How to Build Relationships Using LinkedIN

Training by Brynne Tillman, Thursday, May 21st

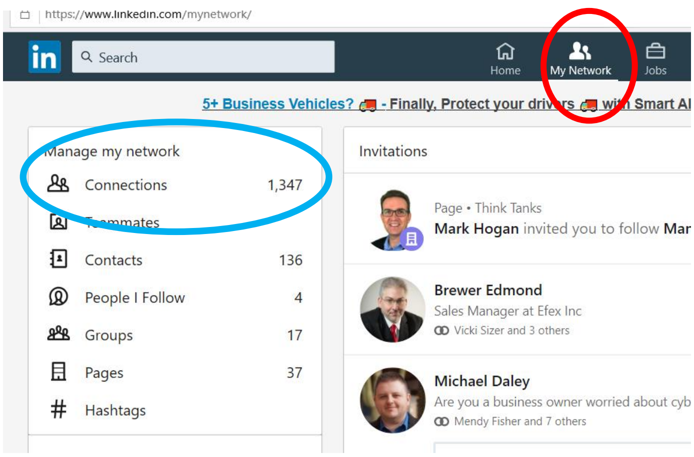
Mary Mendel's notes

We don't know where our messages are landing, when we post on LinkedIn, so…
Now is the time to business relationships, show real empathy and be a resource. The sales will come when the time is right.

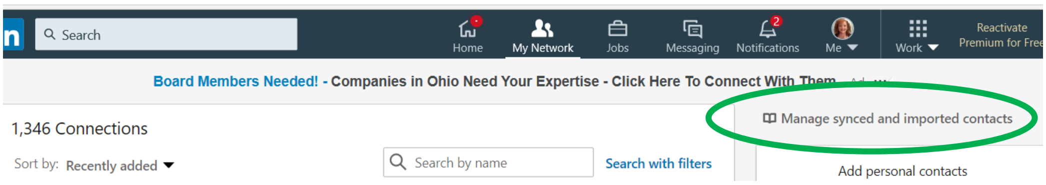
- The key is to stay in front of the right people, so they know that you are there for them when they need you:
  1. Clients- reach out and link with both current clients and past clients. If you don't have a CRM to find old clients, use your QuickBooks files and old invoices
  2. Prospects-Link up with them so that they continue to see your feed and news items.
  3. Referral Partners-
  4. Vendors-Thank them, show appreciation publically
  5. Other Community Leaders

- Are you just doing random acts of social media? Are you only posting when an idea hits you?
  - ❖ NEED PURPOSEFUL ACTS OF NICENESS- Let's make a plan

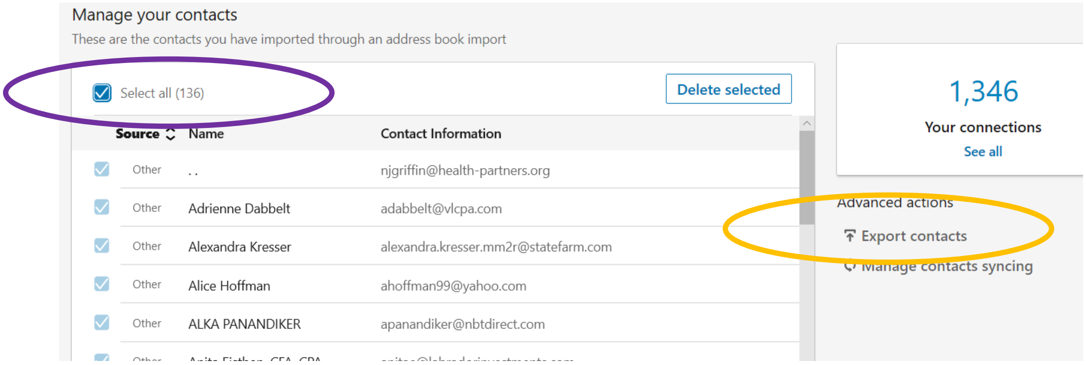
In order to make a plan, the first step is to export your connections from Excel. Here are the steps to do so:



1) Click the "My Network" tab
2) Click "Connections"

