – Particularly to your potential clients, partners, alliances, etc.
2. Network Builder - Connect on a professional level with others who will be of benefit to you either now or at some point in the future.
3. Messaging Ally – A powerful tool to promote your message to hundreds of thousands of people for free.
4. Traffic Generator – Reach upwards of 500,000+ email boxes in any given day.
5. Research Tool – Focus in on your target market.
7. Attract Targeted People – Get noticed by clients, partners and alliances you desire by demonstrating topics mastery through your profile, keyword optimization, recommendations, and content sharing.
8. Community Development Vehicle – Opportunity to create your own group or network of targeted clients by leveraging LinkedIn’s™ 60+ million users.
9. Way to Help Others – It is a safe and secure vehicle by which to help others.
10. Marketing Funnel Automation – Attract your market into your circle of influence and establish automated lead generation processes, which will present you to hundreds or even thousands of potential clients every month.

Opportunities

If you are a business owner, a professional, strategist, consultant or simply interested in maximizing the use of LinkedIn, you will find this tool to serve multi-purposes. On one hand, it allows for cheaper marketing costs using Social Marketing. While this platform has a learning curve and takes time to manage daily, the initial costs are minimal. Social Marketing allows you to create a more intimate relationship with your clients. Here you will be able to read your clients’ profiles to get an improved understanding of how they operate, discuss concerns and target those you want to reach.
By answering the following questions, you can begin to gain some insight:

1. What are your marketing goals?
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

2. What are your business growth objectives?
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________
   ___________________________________________________________

You can achieve specific business objectives through group discussion boards, which will allow you to target specific clients, increase your reach to new clients and establish expert credibility. LinkedIn allows you to understand target clients better through research polls. You can create partnerships and alliances with other likeminded business people and even use this as a development tool to create your own Advisory Board and Board of Directors.

Take a moment to answer these questions:

- What areas would you like to learn more about?
- What are your areas of weakness?
- Are you familiar with all of these tools?

If not, take some time to learn about the ways that this platform is important to your business growth and expansion.

If you are like me, your goals are to enjoy life while improving your business, communicate as an authority to your target market, build better strategic alliances and make more money. Right? Let’s continue.
Assessment

Most companies know their focus or target group. Using and understanding LinkedIn tools and resources will allow you to broaden this base.

Who is your company’s target market?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Once you locate your specific target market, research key people within this field using a key word search. You can research industries, industry leaders and companies. Once you’ve identified the leaders in this industry, you can view the groups they have joined. You may consider joining these groups at some point. Utilizing this method of research allows for a quick assessment of the number of people in the industry.

How much competition is already in this space?
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

You can answer this question by doing some research. Go to LinkedIn’s home page and you will find a tab for groups. Go into groups and search for your competition using keywords. Even if the market is huge, you still can begin your own group at some point. One of the keys to using LinkedIn successfully is to master the “Group Concept.”

Groups are made up of like-minded individuals who are all interested in the same type of information. In order to learn more about these groups, it will be important for you to join them. You can quickly analyze the numbers by searching under your topics of interest.
On the search tools page, you will find more options. For example, you can search for local groups, which is one of many advantages offered by LinkedIn.

Can I be number one, two, or three in this category?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

You will soon find the groups that dominate by the number of members. These group leaders have already mastered LinkedIn. However, if you apply the strategies in this guide and our resources at www.LinkedStrategies.com you will be able to create your own niche group.

What areas of our company can this social platform benefit?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Is it customer service, marketing, sales, innovation, PR? The list is endless. While social media is considered marketing, it is much broader. You can use your group to discuss product development, obtain feedback, find out what your customers want and monitor how their needs are changing.

What unique value proposition do I bring to this market?

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

What do you have to offer your clients? Everyone wants value and in order for this platform or any other social media platform to work, you need to be value-driven. Creating resources to generate income is important. Take a stock of your inventory. Do you have articles, blog posts, videos, interviews, podcasts, whitepapers, eBooks, books or webinars? If this is an area of weakness for you, consider putting some of these products together before delving into the LinkedIn community.
Objectives

Using LinkedIn to provide a self-sustaining, brand positive and self-promoting digital community of critical mass full of your target market is one of the main objectives of using this platform. Pivotal to using LinkedIn to maximize the potential for your business is the philosophy or strategy behind using the site correctly versus incorrectly. Understanding the importance of developing a community is the first step in creating a marketing funnel that attracts your target market and moves them through a process where they are eager to pay you for your product or service. These new clients are likely to refer their family, friends and business associates to you, all the while raving about how you helped them.

