

TOP 5 LINKEDIN SECRETS

and How You Can Benefit From Knowing About Them

As I am approaching my three-year anniversary of helping people power up their LinkedIn efforts, I am noticing a shift beginning to take place. In the beginning, most of the people I met had a LinkedIn account but really had no idea what they were supposed to do with it—other than connect with the people they know as well as some they don't know. They saw LinkedIn as being pretty much like Facebook.

I am now starting to meet quite a few businesspeople who have really mastered the beginning techniques and processes I have shared with the more than 10,000 attendees at my 250+ training classes and in my book *“The Power Formula for LinkedIn Success: Kick-start Your Business, Brand and Job Search”* (March 2011, Greenleaf Book Group). Therefore, to help LinkedIn users take it to the next level, I share my...

Top 5 LinkedIn Secrets and How You Can Benefit From Knowing About Them

1. Optimizing your profile for search results—You want to be at the top, don't you?

Secret: LinkedIn's proprietary search algorithm is based on a variety of factors, but one of the most important is keywords and how often and where those keywords appear in your profile.

Action: Place your most important keywords (mine are “office furniture” and “LinkedIn”) in the following places on your profile: Headline, Summary, Specialties, Job Titles, Job Descriptions, and Recommendations. You get extra weighting by having these words in your headline and job titles.

2. Saving three searches—You want a 24/7 virtual assistant searching for potential prospects, don't you?

Secret: With a free LinkedIn account, you can save three searches.

Action: Once you have found an Advanced People Search that produced a good list of prospects, simply click “Save” on the top right of the search results, and your virtual assistant will be on the lookout from that point forward for more people who meet the criteria you have identified as important to you.

3. Joining groups with lots of members—You want to talk to the largest possible audience, don't you?

Secret: Members of the groups you are in become part of your search population. Also, large groups have more people listening, watching, engaging, and ultimately buying than do small ones.

Action: Make a conscious effort to join the larger groups in your geographic region and your industry as well as groups related to your other interests.

4. Communicating with your network—You want your voice to be heard across multiple channels, don't you?

Secret: The status update is an efficient way to communicate with your connections, not only those on LinkedIn but across other platforms (Twitter, Facebook, etc.) Using a tool like Ping.fm makes this easy to do.

Action: Have a plan to post a business-related status update each day, and link that update to your other social media platforms, including Twitter, Facebook, your blog, Flickr, MySpace, etc. Nothing is more effective in building your brand than your name showing up on someone else's home page when you are sharing information, events or ideas and asking questions each and every day.

5. Connecting with the “most connected”—You want to be connected to the most connected people in your industry, region, specialty area, etc., don't you?

Secret: When doing an Advanced People Search, the results are displayed in order of relevance as determined by LinkedIn. However, if you change the “Sort by” from “Relevance” to “Connections,” the person with the most connections will be at the top of the list, and the rest will be listed in descending order by the number of connections they have.

Action: Just knowing who these people are is important information that might help you. However, you can find further useful information by reviewing their profiles (employer, interests, recommendations they have received and written for others, etc.) and group memberships. Consider sending a connection request to those who are not competitors, but be sure to follow up with an additional contact (like email, meeting, phone call, etc.) so you can really get to know the individual.

Start using these Top 5 LinkedIn Secrets today and begin reaping the benefits that result from increasing your ability to find and be found by others, keeping yourself top of mind by sharing helpful information in your status updates, and connecting with the most connected.

Visit my website at www.powerformula.net for more free LinkedIn tips plus worksheets, videos, and interviews, and pick up a copy of my book online or in a bookstore near you.

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