

LinkedIn Marketing 2013!

*Your Step by Step Guide to Creating a Lead Generating Profile
on LinkedIn*



Jo Barnes

1st Edition

Table of Contents

Why LinkedIn?	3
<i>Getting Started</i>	3
<i>Why Your Profile is So Important</i>	4
<i>Your Photo</i>	6
<i>Your Name / Headline</i>	6
<i>Personalise Your URL</i>	7
<i>Your Summary & Specialities</i>	8
<i>Your Experience</i>	12
<i>Projects</i>	15
<i>Skills & Expertise</i>	16
<i>Education</i>	17
<i>Recommendations</i>	18
<i>Additional Info</i>	20
<i>Groups</i>	20
<i>Start Posting Status Updates</i>	22
<i>Start Connecting!</i>	23
<i>What's Next?</i>	24
Other Jo Barnes Resources	26
Copyright, Licensing and Liabilities.	27
<i>Disclaimer of Warranty</i>	27
<i>Limitation of Liability</i>	27
<i>Interpretation of Above Sections</i>	27

Why LinkedIn?

As of 2nd August 2012 LinkedIn reported it had 175 million+ professionals members in over 200 countries and territories around the world.

They surpassed 5.3 billion professional-oriented searches in 2012.

[Data Courtesy of The LinkedIn Press Centre](#)

That alone should be enough to get you thinking about adding LinkedIn to your marketing strategy.

But more than that, LinkedIn has some unique features to get you and your business / brand seen by your target market.

Firstly LinkedIn is very SEO friendly. Make your profile nice and keyword rich and you could very well find your LinkedIn profile at the top of google!

Secondly it is a great Lead generation tool. Join or start groups to tap into the huge community of users who are looking for professional advice.

Thirdly, it increases your brand visibility and won't eat up half the time you spend on facebook or twitter. An hour a day making connections, commenting in your groups and posting interesting updates will be enough for you to grow a huge base of connections and catapult your business.

There are many more reasons, including the very visible social proof on your profile page in the form of endorsements and recommendations, the fantastic facility to showcase your experience, talents and expertise, the ability to add business pages with featured products, create huge targeted groups and loads more!

Excited? You should be, let me show you how simple all this is to setup.

Getting Started

Setting up an account on LinkedIn is easy and free. Just go to www.linkedin.com and follow the instructions.

What we're going to cover over the next few pages is how to create your perfect profile.

Get this right and you're over halfway to having a fantastic LinkedIn presence, which will open up your business to yet another big new network of people.

Why Your Profile is So Important

1st Impressions count

The whole point of LinkedIn is to make connections and engage with those connections in a meaningful way. Unlike facebook & twitter where your profiles are based on the content you've been sharing, LinkedIn is very much more focused on who you are, what you do, what you can do for others and your experience and expertise.

Remember LinkedIn was originally setup as a recruitment network and still is the top recruitment network on the web. Therefore your profile is like your resume. You are in effect telling people why you are the ideal candidate for them.

Now transfer that into the B2B world and the effect is just as powerful. Someone types my name or does a search for Social Media experts and the first thing they land on is my 'resume'. A full page telling them why I'm the ideal person to teach them how to run their social media campaigns.

The result: a connection, a contact, engagement, a customer.

SEO friendly

As I said in the introduction, LinkedIn is very SEO friendly, so utilising your profile to add relevant keywords may well get you found on the first page of google.

You must remember though that google is changing it's algorithms all the time and moving much more towards social proof. So you need to add to your keyword rich profile; great engagement, lots of likes, endorsements, recommendations and connections.

Keyword stuffing may work in the LinkedIn search (and it does), but it won't hold much weight on it's own in google rankings anymore.

Thankfully by the end of this guide you will know exactly how to get more social proof to assist your SEO endeavours!

Positioning

Creating a benefit driven summary, showcasing your experience and expertise, plus adding your specialities and skills (plus a few more great tips I'm going to be giving you), will begin to position you with credibility and authority in your industry or niche.

Add to that the all important social proof element and it won't be long before you will have positioned yourself as the go to expert in your particular arena.

Now before you start thinking this is beyond your reach or sounds too much like hard work, LinkedIn lends itself beautifully to building up connections and getting that social proof quickly and easily and it all starts with an awesome profile!

Your Profile

So here's what we're going to be looking at in this report;

1. Your Photo
2. Name / Headline
3. Personalising Your URL
4. The Summary & Specialities
5. Your Experience
6. Projects
7. Skills & Expertise
8. Education
9. Recommendations
10. Additional Info
11. Groups
12. Posting Status Updates
13. Start Connecting
14. What's Next

Each section is short, to the point and has graphical instructions. It's well worth putting aside an hour to create a fantastic profile and start generating leads from LinkedIn today!

Your Photo

Quite possibly the most important element of your page. LinkedIn is not facebook. It's a different market.

So leave those photos of you with your puppies, cartoon characters or quirky messages to FB.

What you need on LinkedIn is a nice clean professional headshot with a lovely big smile.

If you think you have a face for radio SMILE! A great smile will make you look and feel better!

Please, please brush your hair, put on a bit of make up ladies and wear something appropriate. That dodgy photo of you in your hoody on a windy hill won't do!

You're trying to create a great first impression here and it's a nice big image that pops up right at the top of your profile, so make it good. In fact, if you can afford it, at some point I would recommend getting professional photos done, not only for LinkedIn, but for your entire Social Media / blog presence. But, it's not necessary.

A clean shot, in good lighting and with a groomed appearance is enough to make a great first impression and for people to want to read on and find out more about you.



