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# Leveraging LinkedIn to Supercharge Prospecting, Referrals and Sales

*There's more to LinkedIn than accepting connection requests. Much more.*

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## Key takeaways

- ✓ Observe first and borrow ideas from others using the platform successfully.
- ✓ Give, give, give before you take. It's about relationships and connections. Not selling.
- ✓ Focus on the three pillars:
  - **Profile**
    - In general, use LinkedIn's "wizard" to complete your profile.
    - Ensure your photo is current and approachable. Smile!
    - Set an appropriate background photo.
    - Use your name as people know it (*Bob* vs. *Robert*, for example.).
    - Incorporate keywords throughout, starting with your personal headline.
    - Ensure your contact info is up-to-date. Deep link to specific web pages.
    - Write Summary in the first person (*I* rather than *Jeff*). Keep in mind that people scan this section. Use sections, paragraphs and/or bullets.
    - Ensure previous work experience is relevant and current.
    - Add honors, awards and other "social proof". Give and ask for recommendations to establish credibility.
  - **Search**
    - Use Advanced Search to target ideal connection prospects.
    - Target based on keywords, location and other criteria.
    - Reach out with personal message. Don't sell. Don't use InMail.
    - Save your searches and have LinkedIn email you with weekly updates.
  - **Sharing**
    - Post status updates, share articles and tag people where appropriate.
    - Write longform articles using LinkedIn's publishing platform. Be sure to incorporate a featured photo to draw people's attention.
    - Monitor comments and reply as soon as practical.
    - Get involved by commenting on other people's posts, participating in Groups and keeping in touch with important connections.
    - Download LinkedIn's mobile apps to stay connected.