The focus is to create a systematic approach to using the social marketing methods that yield results. This LinkedIn Strategy is not rocket science; in fact, it’s probably more in line with “Marketing 101” strategies.

You must always put your clients’ needs first.

The sad truth is that many people engaging in the discussion board and elsewhere on LinkedIn are not value driven; this means they are concerned only for themselves, which is extremely obvious through their communications.

Put yourself in your target audience’s shoes first. If you approach them honestly, ethically and most importantly, with value, then you will attain success.

Generically speaking, people are interested in themselves. They are attempting to fill a specific need or focus on a current goal. Therefore, if you could be a master at discovering that focus, or understanding the needs of an entire industry and then focusing your offer on those specific needs, you could accomplish your goals at record speeds.

This is just the beginning of the strategic process. There are several more aspects to grasp in order to achieve success on LinkedIn.
7 Quick Start Marketing Strategies and Tactics

Step 1: Identify an objective

Step 2: Identify target clients that can help me fill this objective

Step 3: Identify target groups that contain the target clients and join them

Step 4: Identify the needs of target clients and learn their hopes, dreams, and fears

Step 5: Help target clients by sharing resources, news, questions, comments, etc.

Step 6: Engage target clients and then connect.

Step 7: Create an opportunity for a value-add experience with a soft sell
Quick Start Foundations

I have created a LinkedIn mastery workshop with highly confidential and proprietary information for the advanced user. At some point, you may consider obtaining this program as a way to learn more about the uses of LinkedIn for your company or brand. First, you must master some basics.

Understand Your LinkedIn Tabs and Links

In order to understand your options, you first have to understand your resources within the LinkedIn layout. The following is a list of the tabs and links available on any LinkedIn page. Use this as a quick overview to learn the framework and integral parts that create the whole.

The Tools and Applications of LinkedIn:

1. Home Page
   a. Where you will appear on your connection’s profiles
   b. Review network feeds from your connections
   c. Where you find stats on who has viewed your profile
   d. Entry point after logging into LinkedIn

2. Profile
   a. Your portrait to the world - professional photos preferred
   b. Make sure this page is fully optimized
   c. The place to integrate applications
   d. Recommendations – third party perspectives on YOU!
   e. Where you share your message, history, experience, contact info, etc.

3. Groups
   a. Key into the target markets you are seeking
   b. Starting point for building communities on LinkedIn
   c. The best way to build an engaged following

4. Contacts
   a. A cherished asset that can harvest great rewards
   b. Your network connections
c. Search your connections networks for referrals
d. Use to import your database
e. Cap at 30,000 connections

5. Applications
   a. Opportunity to add videos to your LinkedIn Page (view my profile for “how to” videos – www.linkedin.com/in/nathankievman)
   b. Add applications - Blogs, WordPress, Google Presentations, Reading list by Amazon, Twitter, etc.
   c. Best way to make a profile dynamic

6. Search Box
   a. Best used for Sales Professionals, Entrepreneurs, Networkers
   b. Use for JV or Strategic Alliance identification

7. Jobs
   a. The public’s main identification with LinkedIn
   b. Great tool to find jobs
   c. HR Departments can use for passive or active client searches

8. Answers – Use the Q&A to position yourself as an expert
   a. Get and give answers
   b. Best used for regional, local professionals that are location based
   c. Great forum of information
   d. Use to build “Best Answers” awards by users

9. Companies – Great tool to search for people within a specific company

10. Outlook toolbar

11. Internet Explorer or Firefox toolbar

12. Polls – the ability to obtain feedback from members

13. Read the LinkedIn Blog at http://blog.LinkedIn.com/

14. Stay up-to-date with what is new on LinkedIn

15. Terms and Conditions
   a. If you are going to use this for business, know what can and can’t affect your efforts.
Take Control of Your Image and Brand

There has never been a more important time to create and promote yourself as your brand. If you are the owner of your own company, the only way to truly master ownership of the market is to perfect your own personal brand.