Your Name / Headline

I know this sounds obvious but your name needs to be Your Name. Once you have created your LinkedIn profile you can set up business pages, just as you can on facebook. So don't set up your personal profile and call it your business name.

LinkedIn is about connections between professionals. So if you're a CEO of a company hell bent on hiding behind your brand, it's time to step out of the shadows and introduce the business community to YOU!

People do business with people they know, like & trust. Heard that one before? Of course you have.

Directly under your name is your first opportunity to add some keywords. However, please ensure they're relevant and don't keyword stuff. I'll be elaborating a bit more on that when we get to the Summary section.

Your headline is your opportunity to grab people's attention and you have seconds to do that, so you need to make it catchy and relevant to their search.

Here's some example headlines to give you some inspiration.

Making social media simple for small business • Social Media Strategist • Social Media trainer & speaker

LinkedIn Coach & Trainer, LinkedIn Business Strategist, (LION) 4100+ connections, Founder of the WPM.

Trilingual Social Media Strategy Consultant, Coach, Speaker | Author of Multiple LinkedIn Books | University Professor

Facebook Marketing Expert Author & Trainer | Social Media Speaker | Relationship Marketing Specialist

✓ Online Marketing Professional ✓ Social Media Marketing Specialist ✓ Author of FB Marketing 2013 ✓ I Love to Inspire!

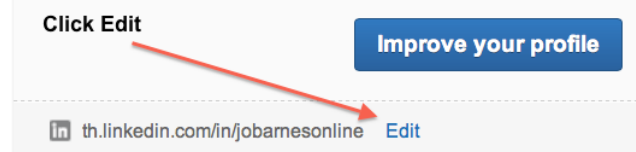
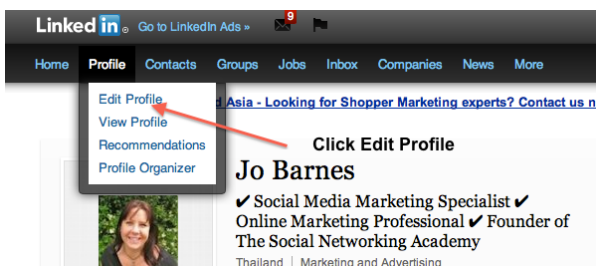
Personalise Your URL

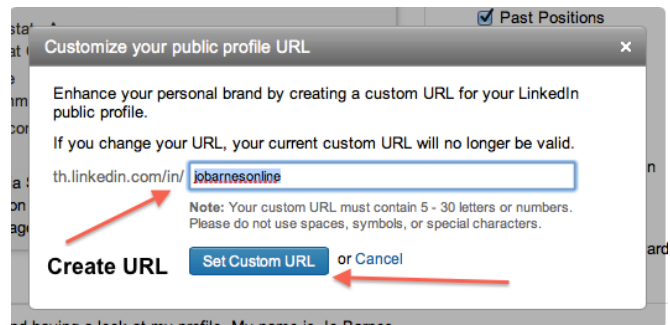
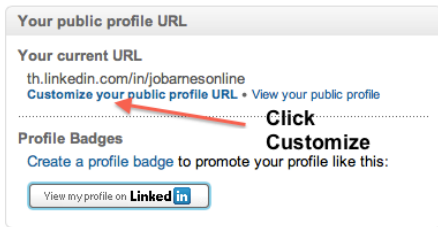
When you first create your profile, LinkedIn will give you a URL which is stuffed with numbers and is not attractive.

To increase the chances of people finding you and give you the ability to post attractive links across all the other social media platforms make sure you personalise your URL asap.

It may also help with google rankings. Not a lot, but every little helps!

Here's how you claim your personalised URL;





Your Summary & Specialities

OK, here we go! This is the part you're going to want to spend some time on.

This is your chance to showcase your talents, your experience, how you can help the visitor and add some relevant keywords to help you get found.

Your summary needs to introduce you, give you credibility and tell the visitor what they will get by connecting with you, clicking through to your web page, joining your group etc etc.

If you can get your summary right you will find it much easier to create connections and build that all important social proof!

So before I show you how to do it, let's look at some good and bad examples;

Good Examples

ARE YOU ACHIEVING WHAT YOU WANT FROM LINKEDIN?

LinkedIn is the only social media platform that specialises in connecting you to Business Professionals across the world. With 175m + people (and growing at a rate of 1 million every 12 days) - it can provide an unrivalled way to expand your business, market your products and services and generate new sales leads. There are over 9 million LinkedIn users in the UK alone.

LinkedIn is continually growing and expanding and with new improvements being added on a regular basis – you need to keep up to date with what it can do and offer.

This is why I run courses every month – to teach YOU how to get what you need from LinkedIn.

My courses are designed for the Beginner and the Experienced user – I can show you strategies that will help you Generate New Business, Eliminate Cold Calling Forever and also many different ways to promote your products and services to new markets, and much, much more.

For more information on my LinkedIn courses contact me now on 01527 910255 or email me at Edwina@edwinasilver.com

BUT THAT IS NOT ALL WE DO.... We can also offer a Set Up Service to create your profile in a professional way that is guaranteed to get the right results, and we also offer a Maintenance Service for those busy executives who know they need to be active on LinkedIn but just don't have the time.

We also run Campaigns for those who want to use LinkedIn as part of a planned marketing strategy. We always work closely with you in order to deliver the results you need.

To find out more about just what LinkedIn can deliver - Contact Me Now for an informal chat and discover yourself just what we can help you achieve.

Tel: 01527 910255
Email: edwina@edwinasilver.com

(courtesy of [Edwina Silver Profile](#))

Greetings!

