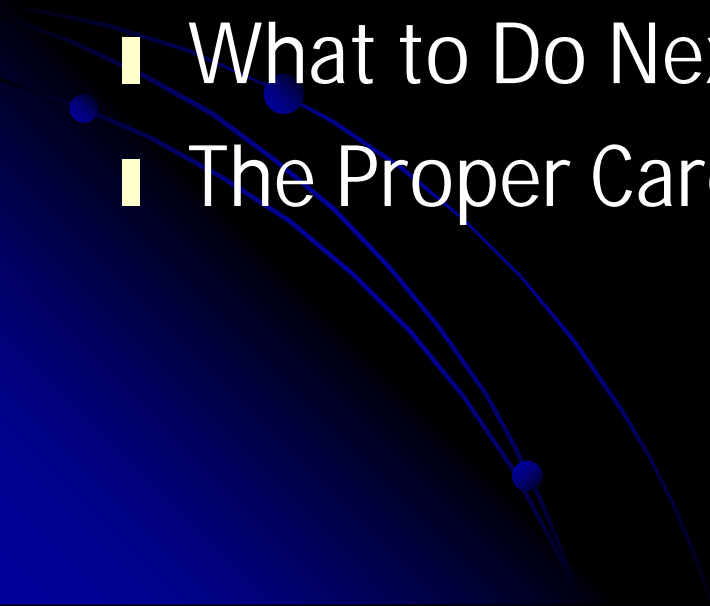


# LinkedIn for Consultants & Freelancers

Networking your way to your  
ultimate goal:

a steady pipeline of projects

# Agenda

- | What is LinkedIn?
  - | Public vs Private profile
  - | Searching
  - | Contributing
  - | What to Do Next?
  - | The Proper Care and Feeding of LinkedIn
- 

# Takeaways for today

- What is the hoopla over LinkedIn and how can you use it?

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- | What is the hoopla over LinkedIn and how can you use it?
- | How can you best tell others about yourself and your company using LinkedIn?
- | How can you search for people, projects and companies effectively?
- | You must integrate LinkedIn with your other networking tools.

# Google yourself

- | “If you are not on Google you do NOT exist!”
- | You should appear at the top of Google if you have a complete LinkedIn profile



Marc W. Halpert

Search

[Advanced Search](#)  
[Preferences](#)

Web [+ Show options...](#)

Results 1 - 10

[Marc W. Halpert - LinkedIn](#)




View **Marc W. Halpert's** professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Marc W. Halpert ...**

[www.linkedin.com/in/marchalpert](http://www.linkedin.com/in/marchalpert) - [Cached](#) - [Similar](#)

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

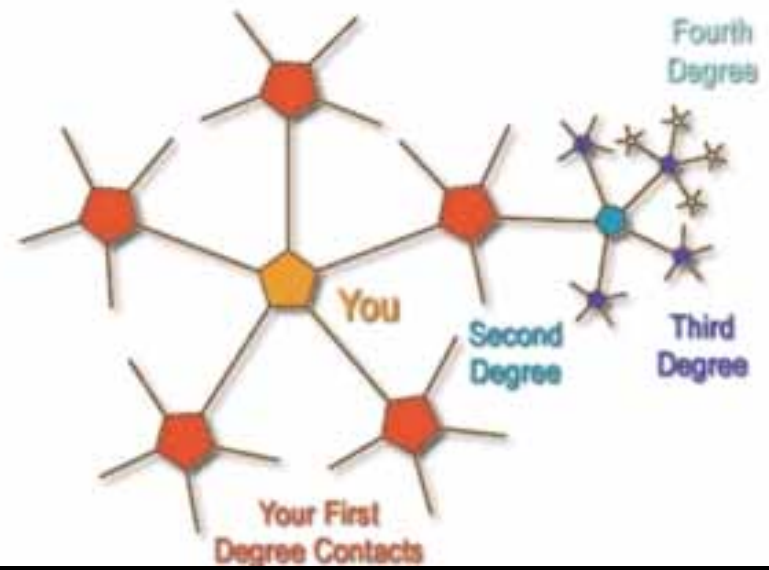
## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 3,199,700+ professionals — here's how your network breaks down:

<b>1</b>  <b>Your Connections</b> Your trusted friends and colleagues	<b>503</b>
<b>2</b>  <b>Two degrees away</b> Friends of friends; each connected to one of your connections	<b>44,700+</b>
<b>3</b>  <b>Three degrees away</b> Reach these users through a friend and one of their friends	<b>3,154,500+</b>
<b>Total users you can contact through an Introduction</b>	<b>3,199,700+</b>

4,732 new people in your network since August 8

The power of LinkedIn is in your 2<sup>nd</sup> degree connections!



