



LinkedIn

Boost your online reputation	<ul style="list-style-type: none"> ○ Create a profile page so others can learn about you, your business and what makes you credible ○ Get a 'recommendation' by someone. If you performed great work for a previous client, get them to write a testimonial for everyone to see. Don't forget to 'recommend' your other connections as well. ○ Add your LinkedIn profile address to your business cards ○ Add links to your Twitter account, website, and blog in your profile page. <p>*You can also set up your account to automatically send your tweets to your LinkedIn status. New apps like this will save you time.</p>
Manage existing relationships and develop new business contacts	<ul style="list-style-type: none"> ○ Put away your rolodex and add new contacts to your LinkedIn profile. All you have to do is search a person's name and select 'add to network'. (You do need a person's permission first) ○ Use advanced features to search for people by name, company, industry, etc. ○ Or, tap into your network to become connected to potential customers, business partners, etc. by seeing who they know ○ Join networks within your field by using the LinkedIn Groups feature. Alumni, industry or professional groups are all great ways to build new business relationships ○ Use your LinkedIn home page to keep track of 'status updates' on your connections to find out what they are up to or who they've made a connection with.
Exchange ideas or become an expert in your field	<ul style="list-style-type: none"> ○ Join or start groups of interest online, pose questions to others or answer questions related to specific topics.
Explore Opportunities	<ul style="list-style-type: none"> ○ Use the job search board to post job opportunities or to seek out potential work in your field ○ Before your next meeting with a potential prospect, research their profile on LinkedIn. You'll find out tons of info about them which helps you to better connect with them.