You can do this by becoming a Thought Leader on the ISSUES that matter to your target clients. For those of you who are big business CEOs, you need to consider becoming an advocate for your brand in public way. Show your market that you are on the cutting edge. Let your key constituents know that you are a real person and raving fans will come from this effort. Don’t worry about getting inundated with requests and emails. In case you are concerned, you are welcome to reach out to DemingHill for our executive social media support system.

This is extremely important: those who are struggling have not mastered Thought Leadership, created an identifiable personal brand or experienced control of their personal brand. The top 10% are still in high demand and work is still flying their way.

How can you use LinkedIn to achieve mastery of your image and brand? You must take ownership of your profile and make it compelling, concise, and attractive.
Profile Mastery

As you read through this section, feel free to pull up my profile and model it. You can find it at: www.LinkedIn.com/in/nathankievman. Another option is to have us create, set up/overhaul, or optimize your profile for you. To inquire about this service, please visit www.linkedstrategies.com and complete the contact form.

Here is an example of a profile page overhaul:

![Profile Before](image-url)
AFTER a PROFILE MAKE-OVER:
5 Quick Steps You Can Take to Optimize Your Profile in Less Than 30 Minutes

Step 1. Professional Headline:

Your professional headline is a snapshot of you. Think of it as your LinkedIn elevator pitch. You have seven seconds in which to catch the onlooker’s eye, then another 13 seconds to compel them to take action. You have only 120 characters in which to do this. Though there are many philosophies on this topic, we model the following structures for creating Professional Headlines.

Value Proposition | Value Proposition | Trust | Credibility | Title

Title | Value Proposition | Unique Success | What You Do | Trust and/or Credibility

Title | Unique Success | Value Proposition | What You Do | Trust and/or Credibility

This is vital. You cannot be compelling to your market if people don’t know what you offer or how to see your value proposition quickly. Use caution not to over optimize with the exact same listings as you may violate LinkedIn’s policies. The key is to include keyword-rich titles that help LinkedIn properly index your profile.

Step 2. Website Links

Include hyperlinks to your websites or affiliate sites that correlate and complement your value proposition. Use all three options - do not leave any out.

Ideally, you would have a link to your website, blog and a PR piece about you. If you don’t have a PR piece, then work on getting one. This should include information about your company and yourself. You can also reference a complementary website as an affiliate if you do not have another site or PR resources.
When choosing an option to name your website links, or selecting the option that reads “My Website,” select the “other” link and write in the name/keyword/brand that you are promoting. This allows for further keyword dominance in your particular brand or industry.

**Step 3. Vanity URL**

Be sure that your public LinkedIn URL is either your first and last name or something close to that if you have a common name.

If you have a long tail keyword that you would like to use for your LinkedIn Personal link, than you may receive good search engine rankings for this, however I do not recommend this process as it can make it hard for LinkedIn members to find you.

**Step 4. Summary/Body Descriptions**

I like to model the following criteria for any communications on LinkedIn or on the profile.

- Brief
- Concise
- Compelling
- Professional

Carefully selecting the order of information you wish to share in your summary is important because you want to draw the eye of the client to high impact statements or words. Use bullet points to draw the eye. In order to add bullet points to a LinkedIn Profile, you will need to create the bullets in a Word document and copy paste the content onto LinkedIn.
Step 5. Applications

Add one application to your profile today, such as the Reading List by Amazon, Blog Link, or Wordpress. These are easy to add and will take less than five minutes.

Applications help to make your profile more compelling, interesting, and dynamic.

*Bonus Suggestion – Once you achieve success on LinkedIn, you will receive a TON of emails, therefore it is advisable to set up a free, dedicated email account. You may choose to have others, but make this your primary account.

Be sure to subscribe to our YouTube Channel [www.YouTube.com/Linkedstrategies](http://www.YouTube.com/Linkedstrategies)
Master the Connection Process

There are mixed feelings and debate concerning the maximization of connections on any particular Social Network. LinkedIn suggests that networking is not about the quantity of connections, but rather the quality. I believe you MUST expand your professional network as far and wide as possible using LinkedIn, but do this as exclusively as you can with your Target Market or Key Constituents. Why? Because this is the way Viral Marketing starts. The further you reach into the network, the greater exposure you gain for whatever message, product or promotion you desire to share and the further into the network your updates will reach.