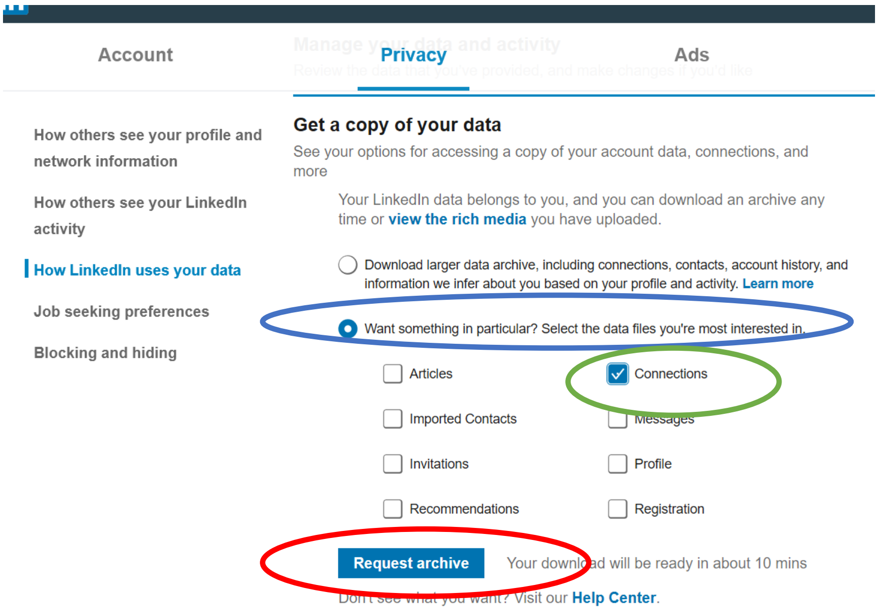


3) Click "Manage synced & imported contacts"



4) Click the box by "Select all"

5) Click "Export Contacts"



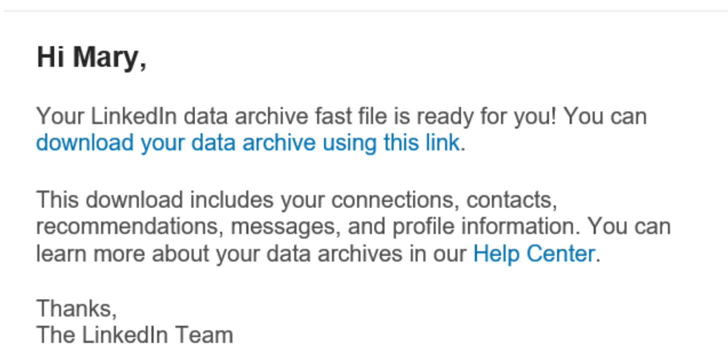
6) Click the dot next to "Want something in particular?"

7) Click "Connections"

8) Click "Request archive"

9) It will ask you to enter your password. It may have auto-saved. You must enter this to get the download.

In 10 minutes or so, you will get an email with a link.



Hi Mary,

Your LinkedIn data archive fast file is ready for you! You can download your data archive using this link.

This download includes your connections, contacts, recommendations, messages, and profile information. You can learn more about your data archives in our Help Center.

