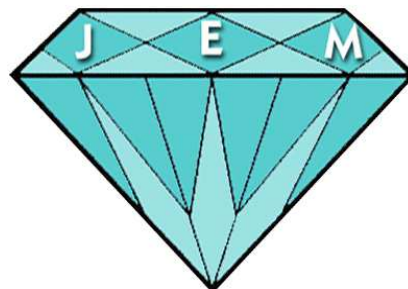


## My Five Top Five Tips To Market Your Small Business On LinkedIn (Rev 01)



### **Five Ways to Connect on LinkedIn**

- Message your first level connections
- Invite someone to connect
- Ask for an introduction
- Send an InMail (\$\$\$ - not included in free membership)
- Share membership in a group

### **Five Benefits of a Company Page**

- Tell your company's story
- Highlight products and services
- Showcase career opportunities
- Drive word of mouth advertising
- Increase Search Engine Optimization opportunities (be found)

### **Five Personal Marketing Benefits from LinkedIn**

- Stay competitive
- Keep up to date in your field
- Uncover opportunities
- Collaborate with professionals
- Help others

## **Five Ways to Market Yourself by Sharing**

Status updates – what's happening

Share interesting articles, videos, company news, events, etc.

Start discussions

Answer questions

Introduce connections for possible job opportunities or collaboration

## **Five Benefits from Becoming a Leading Authority (SME)**

Gain more clients

Earn more money

Gain greater influence

Do less selling (of yourself)

Sustain and increase your successes

**Need Help Determining How  
You Can Use LinkedIn Better?  
Call Michael at 847-634-6535 NOW!**

Michael L. Yublosky  
Vice-President

<mailto:mikey@diywebjem.com>

**This information is provided to you freely without restriction.**

**You can copy or distribute at will provided you do not charge  
a fee for it nor alter or change any content.**

**You must also agree to attribute the source.**

**Please, also let me know if you find any errors.**

*Note: This material was prepared for information purposes only and is solely an opinion. It is provided "as is" without warranty of any kind, either express or implied, including, but not limited to, the implied warranties of merchantability and fitness for a particular purpose.*