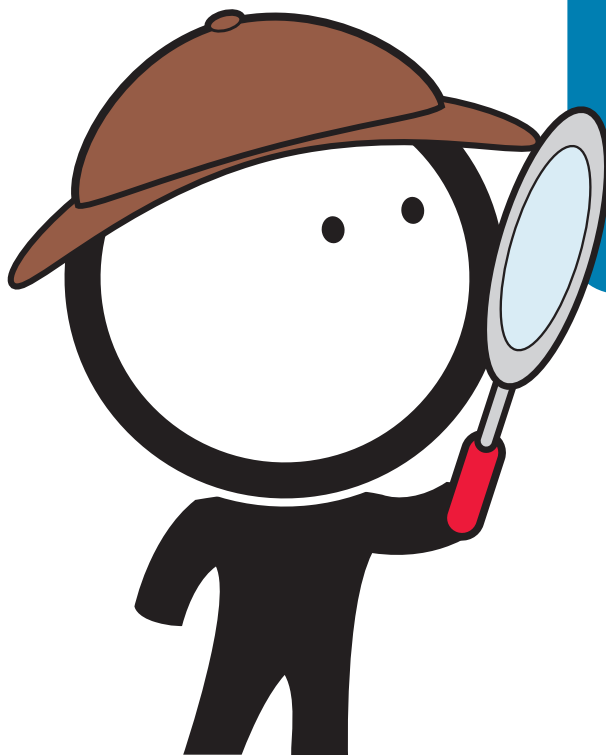


# **Guide to Finding Your Audience on LinkedIn**

*In Just a Few Easy Steps!*



**Author:**

# David Steel



Author, motivational speaker, and sought-after sales and social media coach, David Steel is one of the nation's leading experts on sales motivation and leveraging social media to increase sales.

Widely recognized for his ability to energize sales teams and drive revenue results, David works with businesses and C-level executives on social media and sales strategies. Follow him on Twitter at [@dsteel](#).



By now you should at least be somewhat familiar with the world's largest professional social network LinkedIn. What you may not already know is that LinkedIn offers many opportunities for networking and gathering leads. It's important to realize, however, that just as in real life, the approach can make—or break—any potential business opportunity.

Throughout this eBook, we will attempt to guide you through the ins and outs of LinkedIn and help you find—and reach—your target audience.



### Make your profile nice and pretty

Remember how your mom used to make you get a new tie (or dress) for an interview? She had a good point—first impressions are everything. Spruce up your profile to make it look presentable and keep what's important and relevant to your career goals up front (i.e., no one cares about that babysitting job you took when you were 15).

A few quick dos and don'ts.

#### Do:

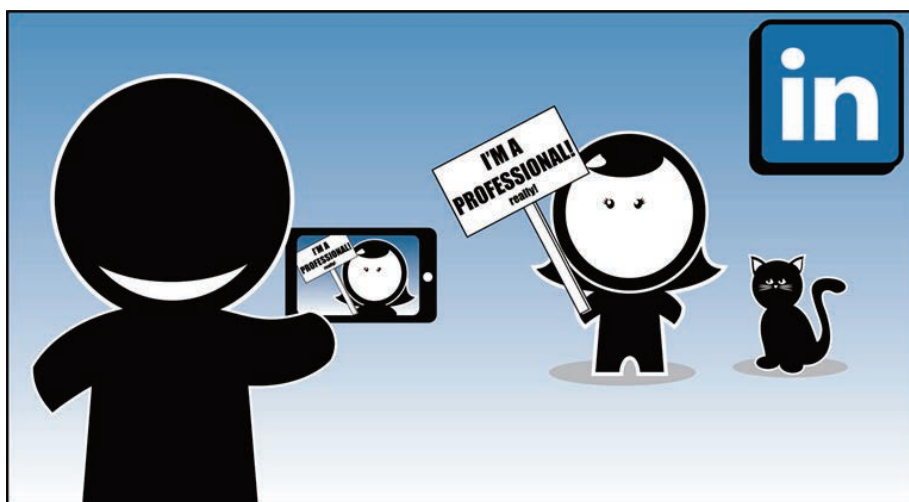
- **Keep a detailed bio at the top of your profile with up-to-date information.**
- **Seek out groups with people who share common interests.**  
There are tons of groups for people interested in photography, writing, marketing, etc., (more on that later).
- **Write meaningful recommendations;** don't simply endorse all of your 1st-degree connections.