I'm fortunate to be one of the world's foremost experts on using Facebook as a marketing channel. I am honored to be the published coauthor of Facebook Marketing: An Hour A Day, along with Chris Treadaway, as well as author of The New Relationship Marketing.

In 2008, FastCompany.com dubbed me "the Pied Piper of the Online World; a veritable engine of personal branding and a relationship marketing whiz." I'm considered a popular Social Media Keynote Speaker, Trainer and Thought Leader.

I have a strong 12-year background in the world of relationships and Internet technology, making social media my ideal arena. Through my consulting and training business, I am passionate about helping independent professionals, entrepreneurs and business owners to accelerate their business profits using an integrated social marketing strategy, with particular focus on Facebook and Twitter.

After applying my proven Social Marketing methods, my clients typically experience a significant increase in traffic, subscribers, clients, affiliates, lucrative strategic alliances and targeted media attention.

I love to travel - having lived and worked in four different countries over the years; I travel the United States and internationally to provide social media keynotes and in-depth training. I've shared the stage with the likes of Sir Richard Branson, the Dalai Lama, President F.W. de Klerk, Tony Robbins, Dr. Stephen R. Covey, and Paula Abdul.

I describe myself as a "bubbly Scottish-Canadian." I currently lives in San Diego, California and have a total penchant for turquoise and bling... 'cuz that's my thing! :)

Specialties

Public Speaking, Social Media Keynotes, Social Media Consulting, Facebook Training, Facebook Business Consulting, Social Media Strategizing, Buzz Marketing, Relationship Marketing, Relationship Management, Internet Marketing, Copywriting

(Courtesy of [Mari Smith Profile](#))

Is your summary compelling enough?

Have you looked at other profiles in your niche and surveyed their summaries?

How can you make yours better, more benefit driven, more compelling?

Spend some time here, it will pay you dividends!

Hello! My name is Jo Barnes and I am the creator of [jobarnesonline.com](http://www.jobarnesonline.com), a valuable results based blog covering online money making and marketing tips, cool tools to make your business and life easier and HUGE doses of inspiration to help increase your motivation levels and ensure you're taking ACTION!

[Website Link](#)

I am also the founder of The Social Networking Academy, an online educational resource for entrepreneurs wanting to achieve real results in their business using Social Media and online marketing strategies.

It is my mission to help you achieve your business and life goals as quickly as possible while having FUN!

I want to give you the opportunity to make better choices because you have more money, more time and more passion for what you're doing than ever before!

Make sure you don't miss a thing, by signing up for my blog updates and connecting with me across the Social Media Platforms!

Check out over 500 reviews of my company here - <http://www.imreportcard.com/products/social-networking-academy>

[Testimonials](#)

Why not start by downloading our FREE Social Media Strategy Document, a complete, detailed document walking you step by step through creating a Social Media Strategy for your business or company, including downloadable spreadsheets for your content strategy, setting KPI's, tracking posts and creating a default diary.

Access here - <https://the-sna.com/s/socialmediastrategy>

I look forward to getting to know you! :)

[Specialities](#)

[Call to Action](#)

Specialities;

Taking Action!, Online Marketing, Social Media Marketing, Facebook Marketing, Facebook for Business, Facebook Landing Pages, Facebook Advertising, Internet Marketing, Webinar Marketing, Networking, Product Creation, Productivity, Public Speaking, Content Production, Relationship Marketing, Social Media Strategies, Getting Results, Google+ Marketing, Twitter Marketing, Presenting, Seminars, Video Marketing, Copywriting, Writing, Online Tools & Gadgets (Bit of an addict), Having Fun!

Your Experience

As we move down your profile you now have many more opportunities to showcase your expertise starting with your experience.

I see many people simply listing past jobs. Don't do this. Make this relevant and keyword rich.

Unless your looking for a job I suggest you don't list every position you've ever held since leaving school.

www.jobarnesonline.com

I'm fairly sure my stint as a Butlins Redcoat (holiday camp entertainer for those not familiar with Billy Butlin) will not influence someone to do business with me. In fact it may even put them off! :)

Use this section to list your jobs or experience that is relevant to what you're offering now.

See mine as an example. [Click Here to View my Profile](#). Note that I'm actually using my various current activities as my experience and I have only included what I feel is relevant about my background.

Make sure you add a decent job description with plenty of keywords to make your profile even more interesting, relevant and searchable.

Creator

Jo Barnes Online

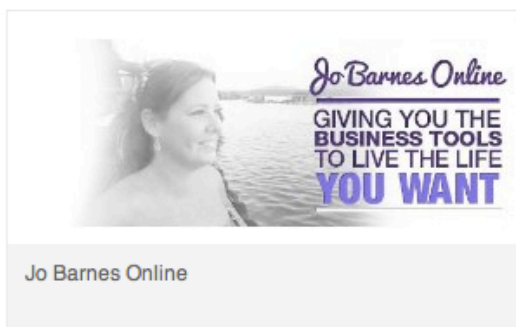
January 2013 – Present (3 months)

I'm the creator of jobarnesonline.com, a valuable results based blog covering online money making and marketing tips, cool tools to make your business and life easier and HUGE doses of inspiration to help increase your motivation levels and ensure you're taking ACTION!

It is my mission to help you achieve your business and life goals as quickly as possible while having FUN!

I want to give you the opportunity to make better choices because you have more money, more time and more passion for what you're doing than ever before!

Make sure you don't miss a thing, by signing up for my blog updates and connecting with me across the Social Media Platforms!