Thanks,
The LinkedIn Team

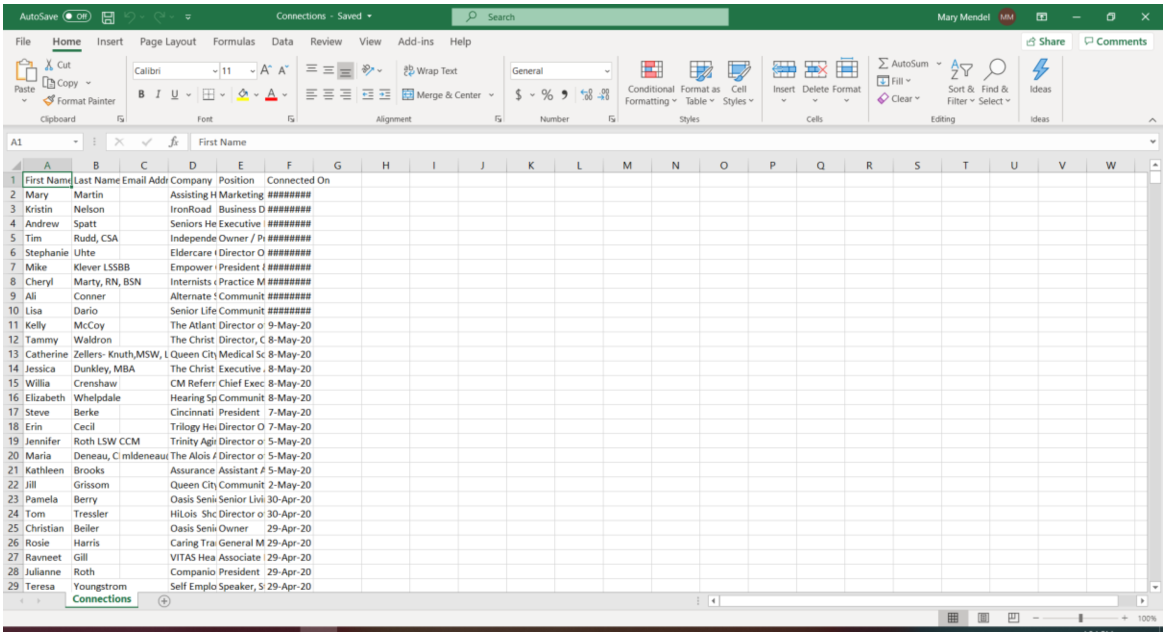
10) Click the link in the email

11) It takes you back to LinkedIn and at the bottom click the box which reads "Download Archive"

12) Open the file when the pop up shows at the bottom of your screen

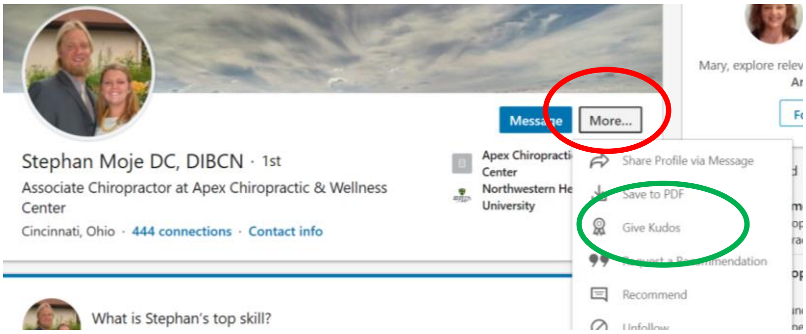
13) An Excel file called "Connections" now shows in your downloads

14) It is a zip file so you will need to click “Extract All” at the top
15) Open the Excel file, save it
16) Organize it how you would like it
17) Add columns that read KUDOS, ENDORSE, RECOMMEND, INTRO, VIDEO MESSAGE, NETWORKING, OPEN HOURS, VIRTUAL LUNCH, COMMENTS

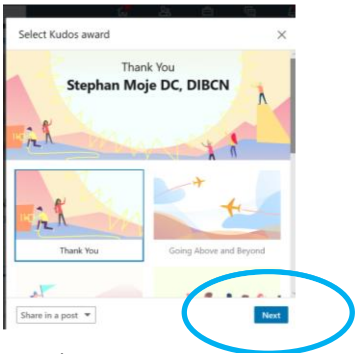


- **Now you are ready to work with your data. On your excel sheet, add columns after the contact information for each of these actions…**

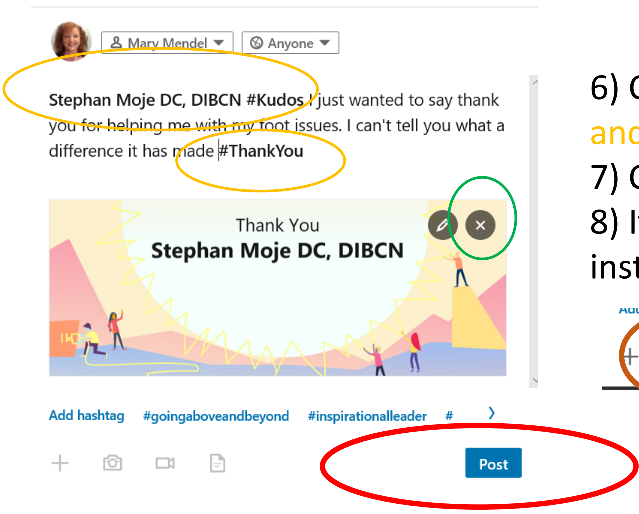
1. **Kudos:** Do 1 per day. This is a public post to thank someone. It not only shows in their profile, but they get a notification that you did this. These automatically post to their page. Here are the instructions…