# What's ?

- | It's Facebook for business BUT on steroids
- | It's a place you won't find compromising photos or rude comments
- | It's a place businesspeople post
  - | personal profiles
  - | company profiles
  - | open jobs
  - | questions they want answered
  - | answers others want to know about
  - | documents and news

# What's **LinkedIn**?

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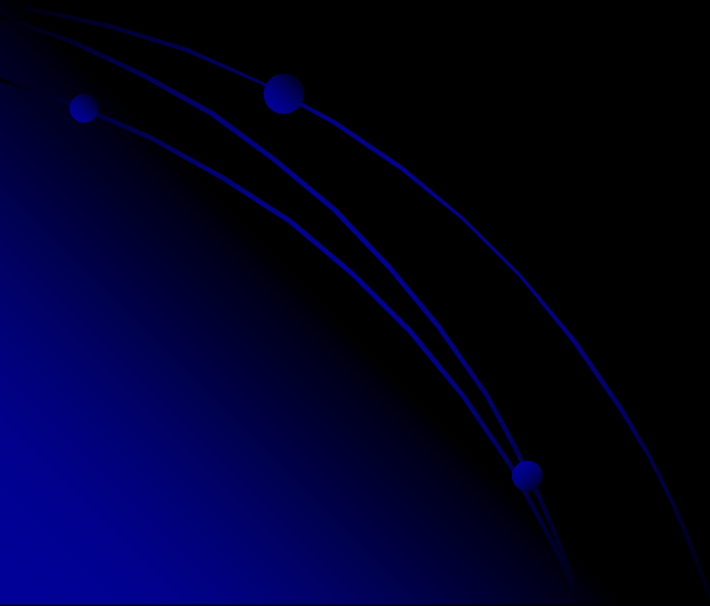
What else is

Linked



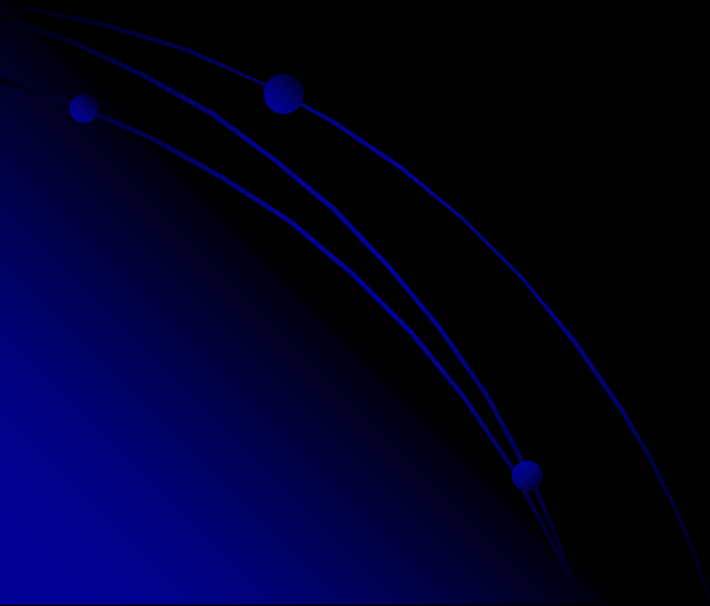
?

