Here are some ideas, tips and observations to get you up and running with LinkedIn

### 1. Complete your profile

By now you know how important a complete profile is to build trust with your clients and prospective clients. Set aside an hour to work on your profile.

At the very least:

* Upload your profile picture (try to keep it professional).
* Claim your name (your customised URL of your LinkedIn profile [www.linkedin.com/in/myname](http://www.linkedin.com/in/myname) )
* Write a compelling headline that uses keywords that emphasise your expertise
* Write a compelling summary that uses industry keywords that your clients will search for. Use plenty of adverbs and adjectives. Remember you are telling a story about yourself and your skills and expertise

### 2. Connect with your colleagues and college connections.

Why not start making connections by connecting with your colleagues (or past colleagues). Use the search facility to find all the people you know. Then connect with people you were at college with.

### 3. Follow some Influencers and Channels

Some of the best business people in the world write for LinkedIn. You can follow Barack Obama Richard Branson or industry leaders. Look through the influencers writing for LinkedIn and follow those that write about topics related to your profession. Likewise, view the LinkedIn news channels and follow all those people writing topics for the topics that interest you.

### 4. Follow your customer companies

If your customers are active on LinkedIn follow their companies. You will be better informed when you next speak to them.

**5. Add LinkedIn analysis into your preparation process for outbound calls.**

Consider the 3x3 analysis before you call a client. Spend 3 minutes researching the person on LinkedIn and find 3 things to talk about. Combine what you learn on LinkedIn with what you have in your internal systems and what you find using other web and social media tools (e.g. Google and Twitter). The extra information will ensure you deliver maximum value to the person you are calling

**6. Join Local and Industry Groups.**

Before you join a group think about why you are joining. Are you looking to grow your industry and technical knowledge or are you looking to grow brand awareness with prospective customers? Find groups that will help you meet your business goals. Before joining check how active each group is, how relevant the discussions are to you

**7. Save your top three searches.**

Save the People searches you run most regularly. This will save you time and also notify you when the search returns new results. This will help you find relevant new connections.

**6. Find content that will be of value to your network**

Make a list of all the good content resources you have available. This could include internal content portals or external industry news sites. Provide regular links to this content in your updates. This will build your reputation as a person with good knowledge of what is happening in your industry.

**7. Manage your reputation by treating your network with respect.**

Don’t connect or send information to people that you wouldn’t like to receive yourself.

Don’t Spam people with emails, don’t try to connect with people you’ve never met and are unlikely to ever talk to. Don’t self- promote in group discussions. It may seem obvious but it is surprising how many people forget!

**8. As your network builds manage and clean it regularly.**

Review who is in your network every three or four months. As your network grows you should organise and tag your contacts to group them more effectively.

**10. Check who’s viewed your profile.**

Log in to LinkedIn every day and check who has viewed your profile. It may prompt you to call a client you have neglected for a few months.

**11. Work together with your colleagues.**

Don’t forget to connect and engage with your colleagues. If they post something interesting like it, share it or comment on it.

**12. Give a recommendation**

Don’t hesitate to write a recommendation for supplier, colleagues or even clients where you feel it is appropriate. This will prompt others to recommend you!

**13. Endorse your connections**

Endorsing your connections is a way of praising them. It also sends them a reminder that you are around and there to help if they need it.