Your connections are similar to a garden vine. Morning glory will spread quickly, efficiently and thoroughly. But if left unattended, this vine will completely overtake the garden. Your goal is to be like the vine and have lightly held roots on profiles and the home pages of your connections. You should then send updates to your profile as often as possible, which will in turn reach out to your networks’ home pages. A quick way of doing this is to change, or update your profile via LinkedIn using tools like www.Ping.fm or www.hootsuite.com. By all means keep your personal connections, but do not limit or fear expanding your reach outward into the vast global market.

Until you are on LinkedIn, you won’t realize who your connections know. If open networking is not your cup of tea, then simply skip this section. If you are interested in expanding your network, then the following process will help you add nearly 1000 new connections in less than forty-eight hours. This is an artificial way to expand your network and will not consist of any specific market group. Though I use this service, it is not for everyone. A more effective approach is to build out a community full of your target market, then invite them to connect with you.
How to Expand Your Network

1. Import your current connections from your Webmail or Outlook contacts

***ONLY DO THIS ONCE YOU HAVE OPTIMIZED YOUR PROFILE.

2. Visit OpenNetworker.com and purchase their program (minimal cost), then download the open networkers list and Import into LinkedIn.

This process will typically add over 1000 connections within the first forty-eight hours. The connections will be full of recruiters, entrepreneurs, job seekers, small business owners and social media consultants. Once you import these lists, you do not have to do any additional work.

3. Direct Invites – always effective, especially with a personal communication

For connecting with more targeted LinkedIn members, simply ask them if you can connect prior to sending an invitation. Always provide a reason for them to take action. Also, respect their time and take responsibility for the burden of effort to connect.

4. OpenLink – the most unknown source of invitations out there

According to LinkedIn, “The OpenLink Network lets LinkedIn users find and contact other professionals who are interested in meeting new people.” The OpenLink Network is available exclusively to premium account holders. When you join the OpenLink Network:

1. You can limit searches to only people in The OpenLink Network.
2. You'll easily find people who want to meet other professionals.
3. You can contact other members directly through OpenLink messages.
4. The OpenLink Network icon helps you identify other OpenLink Network members wherever you see them.
What Not to do to Expand Your Network

1. Add anything else - such as numbers or words - next to your name on LinkedIn.

Often you will see a name with additional open networking titles next to it. This is against the terms of use for LinkedIn and puts your profile at risk of suspension. For example, Jane Doe LION +6300 is incorrect and should be replaced with Jane Doe.

2. Aggressively promote yourself as an Open Networker.

Telling the market that you will connect with anyone and everyone rarely serves a real business or professional purpose. This is an often-practiced mistake in my opinion. Why? Because if you do this, you have bought into the idea that the number of connections you have is a measurement of success for your professional or business objectives. This is rarely true. Additionally, it looks desperate and lowers your value proposition to the market. Some exceptions may be if you are doing this within a community or group you own and have built trust and credibility with the members.

Contribute “Real Value”

You may be tempted to give this section a cursory glance, but please read it carefully! Real Value holds different weight depending on the person and is definitely not intuitive.

LinkedIn’s system, the users, the applications and the forums give us the tools to discover the “Perceived Value” of interest to the specific users or individual group members. This concept is pivotal because if you take action on a topic that you perceive to be important and it turns out not to be, you have not only wasted your time, but perhaps it has cost you money and credibility depending on the topic and issue. **You must study the Collective Consciousness of the group, the needs of the target audience you are addressing and form a strategy.**
This will allow you to familiarize yourself with the pulse of the group. You will see who the people in this space are interacting with and learn how you should pose your questions. Providing real value will cause members of any group to engage with you and to appreciate the value you offer.

**Steps to Creating Real Value:**

1. Know your Target Audience
2. Speak to their issues, not about products or services
3. Market research to verify – crowd source in the group
4. Test it – post comments and see if you get responses or traffic from it
5. Frame your comments with a passive voice – “If you” or “You may enjoy”

**Additional Ways to Add Value on LinkedIn:**

Use the *Questions and Answers* section of LinkedIn to help build your authority on specific topics. Each week, the answers that are awarded “Best Answer” by the facilitator of the questions are tallied and LinkedIn awards the most Best Answers rankings on the top of the page just below the Answers Category.