Creator

The Social Networking Academy

April 2011 – February 2013 (1 year 11 months) | Online

Voted The No 1 Social Media Product Online - IM Report Card

The Social Networking Academy is a results focused, online Social Media training academy for Entrepreneurs, Digital Product Creators, Authors, Coaches, Social Media Coaches, Managers & Consultants, Social Media Trainers, Experts, Public Figures & Businesses wanting to seriously increase their customers and revenue through Social Media and Online Marketing.

People who are using the information explained in The Social Networking Academy training videos state that the information is extremely concise and easy to put into action. Others state that this is one of the best investments they have made in their online businesses. If you have been looking for an all-in-one training site where you will be able to learn all the skills you need to be successful then you will want to take a look at Social Networking Academy.

What's included in The SNA;

90 Day Coaching Program
The Social Media Library incl training on;
Facebook
Pinterest
Google+
Twitter
YouTube
LinkedIn
Social Media Superbrand Course
Drag & Drop Facebook Landing Page Templates
Contest App
Timeline Graphic Creator
Bi-Weekly Live Coaching Calls
Members Only Facebook Group
and much much more....

Hope to see you there!

Jo:)

↳ 2 projects

↳ 10 recommendations, including:



Debbie Buckley

Business Mentor and Digital Marketing ...

Jo Barnes and the Social Networking Academy (SNA) are a must for anybody who is serious about social media and their online... [View ↓](#)



John Cusick

Social Media and Marketing Manager ...

Jo's Training is clear and presented in a very friendly way. It feels like a friend guiding you through. The information she... [View ↓](#)

[8 more recommendations ↓](#)

Projects

I love this one! This is an opportunity for you to open up and tell people what you're working on!

Perhaps you're writing a book, planning a new course, organising a webinar or event, building some new software, launching a new product line.

Whatever it is, add it to projects, add some great and relevant keywords and lots of anticipation and excitement!

This is a chance to get people excited about your business and showcase your innovation!

Here's how to add projects;



PROJECTS

 **+ Add** | 
Click Edit or Add a Project

A Quick Start Guide to Becoming a Social Media Manager |

October 2012 – Present

Having completed my initial PDF guide which is currently selling for \$17, I'm working on adding interviews, videos and documents to the product for new Social Media Managers.


Discover LinkedIn |

October 2012 – Present



A back to basics video course showing new users how to set up and maximise LinkedIn.

Name *

Occupation

Choose... 

Date Switch to date range

Month...  Year... 

Project URL

Team Member(s) *

Jo Barnes

[Add team member](#)

Description

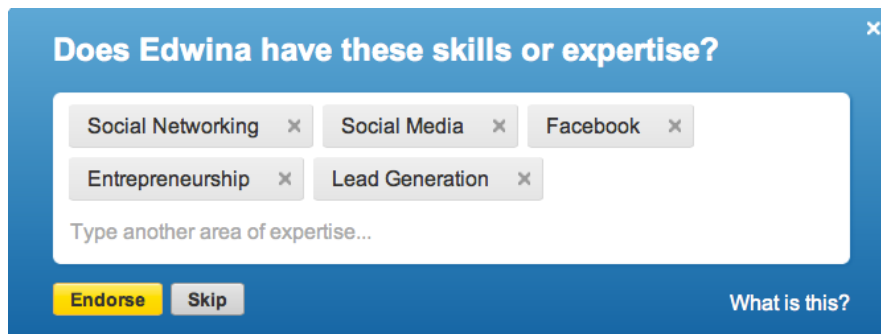
Save **Cancel**

Fill out the blanks and click Add Project!

Skills & Expertise

LinkedIn have recently put this section on steroids! What's great about adding your skills & expertise is, once again it's a fantastic opportunity for you to use relevant keywords

However, very recently LI introduced endorsements. You may have seen them if you have a LinkedIn account already.



The image shows a blue modal window titled "Does Edwina have these skills or expertise?". Inside the window, there is a list of skills: "Social Networking", "Social Media", "Facebook", "Entrepreneurship", and "Lead Generation". Each skill is in a grey box with a small 'x' icon to its right. Below the list is a text input field with the placeholder "Type another area of expertise...". At the bottom left of the modal are two buttons: a yellow "Endorse" button and a grey "Skip" button. At the bottom right is a link that says "What is this?".

When you add skills and expertise now people get the opportunity to endorse you for each or every one. So if someone truly believes you are an expert in one or more of your skills all they have to do is click a button and their face will pop up next to your keyword giving you that all important social proof!

Here's the best bit, all you have to do to start getting endorsements is get out there and endorse others.

