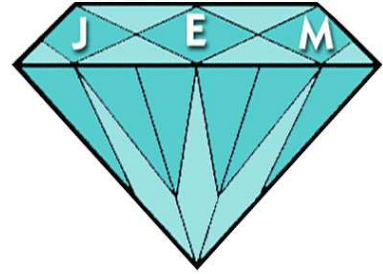


## Select Your Target Top 3-5 LinkedIn Benefits From This List



### **What top 3-5 benefits from the following list would you select to accomplish your most important personal or business goals and lead to your success through marketing and networking on LinkedIn?**

*Suggestion: Read through the list quickly, striking out those that are of little or no concern to you. Then rank the remaining items from most important (1) to least (5 being the least). Your individual results may be more or less than 3-5.*

- Source leads, fill sales funnels and pipelines
- Target market
- Keep in contact with current business associates
- Recruit help
- Find sources and suppliers
- Form partnerships and collaborations with other professionals
- Locate investors
- Check references
- Find answers to your business questions
- Build traffic to your Web site
- Spy on competitors
- Keep current in your field
- Establish your brand – credibility, professionalism, subject matter expert
- Learn more about individuals and companies
- Set up a contact management system
- Email your contacts
- Set up a proprietary interest group or target communities
- Publicize events such as Webinars, programs and presentations
- Initiate complex sales opportunities
- Be sought out (found) for your expertise
- Check out sales and marketing appointments (people and companies)

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- Enhance being found on Google and other search engine searches
- Increase your Facebook fan page likes
- Get in contact with previous associates and clients

Industry: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

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

Thank you,

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Vice-President

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