Additionally, if you have knowledge, assets, products, services, etc., then be generous to your connections. If possible, give freely at least once a day in some way that is meaningful and helpful.

One example is my blog, [www.LinkedStrategies.com/blog](http://www.LinkedStrategies.com/blog). I also perform charitable works and donate a percentage to those less fortunate. Life is bigger than our initial problems. No matter how difficult we believe our particular situation to be, someone else has a harder time. So, my two cents is, if you live in gratitude, it will change your life forever!
Reach Your Target Audience

Obviously, you are on LinkedIn for a purpose. If not, stop and figure out your goal Social Media can be a huge black hole on your time if you don’t have direction or focus!

_Don’t “Invite” and “Sit Tight”, You Must Invite and Provide Insight_

Why must you reach out to your targeted audience? To get to know them, of course! “Professional” or “Social” networking is all about developing relationships. Your clients, prospects, target market or key constituents all have changing needs. Be engaged in their life, their experiences, and their environments in order to understand their true needs, desires, hopes and dreams. If you really do care, then people will become your “Raving Fans” because you are investing in them simply by being authentic, sincere, and real.

As a company, you must develop an environment that fosters the needs of your market. Social Networks, including LinkedIn, are full of people - individuals that are part of bigger networks, such as companies, associations, etc. - engaging in one communication at a time. As a company, you need to develop methods and processes to scale your authenticity and sincerity as a company. You must consistently initiate communications that result in improved:

1. Trust
2. Credibility
3. Communication Channels

When you follow these steps, your target market will come running to you because they are thirsty for real solutions, real help and real value. You need to reach out to them because they won’t likely reach out to you first. Consider “Getting Found” strategies and tactics. I cover these strategies and tactics in great detail in my book, “An All Inclusive Guide to Mastering LinkedIn”, I have researched and tested various strategies on LinkedIn with many clients that engage in our LinkedIn Mastery Initiative. A few times, clients were adamant about engaging in a direct marketing campaign, which skipped the step that we have found to be so critical in LinkedIn: building trust, credibility and communication channels.
The results are drastically different when trust, credibility, and communication channels are included. As a company, you must integrate a communication strategy that is personal in nature and has the look and feel of an individual verses the company. Always keep integrity and authenticity at the forefront of any communication or campaign you run.

A wonderful example of this is Christine Comaford. She is brilliant and amazing at creating Trust, Credibility and Rapport. She masterfully uses social media - in this case LinkedIn - to attract.

The next time I received an email inviting me to spend money on one of her workshops, I opened my wallet! Now I am Christine’s client. This all came about from providing real value consistently enough to create Trust, Credibility, and Rapport.

What does this mean to you?

Model this scenario, but tailor it to your target audience, attend the same groups and give freely. Put yourself in your potential customer’s shoes. You are an unknown. There is no relationship. You would never attempt to ask a stranger to marry you on the first date and if you did, you would most likely be turned down. So why try to sell to a stranger? Spending a great amount of energy and money for low returns is the old way of marketing.

Turn the process around by creating inbound inquiries and attracting your market. The following steps reference a simple description of an inbound marketing funnel process that you or your business should model and follow within LinkedIn.
The 7 Steps to Creating Inbound Inquiries Through LinkedIn

Step 1: Know your target audience

Step 2: Give high value content for FREE!

Step 3: Exchange free content for Opting In

Step 4: Set up a back end capture process – opt in pages, teleseminars, webinars, etc.

Step 5: Interact with target audience on groups

Step 6: Answer questions

Step 7: Attract people into your Social Circle of Influence – connections or group
Members in Your Group

Remember, the foundational principles for generating business through LinkedIn are developing Trust, Credibility and Communication Channels. These apply to everyone, from the corporation down to the individual entrepreneur.

Get by Giving Recommendations

This cannot be overemphasized and is, in my opinion, the key to success in life, business, relationships, and yes, even on LinkedIn! The key to LinkedIn is understanding the strategies and tactics that help your company develop scalable relationships with your target market. This topic, “Get by Giving” is widely understood in the internet marketing world and is already common place.

