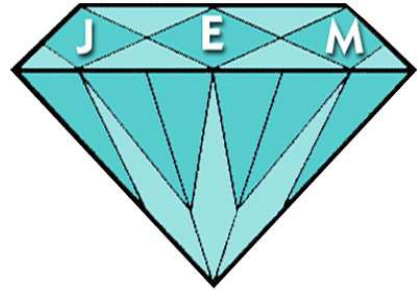


10 Steps To Successful Small Business Networking and Marketing on LinkedIn (Rev 01)



First identify your goal or your target (see page 3), then follow the 10 steps (on page two) to your success.

Steps 1-4 help establish your brand, your credibility and professionalism.

Step 5 expands your level of connections as well as opening up new opportunities.

Steps 6-8 give you and your business more exposure on LinkedIn and the Web.

Step 9 is the LinkedIn search tool. Learn how to use it effectively and start target marketing customers or to build a referral network!

Step 10 brings the synergy of your entire company into play.

**Remember, it takes time to build a network -
this is a marathon and not a 100-meter sprint!**

1. Complete your personal profile to at least the 100% LinkedIn guidelines.



To reach 100% profile completeness, you should add all of the following to your profile:

- Industry and postal code
- A current position with description
- Two more positions
- Education
- At least 5 skills
- Profile photo
- At least 50 connections
- A summary

You can see your profile completeness score on the right side of the [Edit Profile](#) page. The feature may provide you with additional profile completion tips.

2. Add your keywords (brand) to the most important LinkedIn fields so you can be found by others searching for your products and services.

Headline (Slug, Tag) - (120 Characters)

Present & Previous Position – (100 Characters, each)

Summary/Specialty (combined) – (1,500 Characters)

Experience Descriptions – (2,000 Characters, each)

3. Embellish your profile and add (up to 50) skills, additional sections as well as Rich Media files (adding visuals) to increase your chances of being found.

4. Secure Recommendations (I feel they are more important than Endorsements)

5. Aggressively expand the number of connections you have for more opportunities.

6. Set up a free company page.

7. Start a (Special Interest) Discussion Group

8. Make your business more visible based on defined tactics and strategies using available tools and resources.

9. Use the advanced search tools to find target market individuals.

10. Make this a company wide, team effort.

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

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