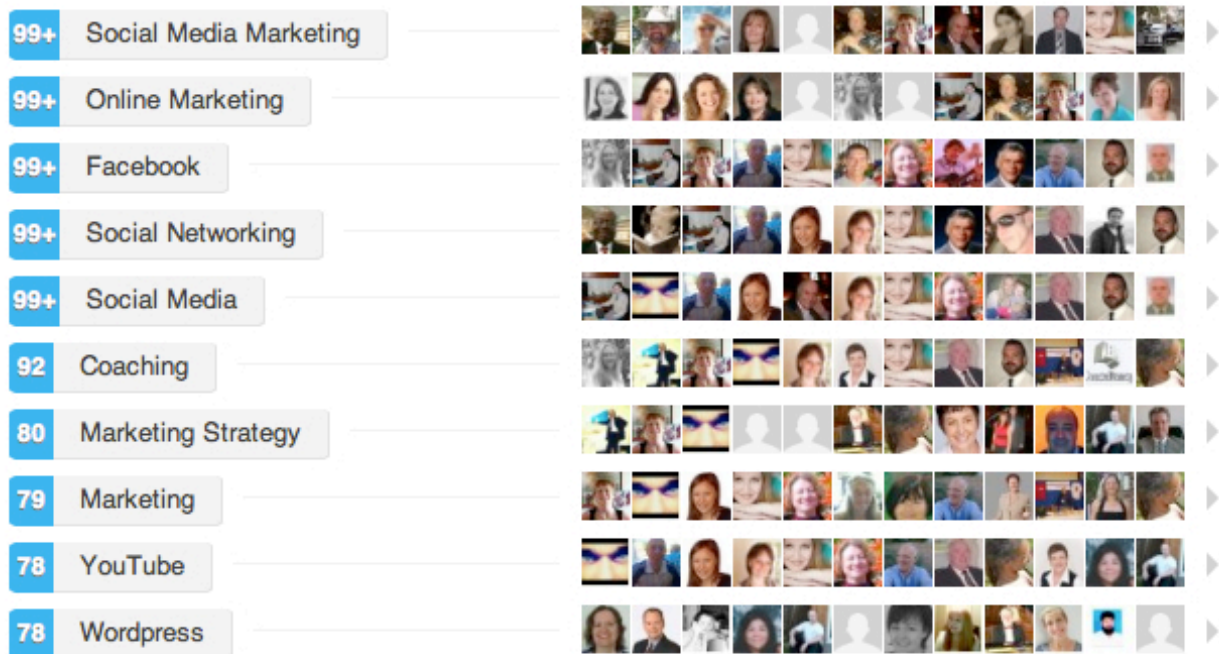
It's the law of reciprocity. As soon as you endorse someone they will get a notification and they will be asked if they want to endorse you.

Now, please note, if you are not an expert in any of the areas you have included and have absolutely nothing to back it up, this isn't going to work.

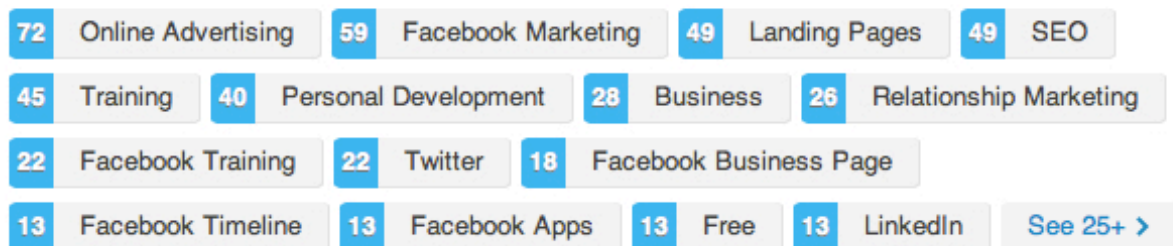
I'm writing this presuming you have a level of expertise in the industry or niche you are promoting.

This is how endorsements look on your page.

Most endorsed for...



Jo also knows about...



Powerful stuff!

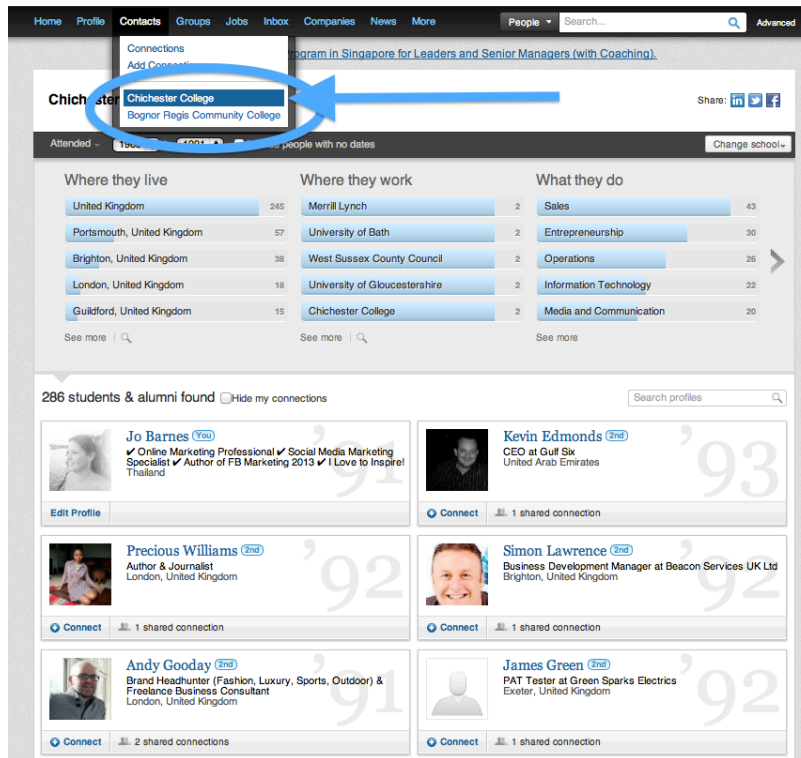
So make sure your summary looks great, make sure you have posted plenty of relevant information and get out there and start endorsing!

Education

Now this is an interesting one. Remember at the beginning I spoke about your profile being like a resume? Well this is a prime example. Where else do we want to tell people where we went to school?

The main reason for wanting to include your education is that it can help you find old friends and colleagues. If this is important to you and your business, then adding your schools and colleges is a great way of you finding friends and them finding you from a professional point of view.

Not only a positive way to get your recommendations campaign off the ground, but also a great door opener to build your connections.



Recommendations

Social Proof, Social Proof, Social Proof!