In fact, a common term used in the internet marketing space is “The Free Line.” “The Free Line” is in constant flux and is always moving further, offering greater value for free to the market. The reason for this is all the clutter in the market. Gaining the attention of your market is challenging in traditional advertising, and this is already affecting online users. This is the main reason Social Media is so intriguing to big and small business. Social Networks are where the people are spending their time today.

As business owners, it’s our job to “interrupt” our audience in order to gain their attention and pull them in a direction that will give them a chance to seriously consider our product or service. As technology develops and adjusts to itself, more tools continue to come out to filter out the clutter, such as TIVO, Spam Filters and pop up blockers. In social media, the account settings will have to include more settings to control these interruptions. LinkedIn spends a great deal of time and effort on this issue. In fact, many controls are already in place on your account settings page.

When I refer to “Giving,” I am talking about solving issues for your target market. Understand your market well enough to feel its pain, but then provide “FREE” information that will solve some of their problem. Whether they buy from you or not, they are walking away with real value received. This is what I mean by “Get by Giving” - a percentage of those people will always buy from you because you gave freely first and invested in them by helping them to solve a problem they cared about.
According to my good friend Joe Pulizzi, author of “Get Content Get Customers,” Fortune 500 companies are currently dedicating over 20% of their entire marketing budgets to free content and he expects this number to grow to nearly 50% over the next 10 years!

You must give freely. Don’t be scared because LinkedIn and the social networks offer the same opportunity to solo entrepreneurs as it does big business - it’s all about building relationships. If we look at the root emphasis of relationships, we will find the core of creating quality interactions occurs by “giving” first. Can you do this?

Giving is the centerpiece, the new model of internet interaction and eMarketing where there is a constant stream of information overload, confusion, and clutter. Everyone is attempting to break through the barriers, peak our interest, and catch hold of our attention, even if only for a few seconds. Relationships cut through all the clutter instantly, bestowing upon us trust and credibility, which in turn leads our market to tune into our message because they associate us with value. No longer are we an interruption!

To achieve the “Giving” principle on LinkedIn, apply any of these following strategies or tactics:

1. Have a “Benefit” driven mindset toward your clients and peers
2. Demonstrate you care by sending out recommendations, referrals, or introductions
3. Answer questions freely in areas of expertise
4. Provide free content to your target market
Use Groups to Generate High-Value Traffic

Traffic is the highly sought after commodity in today’s world of internet marketing, but an even higher sought after item is Targeted and Pre-Qualified Traffic. I consider LinkedIn to be one of the best sources for this type of traffic. Make sure you’re a member of the LinkedStrategies group at Linkd.in/LinkedStrategiesGroup

Mindset of Posting Questions and Comments

You cannot be directly self-serving in your groups and get any kind of beneficial response. It is human nature to post discussions such as:

- Offering discounts on products or services
- Blatantly and non-authentically offering a poorly thought out free offer that is obviously attached to a sales pitch (remember, providing an offer is ok if it has, real value)
- Spamming groups with the same messages over and over again
- Posting “I need a Job”

Let’s take the last statement as an example: “I need a job.” If someone posts this, would you as a business owner, entrepreneur or executive be compelled to check out the person’s profile? Do you believe someone else would either? Not likely. This type of post is not strategic and gives the impression of a self-seeker. Clearly, the majority of the people in groups tend to begin their group participation in a self-serving manner.

However, I implore you to think differently and challenge this mindset. You can easily attain information to help show the types of conversations and interactions on any discussion board. Perform your own market research by visiting the groups and simply observe. Notice the questions that receive the most responses.

Model this type of question and post similar questions to garner interest and interaction between you and your group. The goal here is to pull people into your circle of Social Influence as a connection, or into a group you own. If your profile is optimized, this will help further your objectives while intertwining your name into the larger network that will expand your reach.
Unfortunately, each group contains members who are rude and not interested in adding real value. They are simply there for their own benefits and purposes. While I am in groups for my own self-interests, I understand that if I don’t provide value, I will be pushed outside of the “Circle of Trust” and not be allowed back in.