- | It's your contact list



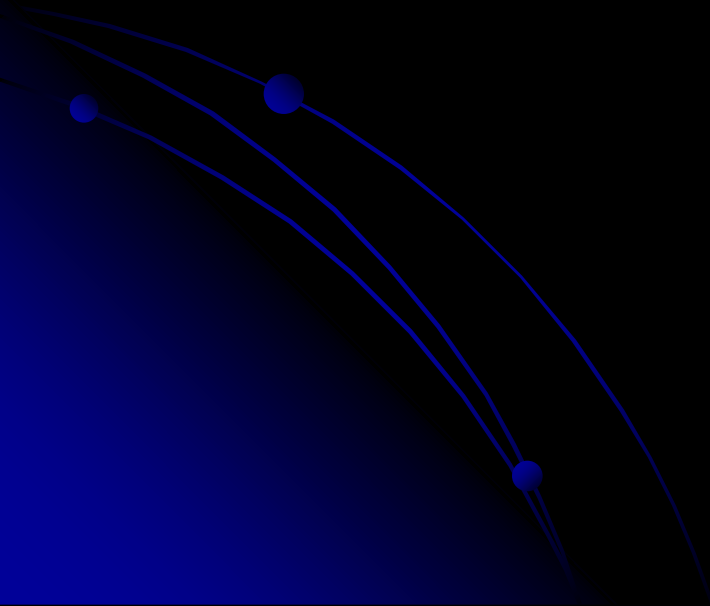
# What else is ?

- | It's your contact list
- | It's your **past** career/life story, your **present**, and a look to the **future**



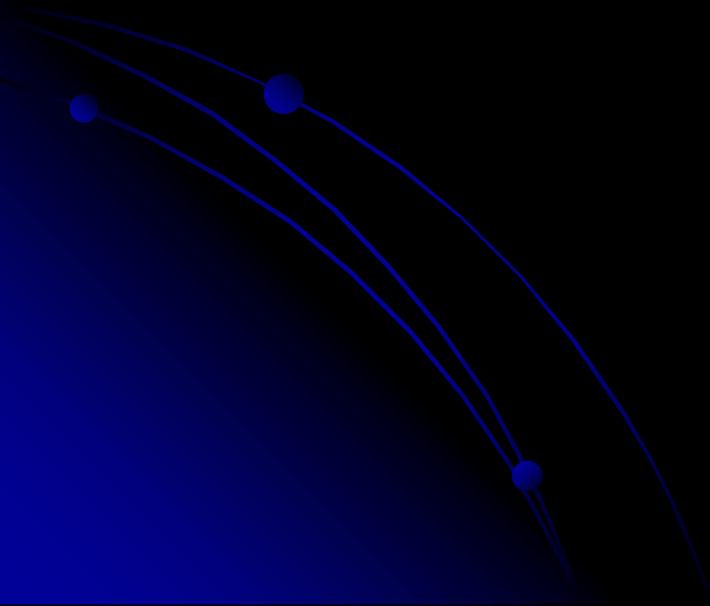
# What else is ?

- | It's your contact list
- | It's your past career/life story, your present, and a look to the future
- | It's your tweet

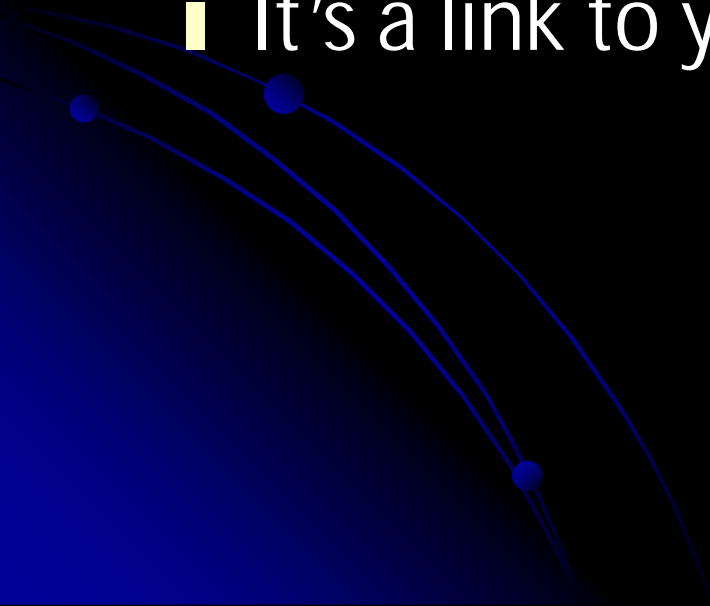


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  - | It's a link to your website
- 

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- | It's a link to your website
- | It's a link to your publications / marketing materials

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- | It's your tweet
- | It's a link to your blog
- | It's a link to your website
- | It's a link to your publications / marketing materials
- | It complements
  - | Twitter and Facebook and BizNik and Naymz and Plaxo and Spoke and...of course, personal interaction

