



The Power Formula for
LinkedIn

Essentials Tool Kit

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Kick-start Your Business, Brand, and Job Search

KEYWORDS

THE KEY TO BEING FOUND ON LINKEDIN

The key to winning the “being found” part of the LinkedIn game is having the right keywords in your profile. This worksheet is designed to help jumpstart your thought process as you begin to beef up your profile with keywords. Be sure your most important keywords are used numerous times. For me, some of those words would be “LinkedIn speaker” and “LinkedIn trainer.” As a reminder, the places you can include them are:

- Headline (extra weighting in search algorithm)
- Summary
- Experience: Job titles (extra weighting in search algorithm)
- Experience: Description of jobs
- Recommendations
- Skills (extra weighting in search algorithm)
- Education
- Volunteer Experience
- Accomplishments

Be sure to think of different words people may use to describe the same thing, like attorney & lawyer, legal & law, editor & proofreader, teacher & instructor.

Titles you hold or have held

_____/_____/_____/_____

Job responsibilities and specific skills you possess

_____/_____/_____/_____

Types of products or services you sell

_____/_____/_____/_____

Brand names of the products you sell

_____/_____/_____/_____

Specialty certifications or degrees you have received

_____/_____/_____/_____

Specialty courses you have taken or taught

_____/_____/_____/_____

Names of software you can use proficiently

_____/_____/_____/_____

Titles of books, articles or other things you have written

_____/_____/_____/_____

Regions of the world you specialize in serving

_____/_____/_____/_____

Your present and past employers (including any corporate name changes)

_____/_____/_____/_____

Clubs, associations and groups you have belonged to

_____/_____/_____/_____

Hobbies/activities you want your business connections to know about

_____/_____/_____/_____

Nonprofit organizations you are involved with or have been involved with

_____/_____/_____/_____

LINKEDIN PEOPLE SEARCHING

Your Ticket to Improved ROI

LinkedIn is perfectly designed to help you search for individuals and uncover relationships that may have previously been invisible to you. Of course, you can also get information about the companies with which those individuals are affiliated. Developing a strategy for finding the right people on LinkedIn will be your ticket to improved ROI.

The development of your strategy for people searching on LinkedIn boils down to being able to answer and work through the following five questions:

1. Who do I want to meet?
2. What keywords would those individuals use to describe themselves?
3. What titles do they typically have?
4. What relationship(s) can I leverage to assist me in meeting those individuals?
5. What goals or objectives can I set relating to those types of individuals?

When answering the first question—who do I want to meet—our tendency is to think solely about customers we want to sell to. I challenge you to think past that category and move into other classifications, including employees, vendors, suppliers, donors, board members, referral sources, and strategic influencers, just to name a few. Based on the businesses and organizations you are involved in and what your objectives are, you may come up with others. It becomes a bit easier if you think about past relationships that have been important to your success and then look for new relationships that will mirror those.

The next step is to identify the different keywords those types of individuals usually use to describe themselves. If you are having trouble with this, start by looking at the profiles for some of your current connections who are in the same category (customer, employee, etc.) and identify the keywords they have included in their profiles.

Now use those keywords you have identified in the Advanced Search function, along with any other relevant criteria (such as geographic region), and perform a search to identify potential targets. This will help you find people you would like to meet and show you how you are connected to them, through a first or second-degree connection.

Now that you have uncovered potential targets, you will want to come up with specific actionable goals related to those types of individuals. Those goals may look something like this:

- I am going to use LinkedIn to identify, get introduced to, and meet two new people from this category each month.
- I am going to play a round of golf each summer with at least four people from this category whom I have not previously met.
- I am going to set up one of my search alerts to find individuals who meet the criteria for one of these categories.
- I am going to review the connections of at least one of my first-degree connections in a target industry in order to find new people to connect with on a monthly basis.

Here is a worksheet to assist you in developing your people-searching strategy and process on LinkedIn.