We ultimately want to generate traffic to our website, promote our brand, reach a specific audience and/or build our business. All of these lead to reaching our business objectives – typically increased revenue or interaction with key constituents. This is understandable, but the desired results are obtained after giving value first.

Groups allow for many marketing opportunities. Two of the main opportunities are through group discussions and news article submission. In my book, I show you how to use discussion posting strategies to get into hundreds of thousands of email inboxes on any given day. As for the news article submission process, you can use this method to actively generate traffic to your blog or to article sites such as Ezine.com.

One of our clients implemented this strategy and documented an increase in traffic from 2,000 unique monthly visitors to just under 20,000 unique monthly visits in just a couple of months by applying only this strategy as the driver for that traffic.

Go into any group and click on the “news” tab. You will see a button/link that says “Submit a News Article.” Simply paste the URL of your article from your blog or article site and hit submit. You’re done. Duplicate this effort in all applicable groups and watch the traffic start to filter in.

After reading this quick start guide, I ask that you go back, highlight your areas of weakness and work on those first. Then look over the book again for nuggets that can help propel your business into the next level. If you have any questions, join our Linked Strategies Group and post your question in the appropriate featured discussion.
LinkedIn is the real deal. Whether you are an executive for a big company or a solo entrepreneur, LinkedIn is full of affluent professional users. Growing at over three million new members a month, your business cannot afford not to optimize its presence in this space.

This is the place to create sustainable, high value oriented communities of your target market. You will be able to provide a human look to a corporate face in some cases, or professional insight and innovation in others. These communities on LinkedIn will help you and your company reach new connections, make new friendships, develop raving fans and funnel those interested in your authenticity and credibility over to your website or blog. With the tools I have given you, you too can bring your business closer to your goals.
About the Author:

Nathan Kievman is a highly sought after Digital Strategist, Speaker and Social Media Trainer with a heavy focus on LinkedIn and B2B social media initiatives. He uniquely bridges Business Strategy, Targeted Objectives and ROI with Social Media as the Founder and CEO of DemingHill, a Leading Social Media Consulting and Marketing Firm.

Mr. Kievman is also the Executive Editor of LI and Business, now with more than 14.5 Million subscribers, SocialMediaMags.com. Additionally, Mr. Kievman is considered one of the leading authorities on LinkedIn with a robust following as the owner of the number one LinkedIn Strategies Group on LinkedIn while having taught more than 35,000 people how to master the platform and he has authored three books on the topic, including the currently available, LinkedIn Mastery: An All Inclusive Guide to Mastering LinkedIn.

As the keynote speaker on Social Media Strategy for the National Speakers Association winter meetings in 2011, Mr. Kievman is also a respected authority in Social Media partly because he prides himself in walking the talk, demonstrating before teaching and practicing before sharing.

Companies hire Nathan for one of the following five reasons:
- To initiate a Digital or Social Media Assessment
- To establish a social media strategic plan tied to ROI
- To engage top level thinkers in Social Media to assist in their Digital Strategy
- To create a third party perspective on established Social Media Initiatives
- To help establish greater trust and credibility with a specific target market through Social Media

He has consulted with Fortune 500 companies, INC 500 companies, well known business leaders and many small to mid-sized businesses. Mr. Kievman holds two masters degrees in Business and in Sports Administration from the highly acclaimed sports program at Ohio University. He is married to his beautiful wife Leah and has three vibrant children. He currently resides in Cleveland/Akron area of Ohio.

www.LinkedStrategies.com
Dear Business Owners, Professionals and Job Hunters:

Are you tired of hearing about all the leads to be found and money to be made through social marketing while you’re spending hours trying to get business from social networking and other efforts?

Imagine, instead, if you had specific targets for your actions, enabling you to generate leads, grow a massive network, become an authority, build traffic and create massive profits. Imagine discovering ways for executives like you to use LinkedIn, the #1 business networking site, to get:

- Scores of highly targeted leads.
- Direct access to thousands and even tens of thousands of new prospects.

[You can get this additional guide for a special discounted price for a limited time at: http://www.linkedstrategies.com/quickstart/ and scroll down and click Add to Cart. The All Inclusive Guide to Mastering LinkedIn eBook goes much beyond this Quick-Start Guide.]
• Recruiting secrets to find top talent or, if you’re top talent, to get placed in top companies.
• Recurring revenue streams that operate on autopilot.
• Job offers that bump you several steps up the corporate ladder.
• Five and six figure business deals.