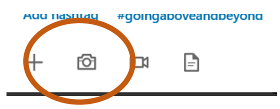
1) Find profile of the Kudos recipient
2) Click "More"
3) Click "Give Kudos" in dropdown box



4) Choose a background. Use the down scroller to see more.
5) Hit "Next"

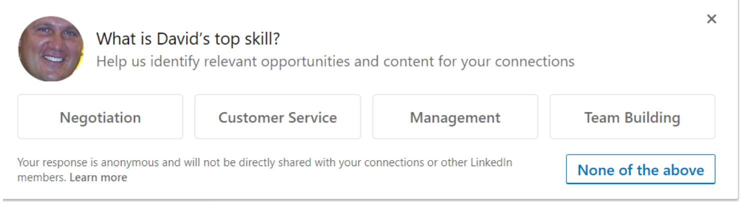


6) Change the text, but keep in the name, and 2 hashtags.
7) Click "Post"
8) If you want to put a photo in there instead of the background, click the "X"



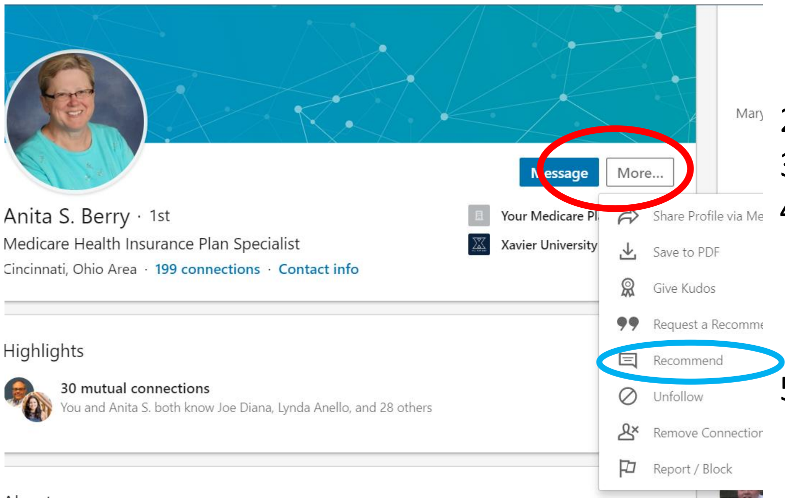
9) Click the little camera to add a photo.

2. **Endorse:** This is a great way to start a conversation. *If you do not have your skills listed, do it now. It will help people to endorse you.* Your contact will get a pre-made message. It not only lets them know you endorsed them, it gives them a pre-filled note to thank you. What a great way to start a conversation! Now, invite them to talk, meet, or zoom. You've got their attention now. This auto-posts to their page.



All you do is click one of their top skills, or click "None of the above" to see the rest of their skills. IT'S EASY!!

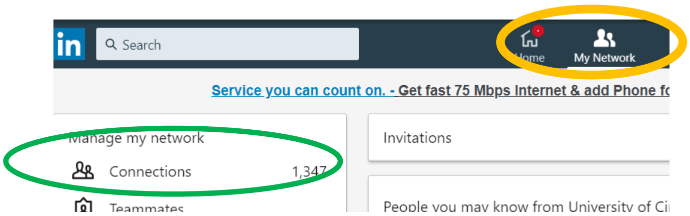
3. **Recommendation:** It takes 10 minutes to do this, so it needs to be special and thoughtful. Do 1 a week, if you can.



1) Find the profile of the person you want to recommend. (You must be a 1^{st} connection)
2) Click "More"
3) Click "Recommend"
4) On the next screen, you will have to explain how you know them and where they worked when you did.
5) They say it is best to write the recommendation in a Word Doc. So you can copy/paste it.
6) They will get a notice that you wrote it, and they will need to accept it, publish it or request an edit. Won't go live without her permission.