#### Don't:

- **Be self-indulgent or use LinkedIn for your own self-promotion.**  
Very, very bad form.
- **Go to the mall and get a Glamour Shot.**
- **Be a spambot.**

Instead, find 3-5 meaningful connections at a time and reach out with a sincere message.

Which takes us to our next tip...



## Reach out and touch someone

I mean, not really because that's creepy. But with social media, it's as easy as ever to introduce yourself and your brand's purpose. Before you do, ask yourself one question: why would I reach out to so-and-so?

Recently our content writer (and consequently the author of this eBook) was contacted by a gynecologist who wanted to know more about social media. Though the initial request seemed odd, it did make sense (in a roundabout fashion). He explained that he didn't have much experience in social media and marketing but was looking for a way to expand his clientele with the use of Facebook and Twitter.

It's all about a good introduction. Don't send a generic message asking someone to join your professional network unless you want that message to go straight to the trash. Engage instead. If you are launching a new hormone-free ketchup, reach out to restaurants in the area and ask if you could introduce owners to your healthy Heinz alternative. As we like to say: think outside the box a little.



### Start connecting!

We're going to let you in on a little secret that requires almost zero effort and could make your LinkedIn connections grow exponentially.

Ready for it?

Add a message every time you request to connect with someone on this site. It's so easy, and will make your name stand out from the rest. What you say is entirely up to you, but we have a few ideas (naturally). Keep it simple, be straightforward, and perhaps most importantly, connect with something in their profile. If it's an old colleague, refresh their memory and let them know how/when you did work together. If you met at

a networking event, give them something to remember you by (chances are, you were both passing around a lot of business cards that night). Maybe you stalk their blog and love their tweets—tell them!

Adding a personal message every time you reach out will make all the difference in the world.