Get results like these, and more, from my All Inclusive Guide to Mastering LinkedIn eBook. This immediate download is more than 70 pages of solid, usable LinkedIn information.

Everything you need to:

• Avoid the one most common mistake 99% of all LinkedIn Users make when starting out. (It can hold you back from success and even be the kiss of death if you do it over and over again).

• Create a powerful and effective Profile that gives you an engaging and dynamic introduction to more than 39 million LinkedIn users.

• Quickly understand and master the most important areas, tools, and resources on LinkedIn that get you up-and-running smoothly in minutes.

• Easily skyrocket your connections and I’m talking true, high quality connections, not some random group of people that are interested in you or your industry.

• Use top secret step-by-step Power User tactic that you can use to open lines of communication with the most powerful LinkedIn members. This “foot in the door” method makes them want to connect.
• Start using LinkedIn Groups to become a recognized industry expert, generate leads, locate job opportunities, and drive highly targeted traffic to your website all in just minutes a day.

• Discover the easy-to-follow action lists for the powerful LinkedIn business building methods used by the top 2% of all members. Use these to turn LinkedIn into a wealth-building opportunity machine.

What People Are Saying

“Nate’s succinct strategies teach how to improve one’s expert status with a Five Step approach on LinkedIn. He also enumerates how to improve one’s professional development and how to leverage one’s relationships on LinkedIn to improve your value in the marketplace and that of your service offering. You’ll be taking the lessons learned to the bank.”

—Melanie Morris

“I have a vision to use social media to help us make the world a better place. Nathan is an expert at that. I’m an expert at running Disney’s world-class service. Disney is large and slow. Nathan is a man of action and so am I. That’s why we might be destined to work together. I’d be honored to link and see how we can help each other.”

—Carpe diem, Jeff Noel

“Nate, thank you for sharing these amazing strategies. I am starting a consulting business that helps companies grow, and this has just opened an entire vista of new possibilities.”

—In Him, Richard Shatto

[You can get this guide for a special discounted price for a limited time at: http://www.linkedstrategies.com/quickstart/ and scroll down and click Add to Cart. The All Inclusive Guide to Mastering LinkedIn eBook goes much beyond this Quick-Start Guide.]
LinkedIn Mastery Video Series

Imagine Hundreds of Thousands of Potential Clients—All in Your Specific Target Market—Excited and Waiting to Talk to You

This is the Power of LinkedIn when Combined with the Right Strategies

Mastering LinkedIn should be an integral part of your market positioning, putting you in front of your market as an authority in your niche. The success and opportunities LinkedIn provides, however, can be a challenge if you are not applying the appropriate strategies and tactics in line with your business objectives.

Discover how to use the endless supply of business opportunities LinkedIn provides by getting the LinkedIn Mastery Video Workshop with Nathan Kievman.
The LinkedIn Mastery Video Workshop

Watch four uniquely valuable 60-minute workshops featuring LinkedIn expert and Linked Strategies founder, Nathan Kievman; plus get bonus LinkedIn downloads.

Watching the videos you'll discover how to:

- Use advanced networking opportunities
- Attract your SPECIFIC market to you with pre-established trust and credibility
- Develop Your personal or business brand
- Communicate with your target market through a focused, targeted and specific path
- Source high quality partnerships, joint ventures and strategic alliances
- Find experienced teams
- Accelerate your business success, credibility and speed to market
- Identify untapped markets and new opportunities with crowdsourcing
- Share your message consistently with potential clients
- Establish automated systems for an inbound marketing funnel

You’ll receive these bonus LinkedIn downloads:

- Keyword Optimization Video
- Mastery Assessment and Evaluation Worksheet
- Group General Worksheet
- Marketing and Promotions Worksheet
- Profile Optimization Worksheet
- Strategic Plan and Evaluation Worksheet
- Training Program Agenda—How to Find, Target and Message Your Target Market

GET THE SPECIAL PRICE, DETAILS AND ACCESS AT www.LinkedStrategies.com