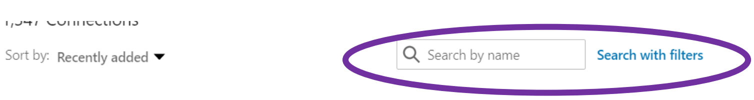
<u>THIS IS ONE OF THE MOST POWERFUL ACTIONS YOU CAN TAKE ON LINKEDIN.</u>

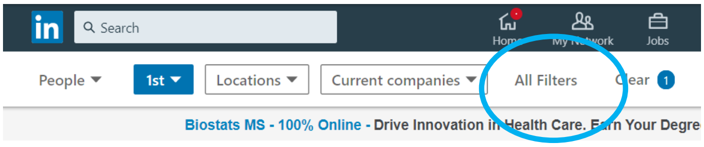
4. **Introductions:** Try to do 3-4 per week. Use your filters to help you decide to whom you want to introduce. Ex. I might look for people in Cincinnati with "Marketing" in the title for my friend who specializes in marketing materials, or "IT" for my friend who works in IT Employment placement. Here's how:



1) Click on "My Network"
2) Then click on "Connections"

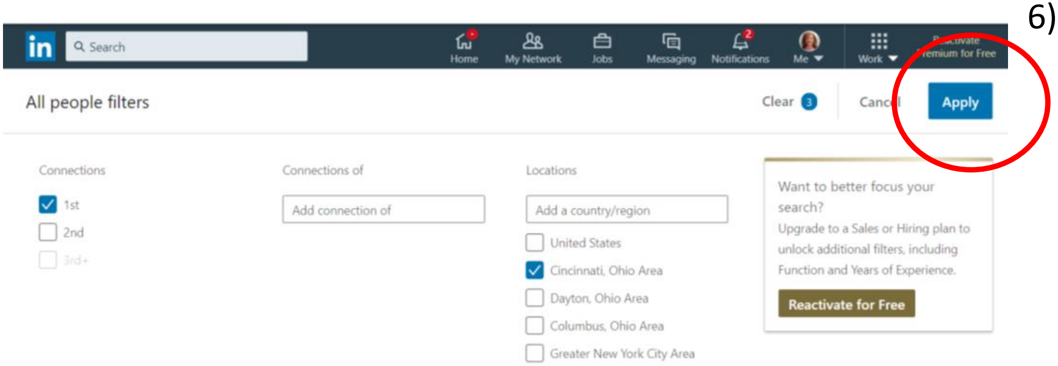
3) On the next screen, click on "Search with Filters"





4) Click on "All Filters"

5) Now a list of filters comes up. I usually filter by 1st connection only, Cincinnati area (you may have to type that in the "Locations" box where it reads "Add a country/region") You can also search by company, former companies for whom they worked, Industries, language, school, interests, services, or (my favorite) a word in their title.

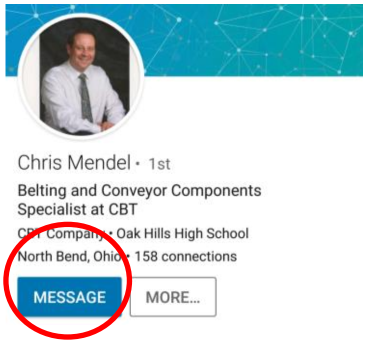


6) Click "Apply". (in this example, I am trying to find people in the Cincinnati area, 1st connections who have "marketing" in their title

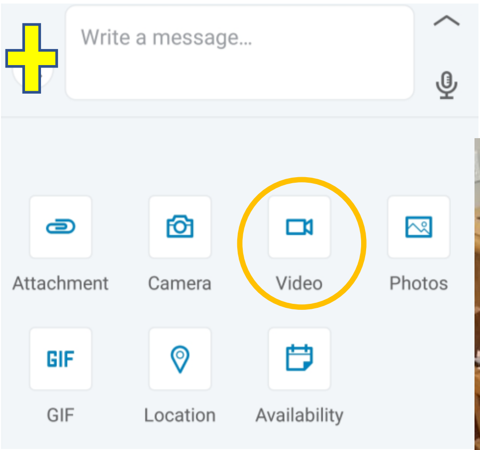
7) Now I have 57 people that I can try to introduce. I would send a LinkedIn message to them, like this…

"Dear Kelly, I would like permission to introduce you to my friend, Joe D. I have known Joe for 6 years. He specializes in helping companies with their print marketing needs. He puts a little more color in your world. I have seen his work on multiple occasions and had the pleasure of using his services at City Dash and as a Board of Dir. Member of the Sharonville Chamber. I would like to introduce you to Joe. I believe that this will be a valuable connection for you. Please let me know how you would like to be contacted. Thank you so much for your time and consideration."

