



1. Establish and account on LinkedIn by going to www.linkedin.com, registering and signing up.
2. Once you establish an account you will need to build your profile for maximum benefit by doing the following things:
 - a. Include your full name and a **real** photograph of yourself.
 - b. Write a customized personal headline that demonstrates your value to others on LinkedIn.
 - c. Complete your work history going back either ten years or your last three positions held.
 - d. Customize your LinkedIn URL by clicking the “edit” link next to the “Public Profile” heading.
 - e. Include the Lead Generator Website and the Lead Generator Blog in the Company website section.
 - f. Ask for and secure at least 3 recommendations. If you need help, we can get you recommendations.
3. Proactively grow your network!
 - a. LinkedIn gives you 3,000 invites to start with. Send out invitations to everyone you know at least reasonably well. When you run out you can email LinkedIn customer service and ask for more. They usually will grant you additional invites of around 500 every 30 days thereafter.
 - b. Join open networking groups and secure the lists they provide to expand your network above 500+. Put your email address on all those lists so people can invite you to their networks.
 - c. Join groups where business owners are and where sales professionals congregate.
 - d. Send invitation to sales reps and business owners in those groups who are either open networkers or are open to connecting with others. Customize those invites to show why it is valuable to connect with you on a professional level.
4. Every time someone accepts your invitation or when you accept an invitation for others requesting to connect with you, send them a welcome letter. There are four key things you want to put into that letter:
 - a. Thank them for connecting or sending an invite.
 - b. Briefly introduce them to the Lead Generator and give the four benefits we offer and provide the URL to LeadGen.com where they can learn more and register.
 - c. Introduce them to our group on LinkedIn and let them know you will send them and invite shortly hereafter.