Recommendations on LinkedIn are your testimonials. Testimonials from people who have worked with you, for you, have bought your products / courses, are a customer or even a subscriber of yours.

Anyway that someone is positively associated with you is an opportunity for a recommendation.

Just like endorsements, the best way to get recommendations is to give them. However, don't expect someone you have recommended to come back and do the same for you.

I know I will only ever recommend someone who I have actually worked with or who I have first hand experience of their work or services.

But you won't get anywhere if you don't get out there and altruistically start recommending others. In fact to ensure your profile is 100% complete you need to start by recommending three others.

Recommendations don't have to be long. Just true!

Here's an example of some of mine. I read somewhere that you should be looking to get 10 - 20 recommendations as a rule of thumb to give you credibility.

I say that's a load of tosh! If you have 3 or 4 fantastic recommendations from very happy customers, that would be enough for me to want to get to know you and I imagine for many others!

Director

The Social Networking Academy

"Jo's Training is clear and presented in a very friendly way. It feels like a friend guiding you through. The information she shares gets results." *October 18, 2012*

Top qualities: Great Results, Personable, Expert

1st John Cusick

hired Jo as a Business Consultant in 2011, and hired Jo more than once

"Jo is an energetic, extremely intelligent and friendly lady. What I admire the most about Jo is her willingness to help others succeed online. I joined her group when she has just started the Social Networking Academy. She has kept her audience up to date with the most actual changes in social networking techniques and technical issues, and has been continuously helping her members one-on-one, which is in itself incredible! I have recommended Jo to my clients, and friends. She is an excellent teacher, and she cares about the members of her group. She knows her stuff, and she is happy to share her knowledge! Jo, you are an example to many! Keep up the amazing work that you do!" *August 25, 2012*

1st Andika Duncan, Owner, Andika Network

was with another company when working with Jo at The Social Networking Academy

"She is the best, you can trust her, and be sure that she is going to take care of you." *July 13, 2012*

Top qualities: Great Results, Expert, High Integrity

1st Pablo Barilari

hired Jo as a Business Consultant in 2009

"Jo Barnes is a very dynamic and energetic lady with a great vision and understanding of Social Media in all its forms. I had the pleasure of attending Jo's Social Networking Academy training course in London last year and came away with a lasting knowledge of how best to use Social Media to grow and expand my business. I'm a lifetime member of The Social Networking Academy and I'm confident that Jo has her finger on the pulse of Social Media and will keep me totally up to date with the fast evolving phenomenon that is Social Media today." *April 24, 2012*

1st Shirley Difrawy, Social Media Specialist | Facebook Business Page Specialist |

Trainer | Consultant | Photographer | Wr, Dragons Net
worked directly with Jo at The Social Networking Academy

"Jo is a FUN British chick that takes you through the maze of social media need to know with easy to follow along videos. I am so thankful for the FREE fan page templates and a million other reasons (videos) that can monetize my fan page. Thanks Jo!" *March 31, 2012*

Top qualities: Great Results, Personable, Expert

1st Abigail Thurston

hired Jo as a Business Consultant in 2011

"Jo Barnes has built a company that is not only outstanding in its own right but a business that is based on helping other businesses succeed. I respect her and consider her a friend." *March 31, 2012*

1st Peggy Gaffney, Author, Designer, Publisher, Speaker, Kanine Knits Books

worked directly with Jo at The Social Networking Academy

"Jo has changed my life and in some ways stopped me from quitting when I didn't think I could do it. With her training and inspiration, I not only am succeeding but am starting to excel. She is one of the best teachers/mentors I have ever encountered. She has my highest recommendation and if you have a chance to become a part of her life, do it. You won't regret it!" *March 22, 2012*

1st Morris Murphy, Hyperactive Warrior, Warrior Forum

worked indirectly for Jo at The Social Networking Academy

"Jo is a top lady and internet marketer, she has worked extremely hard and deserve all the good things life gives her. She has helped so many people to achieve their dreams..." *March 13, 2012*

1st ROB HUGHES, Owner, Anglo Electrical Services

worked directly with Jo at The Social Networking Academy

"I would recommend Jo Barnes and The Social Networking Academy to anyone looking for online training in the top social networking platforms. Jo, Jarred and Rhett provide excellent up-to-date training, coaching and mentorship to beginners right through to advanced users of Facebook, Twitter, YouTube and Wordpress. From the training I receive from Jo I am able to increase the services I offer my local clients." *October 6, 2011*

Top qualities: Personable, Expert, Good Value

1st Tracy Raiteri

hired Jo as a Social Media Trainer and Coach in 2011

Additional Info

This is an updated part of the profile and where before you had the option to add three customised web addresses, you can now add anything you like!

So take the few minutes it takes to customize this section. Here's how;

ADDITIONAL INFO

Interests ✎
Helping businesses grow a targeted list and converting them into paying customers using Social Media! Family, Travelling, Social Media, Facebook, Reading, Training, Speaking, Personal Development, Red Wine, Philanthropy

Personal Details ✎
Birthday September 13

Advice for Contacting Jo ✎

Advice for people who want to contact you
Connect with me on www.jobarnesonline.com
Make sure you fill this section with calls to action, your main contact web addresses and how people can get in touch with you!

Anything you add here — including contact info — could be visible to people who view your profile.

Save **Cancel**

Groups

This is an interesting one. There is contrarian advice out there from the long in the tooth LinkedIn 'experts'.

Some say join 50 groups, which is the maximum you are allowed to join on LI. Some say just join 2 or 3, there is no way you have the time or resource to join and engage with 50.

Whilst I agree we don't have the time or resource to converse with everyone from all 50 groups, it's very easy to share solid and valuable content with all or just some of your groups.

