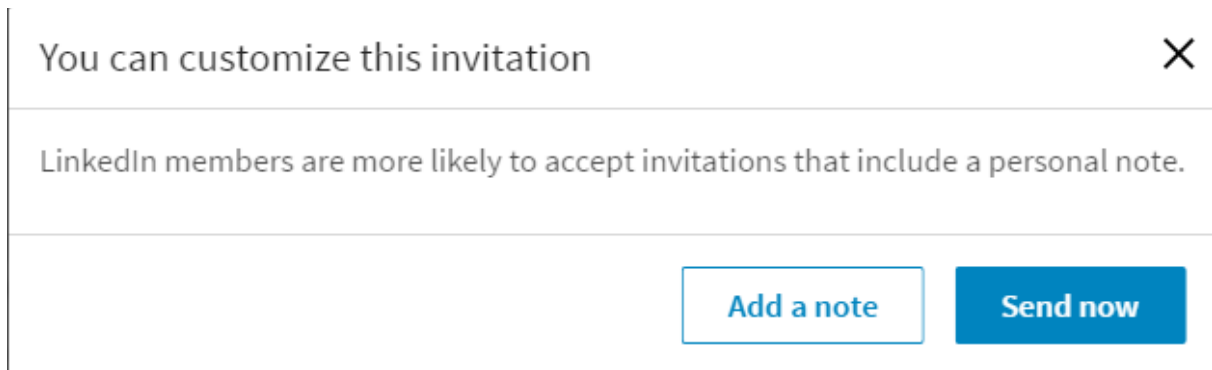


Session 4

Making contact

You can only request to be connected with second level connections (unless you pay for your LinkedIn membership). You'll get the option to add a personal message – do use this, it makes a difference.

A screenshot of a LinkedIn invitation customization dialog. The title bar says "You can customize this invitation" with a close button (X) on the right. Below the title bar, there is a text area containing the message: "LinkedIn members are more likely to accept invitations that include a personal note." At the bottom right of the dialog, there are two buttons: "Add a note" (a light blue button with a blue border) and "Send now" (a solid blue button).

This is what I use:

I find LinkedIn really useful to talk business-to-business - it would be good to get connected and hope that we'll both benefit!

There's a limit to characters so you can't type a long message here.

Accepting contact requests

1. Check out the profile
2. Accept request
3. Return to profile
4. Send a message to open the conversation

This is the kind of message I send, I often add bits and customise parts, but this is the standard message I start with.

Hi Nicky,

It's great to be connected here and I hope that we will both benefit in some way.

I'm always happy to connect people with my network - although I will tell you if I feel I don't know someone well enough to make the introduction (or other than as a click-through connection).

I am ready to share my knowledge and help people who I'm connected with to improve their reputation management, online and offline, so please don't be afraid

to ask for advice. If there is anything that I can do for you right now - just drop me a note.

Friendly greetings

Lesley

Use your own words, but write something that you can use as a standard response and then customise it for people you've met or know from elsewhere.

If you're on the profile page and click message, a message box will pop up at the bottom of the page (similar to the Facebook system) and you can type in this, BUT be warned that every time you hit return it posts what you've just written!

Although it may look you should write in the main box part – this is for the message thread when you've posted, actually you type down at the bottom.