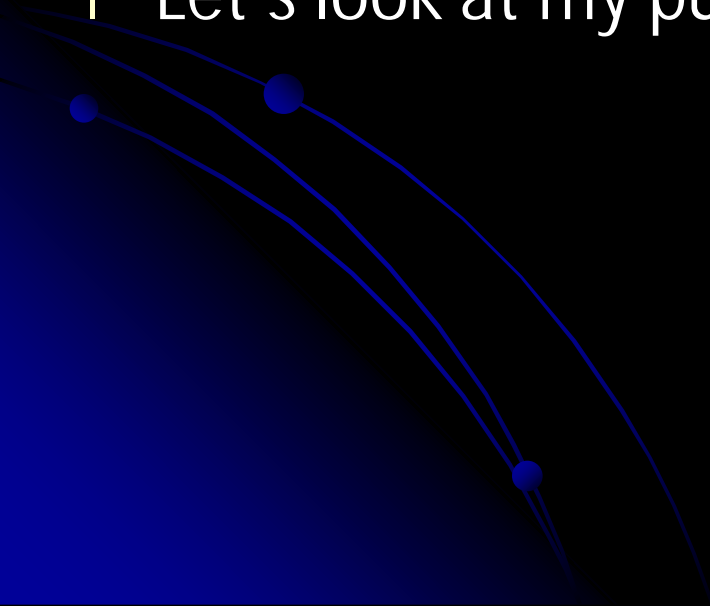
*...and you control it*



**What does LinkedIn  
tell others about you?**

# Public profile

- | What you want **everyone** to know when they Google you
- | A “Reader’s Digest” version of your private profile
- | Doesn’t show names of your connections or their activities
- | Let’s look at my public profile <http://www.linkedin.com/in/marchalpert>



# Private profile

- | Creates a personalized profile for **invited** connections
- | Much more detailed
- | Answers: “would you want to work with that person based on what you see?”
- | Attach papers and presentations
- | Shows your private network: what you and your peers have been doing
- | Let’s look at my private profile page once you and I have linked: <http://www.linkedin.com/home>



## Tip: make an immediate impression

- | Ask people to join your LinkedIn connections like you mean it; use a personalized note such as:

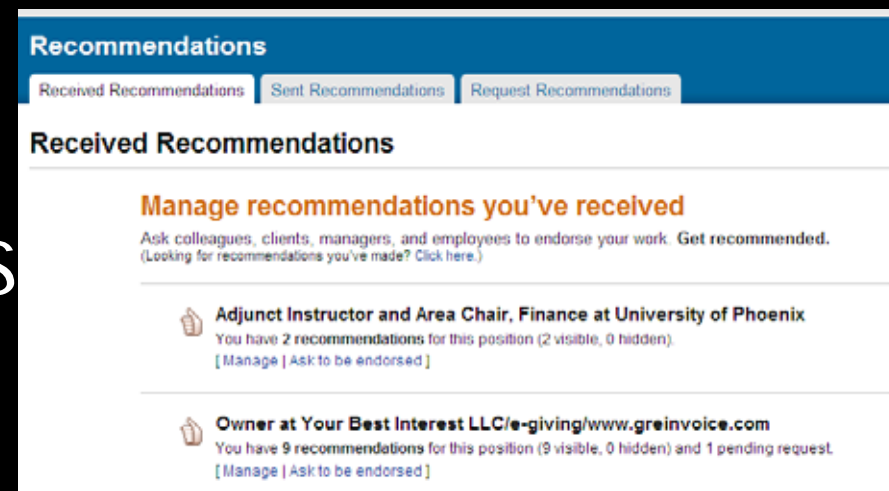
Bob, thank you for the great conversation after today's luncheon about ways we could work with each other. I would really like you to be a part of my LinkedIn network. So please join me as we increase each other's networking connections. Best regards and speak to you soon about those items I promised, Marc

- | **NOT** the standard:

I'd like to add you to my professional network on LinkedIn.  
Marc W.

# Ask for Client Recommendations

- | Short, concise and meaningful
- | If you ask someone to make a rec, you can review it before it is posted
- | You can hide some recs if they are not appropriate to the marketing you are working on
- | And...give recommendations



The screenshot displays the 'Recommendations' section of a LinkedIn profile. It features three tabs: 'Received Recommendations', 'Sent Recommendations', and 'Request Recommendations'. The 'Received Recommendations' tab is active. Below the tabs, the heading 'Received Recommendations' is followed by a sub-heading 'Manage recommendations you've received'. A brief instruction asks the user to 'Ask colleagues, clients, managers, and employees to endorse your work. Get recommended.' and provides a link for those looking for recommendations they've made. Two recommendation entries are visible, each with a thumbs-up icon, the job title, and the number of recommendations (with visible and hidden counts). Each entry includes links for 'Manage' and 'Ask to be endorsed'.