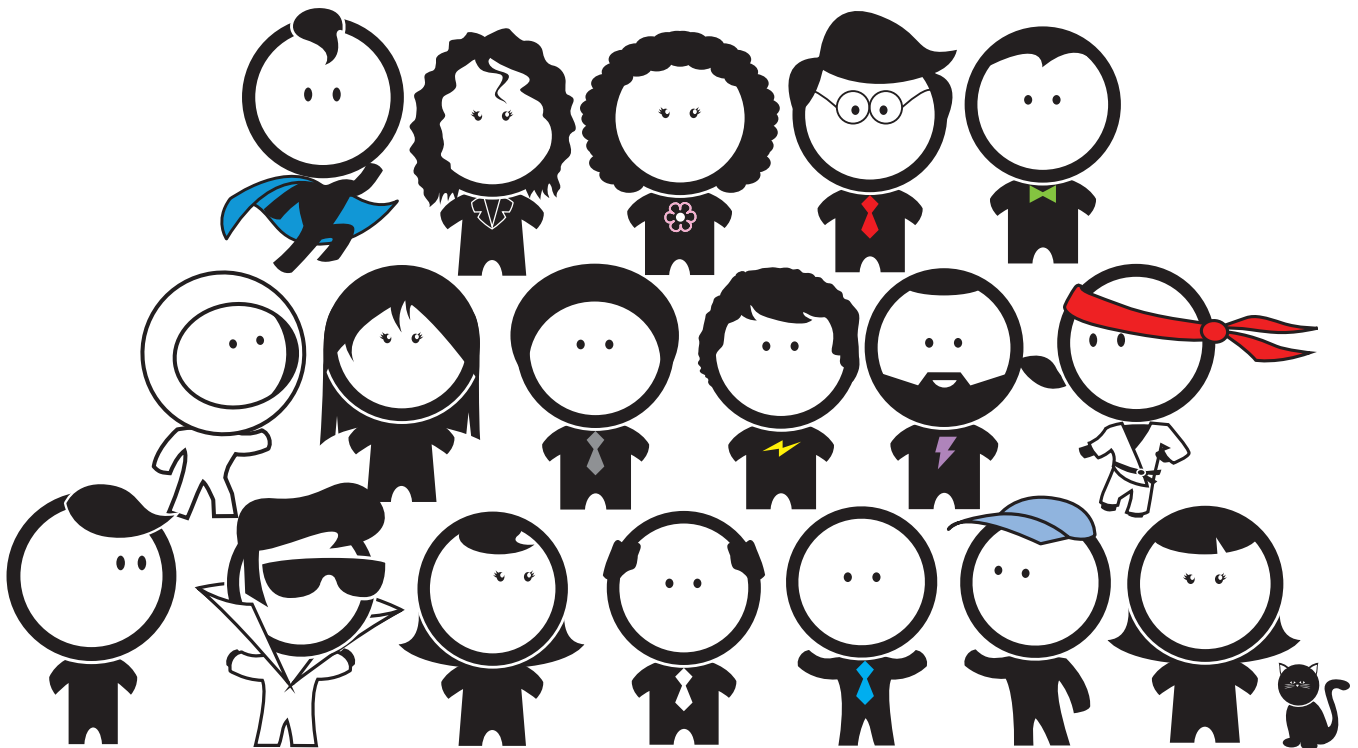


## Find a group of your peers

LinkedIn allows users the chance to join up to 50 groups. In your search, you'll find that some are better managed than others, but an easy way to get started is to click on the "Groups You May Like" link (appears on the navigation menu bar under "Groups"). LinkedIn culls information from your profile to make suggestions based on your interests and skills.

You can of course also use LinkedIn's search to find groups to join OR a Boolean search to find something more specific (for example, "marketing and Nashville"), which can help you connect with people in your area.

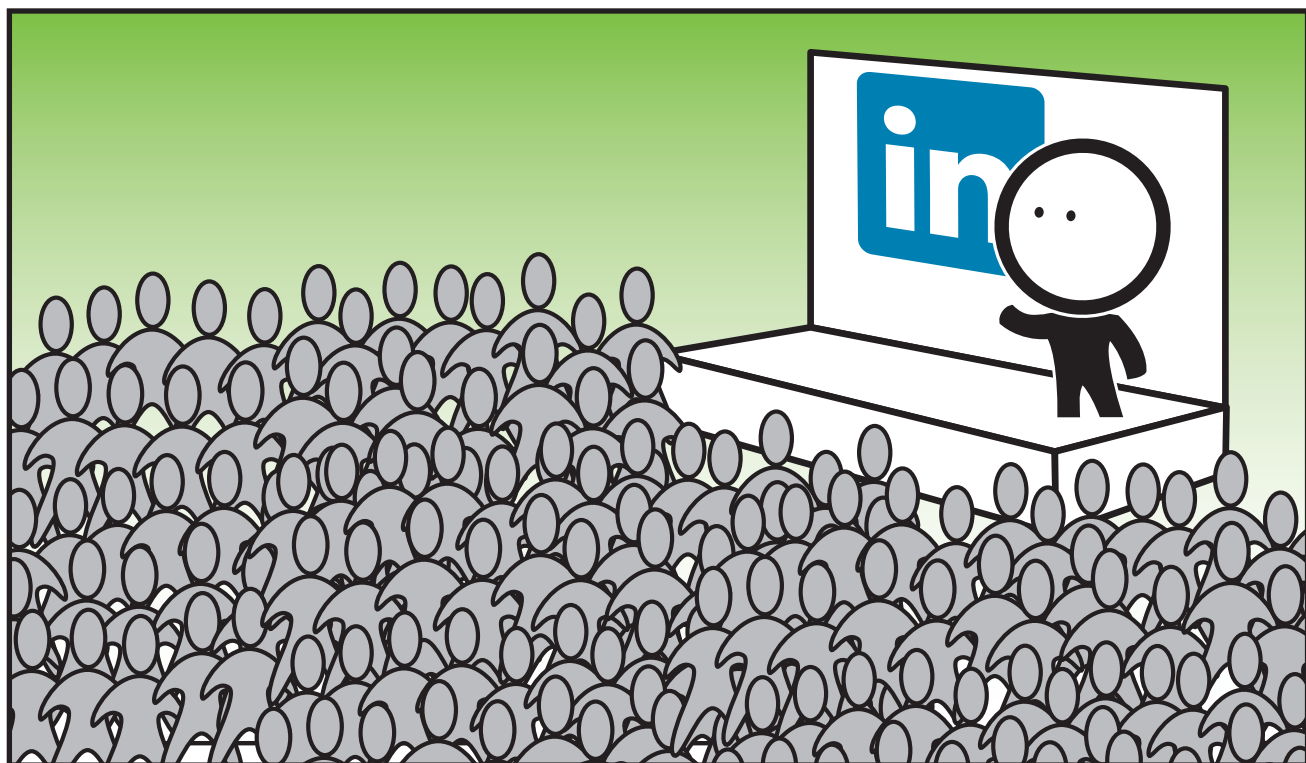
Just make sure you are engaged with active members in whatever group(s) you do join.