LINKEDIN PEOPLE-SEARCHING WORKSHEET

Titles used: _____

Current or past employers: _____

Category (i.e., customer, referral partner, etc.): _____

Keywords that describe them: _____

LinkedIn defined industry: _____

Schools they attended: _____

Geographic Region(s): _____

Specific certifications or skills they have: _____

Specific strategic action step to meet the right people (be sure to include time frame for accomplishment)

To help jumpstart your thought process, I have included some examples of how I might have completed this worksheet to identify important targets when I owned an office furniture dealership:

EXAMPLE #1

Titles used: Facilities Manager, Facilities Director, Facilities Planner, VP-Facilities

Current or past employers: Harley-Davidson, Rockwell Automation, Caterpillar

Category: Customer

Keywords that describe them: Purchasing, procurement, buyer, project management

LinkedIn Industry: Facilities Services

Schools they attended: Marquette University, UW-Whitewater

Specific certifications or skills they have: LEED, CIDA, NCIDQ, Haworth Certified Installer

Geographic region(s): Milwaukee, Wisconsin

Specific Strategic Action Step: I will join and be active in one new facilities-related group in the upcoming year

EXAMPLE #2

Titles used: Architect

Current or past employers: HGA, Epstein Uhen

Category: Referral, strategic influencer

Keywords that describe them: Architectural, Design

LinkedIn Industry: Architecture & Planning

Schools they attended: UW-Milwaukee, UW-Madison

Specific certifications or skills they have: AIA, LEED, structural

Geographic region(s): Milwaukee, Wisconsin

Specific Strategic Action Step: I will meet with an architect for an extended period of time (i.e., lunch, dinner, sporting event) each quarter of the year.

LinkedIn Communication Templates

These templates are meant to be a starting point for messaging prospective LinkedIn connections or people who have recently accepted your invitation to join your network. They can be customized to fit each individual situation.

Invitation to connect with a prospect

The purpose of the invitation is to get the person to connect with you or, at a minimum, cause a marketing event (profile view) with your target audience.

Rather than sending the standard (default) LinkedIn invitation, personalize your invitation. There are numerous places from which you can send the invitation, but the safest one is from the person's profile rather than a list or other place where the Connect button is attached to the person's name and photo. Be succinct and to the point because you only have 300 characters, including spaces. You can include a link to a web page, but you cannot attach documents to your invitation.

Start your invitation with a greeting like "Hello" and then the person's name.

Here are three examples of good invitations:

Jim Smith, a client for over 15 years, suggested that we connect. He thought you might be interested in having a chat about how we could help your organization. If that's the case, let me know. In the meantime, I would be honored to have you join my network.

Jim Smith, a member of my LinkedIn network, suggested that we connect. He thought you might be interested in having a chat about how we could help your organization. If that's the case, let me know. In the meantime, I would be honored to have you join my network.

I noticed from your profile that you attended Marquette [or are a member of a group, used to work at a particular company, etc.]. Based on your job responsibilities, I thought you might be interested in having a chat about voluntary benefits for your employees. If that's the case, let me know. In the meantime, I would be honored to have you join my network.

Follow-up thank-you note to a prospect after s/he accepts your invitation to connect

This is the message you should send—either through LinkedIn or traditional email—shortly after a person accepts your invitation to connect. Since it's a message to a connection, you can attach documents and include hyperlinks to web pages, and there is no character limit.

Once again, start your invitation with a greeting like “Hello” and then the person’s name.

Thanks for connecting on LinkedIn. As I mentioned in my connection request, I look forward to chatting with you. I could call you this Thursday at 2:00 or 3:30pm or I will be near your office on Monday and would love to stop in and meet you in person [or any other option you'd like to propose]. Does either option work for you?

In preparation for our meeting, I have attached to this message [something of interest to your prospects, e.g., testimonial, case studies, checklist, articles] or included a link to [similar information] that will help you understand how we help companies like yours.

I look forward to talking with you soon.

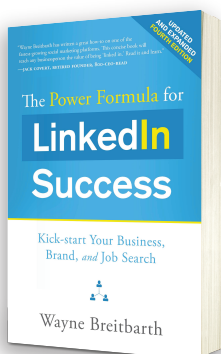
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