**Recommendations**


Received Recommendations | Sent Recommendations | Request Recommendations

**Received Recommendations**


**Manage recommendations you've received**


Ask colleagues, clients, managers, and employees to endorse your work. **Get recommended.**  
(Looking for recommendations you've made? [Click here.](#))

---

 **Adjunct Instructor and Area Chair, Finance at University of Phoenix**  
You have 2 recommendations for this position (2 visible, 0 hidden)  
[\[ Manage \]](#) [\[ Ask to be endorsed \]](#)

---

 **Owner at Your Best Interest LLC/e-giving/www.greinvoice.com**  
You have 9 recommendations for this position (9 visible, 0 hidden) and 1 pending request.  
[\[ Manage \]](#) [\[ Ask to be endorsed \]](#)



**How can LinkedIn  
help you with access to other  
people and their companies?**

# Search for people

- | Look for people you know and that others know, that you think will be helpful
  - | Ask them to join your network if you know them
  - | Ask others you know to introduce you
  - | Be professional and strategic; don't stalk or badger
    - | Don't be a "promiscuous linker"
- | Search by name, by title, by company, by keyword, zip, or any combination
- | Find common threads

## SUNY ALUMNI ATTORNEY/COMMERCIAL LITIGATION

From: [Howard Chubinsky](#)  
Date: May 5, 2009  
To: Marc W. Halpert  
Category: Business Deal  
Status: Forwarded



[Howard Chubinsky](#)



[Marc W. Halpert](#)



[Stacey Cohen](#)



[Howie Jacobs](#)

Hi Marc,

As you can see from this note to Howie Jacobs, I'm trying to learn how the LinkedIn process works, and you and Howie are my first try at attracting new business through an introduction.

Thanks very much for your help.  
Howard

### ***Howard Chubinsky's note to Howie Jacobs:***

Hi Howie,

I'm new at using LinkedIn and am a long time friend of Marc Halpert, who I have done business with over the years, and is in your network as well.

The reason I am contacting you is that I am an attorney who represents corporations in breach of contract commercial collection litigation matters. As you can see from my LinkedIn Profile I have significant trial experience, and I believe what truly differentiates my practice is that I am a sole practitioner working on a contingent retainer, as opposed to an hourly basis. This alternative fee arrangement predicated upon success, holds attraction to corporations that do not wish to retain large law firms on an hourly basis. Again, as I mentioned I am very new at using LinkedIn, so I don't know if I have gone through the proper protocol here, but I would be interested in speaking with you, if you believe that my services might be of value.

Thank you for your time.

Howard



## Tip: before and after a meeting

- | Before you meet someone, look at their public profile
- | After you meet someone you like and respect, invite them to join your LinkedIn connections
  - | Thank them for the time in a LinkedIn email
  - | Use LinkedIn as one arrow in your quiver: inexpensive effective marketing
- | It's the number of impressions that makes people remember you

# Join LinkedIn Groups

- | Apply to join up to 50 groups that interest you so that you can contribute to:
  - | Alumni groups, former employer groups, special industry groups, locally based groups, business associations, networking groups, etc.
- | Choose the frequency of group contact to your email: daily, weekly
- | Actively participate, don't grandstand.
- | Create a group if you want. It's easy. Instant contacts! A great easy communication tool.



### Gotham New Haven

Go to ▾ Actions ▾



### NonProfit Resource Group

Go to ▾ Actions ▾



### Southern CT Business Improvement Group

Go to ▾ Actions ▾



### Stamford Business Group

Go to ▾ Actions ▾

**i** MANAGE: 1 request to join



### A Small Change- Fundraising Blog

Go to ▾ Actions ▾



### Cadbury Affiliates Alumni (1000+ members)

Go to ▾ Actions ▾



### Card Payments Industry Expert Group

Go to ▾ Actions ▾



### Card Services

Go to ▾ Actions ▾



### CCAFP

Go to ▾ Actions ▾



### Cobrand, Affinity, & Private Label Cards Network

Go to ▾ Actions ▾



### Common Bond

Go to ▾ Actions ▾

## Groups Directory

LinkedIn's Groups Directory allows you to find communities of professionals who share a common experience, passion, interest, affiliation or goal.