## Lead your own community!

Don't see a community on LinkedIn that really speaks to you? Why not start your own?! This could be a great opportunity to network and show your skills as a manager and effective community leader. When people join your group, they will see your name listed as the creator and you can use this opportunity to showcase your website/job description.

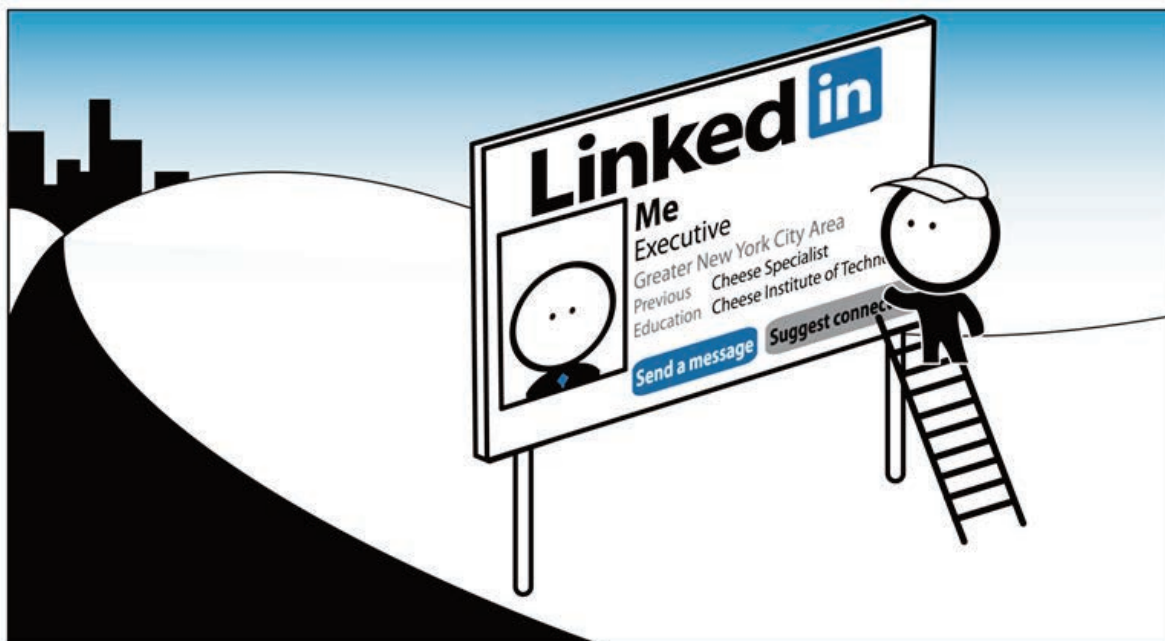
Having your own group on LinkedIn comes with a built-in discussion forum, job opportunity section, AND best of all—you'll be able to send out one message a week to all the members of your group. This is an incredibly powerful way to leverage the social network in a variety of ways!





## Make it easy for people to connect with you

Though it's always nice to receive messages in your inbox, adding a phone number will really help you stand out if someone has a direct question they'd like to ask. This may be an effective way to assert your authority if someone has a question they need answered immediately and may even bring in some new leads.



### Make LinkedIn work for you!

I hope this eBook has taught you that LinkedIn can be an invaluable marketing tool for you and your business. If you do it right, you can expect to see your followers grow and your professional networks flourish.

Have fun!



### Like to learn more?

If you're interested in learning more about LinkedIn or how Sneeze It can help your organization reach new audiences through social media channels, [contact us](#) today!

Is your business effectively using social media?