I have certainly found that the more groups I have joined and shared information with (non spammy of course), the more connections I have made. I then go and engage with different groups on different days / weeks and the most active participants soon show up, so you pretty quickly know where to spend your time.

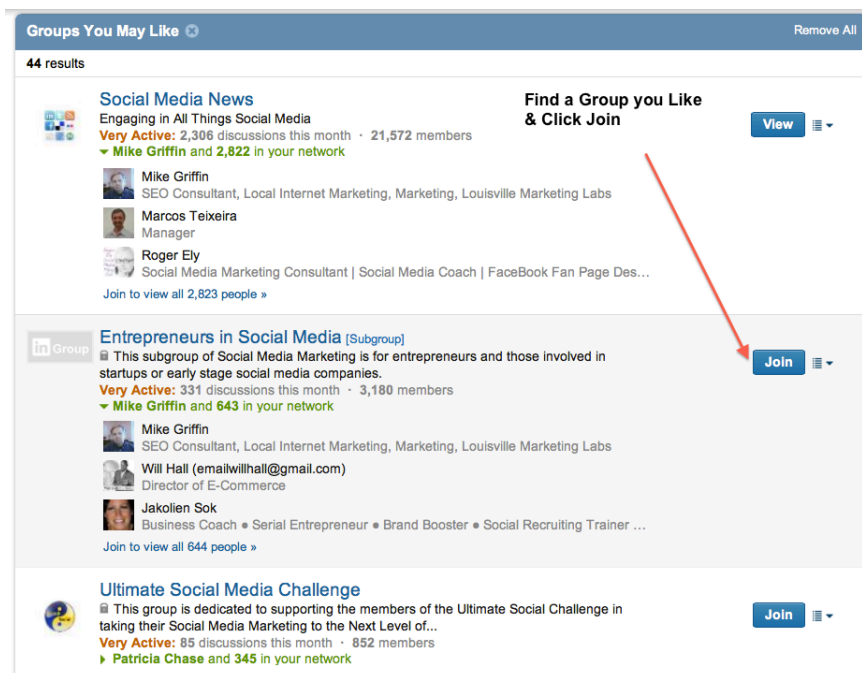
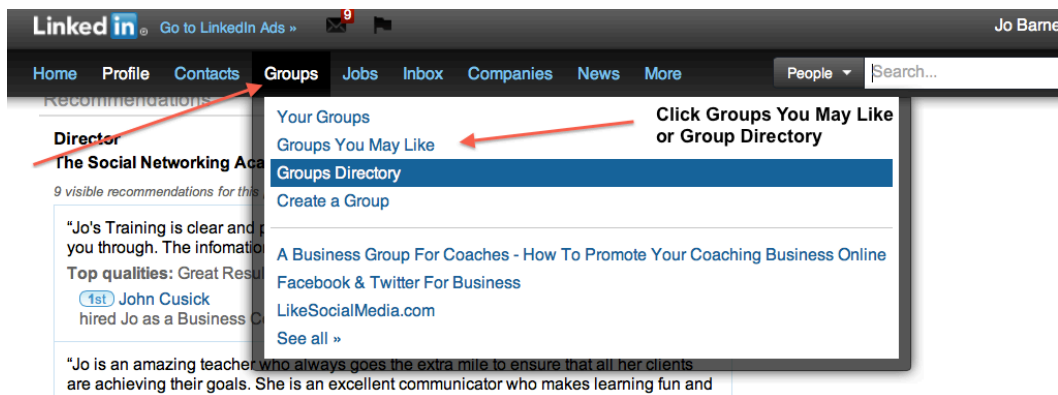
So, I'll leave it up to you, but personally, I would start out by going for a few relevant groups with large member bases. Join in, engage and grow your group membership from there.

The objective of groups being to get your content in front of your target market, strike up relationships, attract people back to your profile and ultimately back to your offers, products or services.

So don't do things just for the sake of it. Take action with purpose, always knowing what your end goal is.

I'm just scraping the tip of the iceberg here with groups. LinkedIn groups really are THE lead generation strategy on LI. Both joining other large communities and of course starting your own.

Here's how to find and add groups to your profile;



Start Posting Status Updates

Your activity section shows what you have been up to. Have you been recommending others, connecting with people, publishing content?

Utilise your status update just as you would facebook or twitter to post interesting and relevant information that you believe your connections would like and benefit from.

There are no hard and fast rules for how often you should post. There are many opinions and I have mine also, but they're no good to you as every market is different.

The goal here is to get likes and comments. Everytime someone takes an action on your content it shows to their connections, opening the door for more invitations to connect for you.

You need to test reaction and engagement. So start by posting once a day and test different times.

Then as you begin to notice a pattern, you can test posting twice a day, three times day, twice a week even. It's really going to depend on your market, what they're used to seeing, when they're online and how relevant and interesting your information is.

Here's my Top 10 Tips for Maximum Engagement on all the Social Media platforms;

1. Create relevant and interesting content
2. Be Consistent
3. Show interest in other people's content by commenting and engaging
4. Be inclusive - share other people's content
5. Reply to comments on your posts
6. Spend time getting to know people and networking
7. Go out of your way to answer questions and solve problems
8. Stay ahead of the game in your niche and give regular updates of new news
9. Never begin a relationship by selling
10. Be engaging!

Start Connecting!

Congratulations! You have just created a fantastic profile that will attract and entice potential customers, business partners and opportunities your way!

Now your profile is ready it's time to get connecting. There are several benefits to having lots of connections, but the main one is to get people off of LinkedIn and onto your email lists.