Find a Group

## Create a Group

LinkedIn Groups help you stay informed and keep in touch with people who share your interests.

Create a Group

### Ads by LinkedIn Members



#### Need New Career Path?

Talk to a local expert to see if starting a business is for you.  
[www.frannet.com](http://www.frannet.com)

From: FranNet



#### Reinvent Your Career

Grab our free "Career Analysis Package" to reinvent your career!  
[www.CareerCoaching360.com](http://www.CareerCoaching360.com)

From: Sherri Thomas

[What's this?](#)

# Search for companies

## Search Companies

Company Name or Keyword:

Location:

Located in or near:

Country:

United States

Postal Code:

Only company headquarters

[Show more...](#)

## Your Company Profile



At University of Phoenix, we've been thinking ahead for more than 30 years. In fact, we were founded in 1976 on an innovative idea: make higher education highly accessible for working students. ... [More »](#)

<b>HQ:</b>	Phoenix, Arizona Area
<b>Industry:</b>	Higher Education
<b>Type:</b>	Public Company
<b>Status:</b>	Operating Subsidiary
<b>Size:</b>	10,000 employees
<b>Founded:</b>	1976
<b>Website:</b>	<a href="http://www.phoenix.edu">http://www.phoenix.edu</a>

[Edit info](#) | [See company profile »](#)

## Browse Industries

### Industries related to Financial Services

[Banking](#)

[Investment Management](#)

[Investment Banking/Venture](#)

[Accounting](#)

### Service Providers

[Information Technology And Services](#)

[Marketing And Advertising](#)

[Financial Services](#)

[Staffing And Recruiting](#)

## Companies in Your Network

[University of Phoenix](#)

[Your Best Interest LLC](#)

[EMA, Inc](#)

[Newhouse News Service](#)

[KeyBank](#)

# Let's look at my company profile page

Companies **BETA**

[Companies Home](#) | [Add Company](#) | [FAQ](#)

## Your Best Interest LLC

Last edited by Owner | [Edit profile](#)

For over 7 years, Your Best Interest LLC and its 2 divisions have made a point of providing our clients top-notch payment services at money-saving rates

cash flow enhancement using electronic techniques



We work very hard to differentiate ourselves from the rest of the payments industry, many of whom do not custom tailor to YOUR needs, overcharge and provide minimal contact from afar, usually by an impersonal operator.

... [see more](#)

### Specialties

cash flow consulting, technology used to improve cash flow, credit cards, debit cards, e-checks, ATMs, online doantions, e-commerce, online invoicing and integrated payments

### Current Employees (1 total, 1 in your network)

**YOU** [Marc W. Halpert](#), Owner

### Key Statistics

#### ▸ Headquarters Address

HQ Region	Greater New York City Area
Industry	Financial Services
Type	Privately Held
Company Size	2 employees
Founded	2001
Website	<a href="http://www.yourbestintere...">http://www.yourbestintere...</a>

# Search for answers

- | Ask a question for which you need opinions-one that no one has asked recently
- | Contact the person posing the question or answer to expand your reach
- | Ask questions that elicit responses:
  - | How do you tackle a { }?
  - | How have you been successful at [ ]?



# Time management tip

- | Set aside a certain amount of time each day to “work” LinkedIn
- | Be consistent in doing this
- | Manage the time you spend doing this
- | Keep tightening you profile
- | Keep answering questions
- | Keep looking for connections
- | Troll others’ connections

# Search for a project to work on

- | It's a database; be smart in your search
- | Group updates 24x7: decide on daily or weekly updates
- | Scan the updates and think of angles to connect to people in a professional manner
- | Keep your profile fresh and searchable using power words that will show up
- | Become recognized as a LinkedIn expert

# Search for Events

- What your connections are attending or interested in attending, speaking or presenting

## Network Updates for Events

Yesterday

**Michael (Mick) Gilbert** added **2009 Net Impact Conference** to be held on November 13, 2009 **RSVP**

**Beth Fine** is interested in **3rd Annual Good And Green - The Green Marketing Conference** on November 17, 2009 **RSVP**

Last Week

**Beth Fine** is interested in **Extraordinary Women's Exchange** on September 16, 2009 **RSVP**

**Beth Fine** added **Extraordinary Women's Exchange** to be held on September 16, 2009 **RSVP**


**Beth Fine** updated **Extraordinary Women's Exchange** now on September 16, 2009 **RSVP**

**Beth Fine** will be attending **Extraordinary Women's Exchange** on September 16, 2009 **RSVP**

Older

LinkedIn?