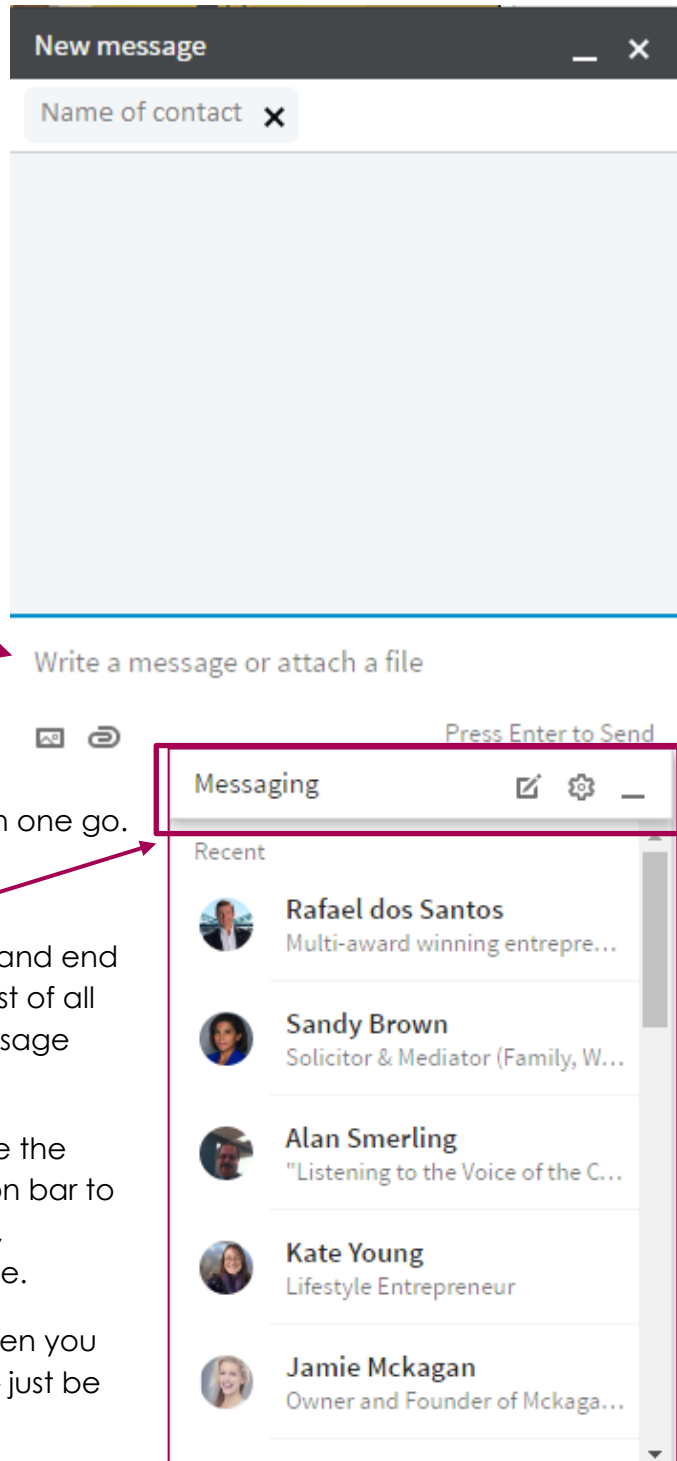
As I keep the standard message in OneNote (you can use EverNote or a Notepad document) I usually type the name in at the beginning and any edits to my standard message and paste the whole lot in in one go.

Also, next to this box is another tab:

If you click on the dash on the right-hand end of the tab, this will extend to show a list of all the people you have received a message from, or sent one to.

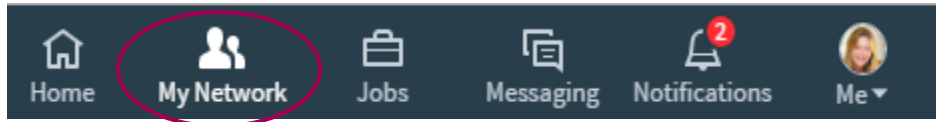
This means that you don't need to use the Messaging tab on the main navigation bar to see messages from particular people, regardless of where you are on the site.

You can have message boxes between you and more than one person showing – just be careful you're typing in the right one!



Contact management

On LinkedIn this has become harder. You can find your contacts here:



And then by opening your connections on the left:

You have limited filters to search by – now only by:

- Recently added
- First name
- Last name

2,630

Your connections

[See all](#)



You can use keywords to search by using the search box:



Relationship building

Now LinkedIn has removed their facility to tag your contacts and add notes, if you want to build relationships with those contacts that you think may be potential clients you will need to develop an offline strategy to support your online activities.

This is what I do.

- Open the conversation with my standard message
- Respond to any replies, if appropriate (if they just say 'thanks' I leave it for now)
- Transfer the profile information to a spreadsheet recording:
 - First name
 - Last name
 - Tag – this might be 'Client', 'Networking', 'Connections', 'Development'; for me this would mean someone I am doing or have done business with; someone I met networking offline; a random connection who I don't know; someone who could be a potential client.
 - LinkedIn profile URL
 - Email address (taken from their profile contact info once they become a 1st level connection)

- Notes on their industry, role, any useful info from their profile
- After 3-4 weeks I send them another message with an item of value from my Treasure Chest
- After a further 3-5 weeks I send them another message with an interesting article or blog I've read that I think they'll like
- After a further 3-6 weeks I send another message with one of my blog links
- After a further 3-4 weeks I ask if they have time for a Skype/phone chat and suggest a time.

Even if you do this once a month it's better than not doing it at all. If you're pursuing an active strategy to find potential clients then it needs doing weekly.

Assignment

Develop

- A message to replace LI standard message**
- A message to send when accepting contacts.**

Create your data management system

- Categorise all new contacts**
- Start sending added value**