The more connections you have, the more people you can get your content and profile in front of.

It also comes back to that old saying though, people do business with people they like, know and trust.

The more connections you have, the more credibility and authority you will build within your area of expertise.

Creating and building connections is a whole subject all on it's own, but to get you started here are my Top 10 Tips;

1. Create an awesome profile!
2. Reach out to friends & colleagues who you already know to get you started
3. Go to the home page and on the right you'll see People You May Know - click on See More and start connecting!
4. Ask people you trust to introduce you to people you would like to connect to
5. Always send a personal message when requesting a connection
6. Join groups - you'll meet and network with loads of potential connections
7. Use the import tool to import contacts already in your email accounts
8. Click on Contacts in the nav bar and Add Connections, then select your email account.
9. Add a Connect with Me on LinkedIn message to your email signatures
10. Put your profile links on your blog / websites / articles etc
11. Make your profile more attractive by recommending and endorsing others
12. Engage with people and they'll want to connect with you!

What's Next?

Thanks so much for reading this guide. I really hope you took action as you were reading it and if you didn't yet, please don't let this end up an abandoned report on your desktop.

Either get to it and build your own LinkedIn profile, or start distributing this report to others so they can build theirs. Either way take some ACTION!

Here's what I want you to do next;

1. Follow this guide (if you haven't already) and take an hour or so setting up a great profile. It will be a great use of your time!
2. Get out there and start making connections
3. Join or start a group
4. Create or re-purpose some great content to position yourself as an expert in your niche
5. Create a business page
6. Start Posting
7. Have some fun
8. Purchase the [video course](#) that accompanies this ebook to learn how to build your network and generate leads and sales from LinkedIn
9. Distribute this report to others you think may find it useful!

THANKS SO MUCH FOR TAKING THE TIME TO READ THIS. NOW PLEASE DON'T LET THIS REPORT SIT ON YOUR DESKTOP OR IN A FILE COLLECTING DUST.

TAKE ACTION!

***Action is a great restorer and builder of confidence.
Inaction is not only the result, but the cause, of fear.
Perhaps the action you take will be successful; perhaps
different action or adjustments will have to follow. But any
action is better than no action at all.***

[Norman Vincent Peale](#)

To Your Success

Jo :)



Other Jo Barnes Resources

You've read the ebook, now watch the videos! I have created a full set of training videos to accompany this course. To work along beside me and start to see some truly tangible results in your business, click the link below!

[LinkedIn Marketing 2013 - The Videos](#)

Discover how you can master Facebook, create engaging, entertaining and attention grabbing content, network like a pro and grow your likes, comments, shares, optins and sales, in less than 1 hour a day with this fantastic brand new facebook training course.

[Facebook Marketing 2013 - The Videos](#)

Get your head round the funnest thing on the internet right now. Pinterest! Fun, easy to use and great for your business, pinterest is growing at fast and is providing a ton of referral traffic for active users! Not to be ignored!

[Pinterest Marketing 2013 - The Videos](#)

The future of marketing online and SEO Google+ is a serious contender for your marketing attention! Many people are dismissing it as a social ghost town, BUT G+ is simply a social layer to GOOGLE! Where your business must be! One of my most comprehensive courses, check it out here...

[Google+ - The Videos](#)

Copyright, Licensing and Liabilities.

Copyright ©2012,2013 Jo Barnes Online. <http://www.jobarnesonline.com/>

Everyone is permitted to copy and distribute verbatim copies of this document, but changing it is not allowed without the express permission of Jo Barnes Online.

All copyrights by respective companies are fully acknowledged.

Disclaimer of Warranty

THERE IS NO WARRANTY FOR ANY PROGRAMS OR DOCUMENTATION, TO THE EXTENT PERMITTED BY APPLICABLE LAW. EXCEPT WHEN OTHERWISE STATED IN WRITING THE COPYRIGHT HOLDERS AND/OR OTHER PARTIES PROVIDE THE PROGRAM "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESSED OR IMPLIED, INCLUDING, BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE. THE ENTIRE RISK AS TO THE QUALITY AND PERFORMANCE OF THE PROGRAM IS WITH YOU. SHOULD THE PROGRAM PROVE DEFECTIVE, YOU ASSUME THE COST OF ALL NECESSARY SERVICING, REPAIR OR CORRECTION.

Limitation of Liability

IN NO EVENT UNLESS REQUIRED BY APPLICABLE LAW OR AGREED TO IN WRITING WILL ANY COPYRIGHT HOLDER, OR ANY OTHER PARTY WHO MODIFIES AND/OR CONVEYS THE PROGRAM AS PERMITTED ABOVE, BE LIABLE TO YOU FOR DAMAGES, INCLUDING ANY GENERAL, SPECIAL, INCIDENTAL OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE USE OR INABILITY TO USE THE PROGRAM (INCLUDING BUT NOT LIMITED TO LOSS OF DATA OR DATA BEING RENDERED INACCURATE OR LOSSES SUSTAINED BY YOU OR THIRD PARTIES OR A FAILURE OF THE PROGRAM TO OPERATE WITH ANY OTHER PROGRAMS), EVEN IF SUCH HOLDER OR OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

Interpretation of Above Sections

If the disclaimer of warranty and limitation of liability provided above cannot be given local legal effect according to their terms, reviewing courts shall apply local law that most closely approximates an absolute waiver of all civil liability in connection with the Program or information contained in the documentation, unless a warranty or assumption of liability accompanies a copy of the Program or documentation in return for a fee.

Version 1.00 March 2013,
Edited and Published by [Jo Barnes](#) of [Jo Barnes Online](#)