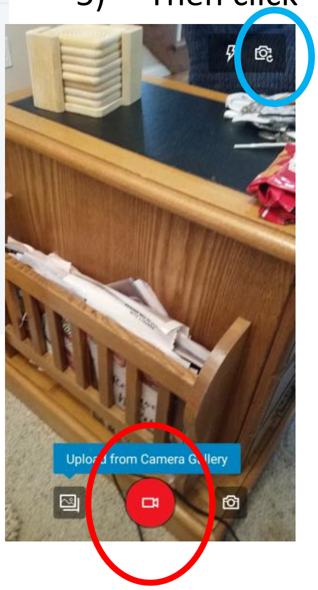
5. **Engage on their Content:** THIS IS THE EASIEST ONE AND YOU CAN DO IT SEVERAL TIMES A WEEK. Look at someone's LinkedIn feed, find their posts, react, comment and share. Comments start great conversations and all of this activity helps your friend by spreading their information across your network. (The lady who did this training even put a link to her calendar to people with whom she conversed, so that they could schedule a one to one)
6. **Hold Open Office Hours:** This would be a group of people that you would let them know that you are holding an Open Zoom Meeting and inviting them to attend. Invite strategic alliances. Gives value to your network. This is a place for you to be a resource to your network, DO NOT SELL HERE.
7. **Take Your Client to a Virtual Lunch:** Send a menu to your connection and tell them that you want to send them lunch. Ask them when and where they would like it delivered. Ask if you can join them via zoom for lunch.
8. **Video Messaging from the LinkedIn App.** THIS WAS MY FAVORITE IDEA! Open the LinkedIn app on your phone. First connections only. Very powerful.

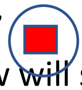


1) Open the LinkedIn app on your phone.
2) Search for the person to whom you want to send a video message.
3) Open their profile and click "Message"



4) A Plus sign will appear on the next screen, click on it.
5) Then click "Video"



6) A video screen will show up. First, change it to "Selfie"
7) Then, once you see your gorgeous face, hit "record."
8) Record your message. Something like "Hi, Chris. I sent you an invitation last week to an event. I know this event will benefit you greatly. I hope to see you there. "
9) Press "Stop" 
10) A blue arrow will show up. Press it to "Send". 
11) Include a message with the video, if you want.

THOUGHT LEADERSHIP

What is Thought Leadership?

- Insights, thoughts and ideas that will be of value to others.
- How can I be a resource to others.
- When you teach to teach and not to sell, people will want to converse with you.
- She recommended this book

Gap Selling: Getting the Customer to Yes: How Problem-Centric Selling: Book by Keenan

Every piece of content you send out via social media will have 1 of 3 reacations:

1. Bait & Switch: Kills your reputation. If you shared something without reading it and it is bait and switch, it will hurt your future efforts.
2. "That was worth my time, but I am not compelled to go further"
3. "You've created curiosity. I got so much value from this, I am compelled and want to learn more." IS YOUR NETWORK GOING TO BE BLOWN AWAY BY YOUR POST?

<u>What do Your Clients Need Now?</u>

1) What are their challenges?
2) What has changed in their business lately?
3) How are they impacted by recent changes?
4) What does their team look like?
5) What new solutions do they need?

<u>Thought Leadership in your Profile:</u>

- Does your personal profile reflect your ideal of thought leadership?
- Check your “About” section in LinkedIn. It should be resource driven.

<u>More LinkedIn Tips:</u>

- Don’t use links to outside websites like YouTube, your own or Zoom. The algorithm goes way down= less people see your feed.
- How important are Hashtags?
    - People are following certain hashtags, so to hit your target market, then use hashtags.
    - Everyone who follows a certain hashtag will get your post on their feed.
    - Use no more than 5 hashtags