Premium events



**What can  
you do next?**

# Link up!

- | Keep thinking of:
  - | ways to make LinkedIn work for your specific needs
  - | ways to use LinkedIn once you have landed the next new project
  - | ways to help others now and in the future

***It takes effort, but think about LinkedIn's benefits and use it as one more powertool***



# The Proper Care and Feeding of LinkedIn



tips to make your business do  
better using LinkedIn

# 1. Get into groups

I think joining and/or starting a LinkedIn Group is a great way to use the site...the new social media are all about soft sells and "pull marketing" rather than the hard sell "push marketing."

• *Dr. Gerry Goldhaber*



## 2. Answer questions

Use LinkedIn Answers to promote yourself.  
Great for job hunting. And extra great for  
research competitors and prospects alike.

*Andrew DiFiore Jr.*



# 3. Personalize it

Make it personal. Do not be lazy and just use the default message to invite someone to connect...

Make your Connection Invitation

- 1) personal
- 2) specific (How you might know them, a reason you want to connect with them etc) and
- 3) professional - Be polite, and even suggest a way you may be able to help them.

Linkedin is, after all, all about helping you manage your career, and networking (relationship building) is the foundation of your long term career insurance.

*Donna Sweidan*

## 4. LIONs

I do object to people using LinkedIn simply to collect as many connections as possible, even with strangers. ...connect only with people you know and can vouch for.

I can't count how many times I've gotten invitations from complete strangers. There are, unfortunately, too many "connection" gluttons, who undermine LinkedIn's original purpose.

*Christopher Lamal*

## 5. Ask for recs

I ... was able to discover through the search function that a few people I know who might be able to give me recommendations are on LinkedIn, which means that I can ask them to do so, and have done so... Four people have agreed to give me recommendations for my website, one has agreed to also do so through LinkedIn.

*John Corwin*

Update: He now has 2 recs on his LinkedIn page

## 6. Expect the unexpected

This is an opportunity that appeared because of LinkedIn. I have made a potentially important connection between members of my church who are "in transition" and a networking group in my town.

My church has started a support group for people in transition. The church wants to reach out to others in the community. The group is headed by a new associate pastor who does not, therefore, have experience in the field and connections in the community. The particular LinkedIn group should address all of these needs.

# 7. Make your name easy to find

One tip that I can suggest is to include in your profile common misspellings of your name (especially if you have a name like mine) . Since one of our LinkedIn in goals is to be found, this can be helpful. Maybe somewhere at the end of the profile include some words like

For the record, sometimes my name is misspelled as Fliegel or Flegal

*Robert Fligel, CPA*



**Cara Brook (maiden: Falango)** 2nd

Owner, Professional Organizer, S.O.S. LLC

Greater New York City Area | Consumer Services

# 8. Give off a good visual image

Before you meet someone, study their public profile. Get an idea what they look like from their photo so you can meet at a public place more easily.



And remember, people may speak to you on the phone while looking at your LinkedIn photo on your profile. Look approachable.

# 9. Work it

Set aside a certain amount of time each day to “work” LinkedIn; be consistent in doing this.

Manage the time you spend doing this.

Tighten your profile, answer questions, keep looking for connections.

Otherwise, jump on LinkedIn between meetings, on the train, during other “dead time.”

Add your LinkedIn URL to everything you use in marketing.

*Marc Halpert*

## 10. Make your smartphone a “genius phone”

Access LinkedIn and stay connected using your  
smartphone:

<http://www.linkedin.com/static?key=mobile>

from LinkedIn itself



# Questions?

Marc W. Halpert

Managing Partner

Your Best Interest LLC and e-giving

[www.linkedin.com/in/marchalpert](http://www.linkedin.com/in/marchalpert)

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[www.yourbestinterestonline.com](http://www.yourbestinterestonline.com) and [www.e-givingonline.com](http://www.e-givingonline.com)