

## The 7 Keys To Being Effective on LinkedIn™

Effective LinkedIn™ Coach

Learn LinkedIn™ For Sales, Networking & Recruitment

*philrichards.biz*



## The 7 Keys To Being Effective on LinkedIn™

An E-Book

By

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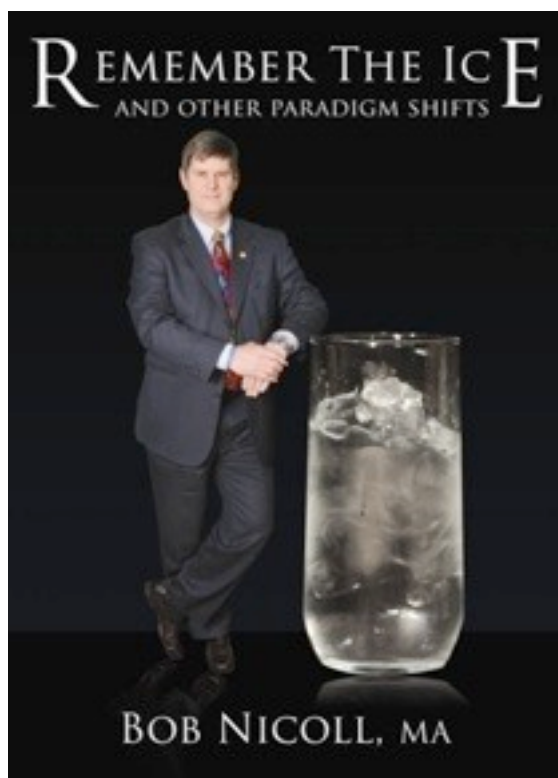
with the compliments of

Bob Nicoll

[www.remembertheice.com](http://www.remembertheice.com)

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## The 7 Keys To Being Effective on LinkedIn™



Bob is the author/creator of [Remember the Ice and Other Paradigm Shifts](#). Remember the Ice is an easy to learn, yet comprehensive program that teaches you: [There is Power in the Clarity of your Articulation.](#)™

Communication is at the core of all of your interactions and transactions and is a vital component of your LinkedIn™ networking.

Thank you for downloading your free Ebook The 7 Keys To Success On LinkedIn™ by Phil Richards.

Phil Richards has been of great help to me with my RTI Community and His years of experience, ability to communicate his knowledge effectively and his personable demeanor made me realize how fortunate I am to be working with him.

Phil Richards has great experience on LinkedIn™ and his Effective LinkedIn™ course showed me how I can take part on LinkedIn™ and benefit from the opportunities available for professional business networking and using empowering word choice to help others.

I hope you enjoy the insights and consider the opportunities available to you on LinkedIn™ when you learn how to be really effective in your networking.

Bob Nicoll

[Remember The Ice](#)

[LinkedIn Profile](#)

[Join the growing RTI Community](#)

## The 7 Keys To Being Effective on LinkedIn™

[Remember the Ice](#) is a powerful programme that has changed the way I communicate in my relationships. The changes in my business have been tangible and dramatic, and the [RTI Community](#) helps me keep practising what I have learned from Bob Nicoll about my empowering word choice.

LinkedIn™ is just one of those places that the simple techniques I learned from Bob Nicoll are used to get practical results.

LinkedIn™ is an amazing business resource that can prove invaluable to small business owners wanting to win sales, and professional employees aiming to manage their career development.

On the face of it LinkedIn™ is an easy platform to get started with and to use; but after a while most people begin to wonder what it is all about, and whether it is all just a waste of time.

If you really want to be effective these 7 keys will help you do that, but it will take some investment in your time, and some thought.

To be effective on LinkedIn™ you first need to decide what your objectives are, and then use these 7 keys to ensure that everything you do is focussed on achieving your objectives.

Anything else is fun, downtime, or time that may have been better utilised doing something else.

So thank you for reading, and I hope you enjoy your 7 Keys To Being Effective On LinkedIn™.

Phil Richards  
Effective LinkedIn™ Coach  
[www.philrichards.biz](http://www.philrichards.biz)



A large, stylized handwritten signature in black ink that reads "Phil". The signature is written in a cursive, flowing style with a long, sweeping underline.

# The 7 Keys To Being Effective on LinkedIn™

## 1. Take Care With Your Profile

Your profile is the absolute centre of everything you do on LinkedIn™, it is one of your core assets on the platform.

Every action you take will come back to your profile. Every search that is done within LinkedIn™ for your talents will only be positive for you if you have a strong profile that shows you how you want to be shown.

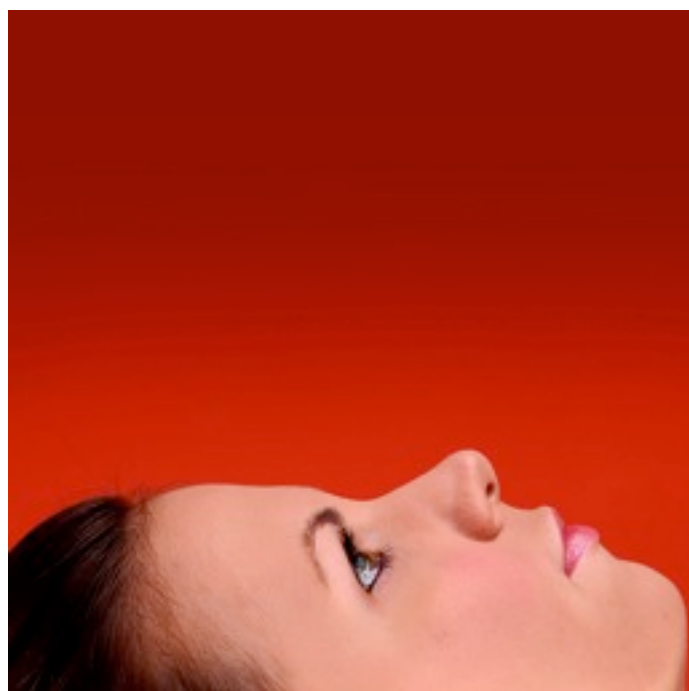
So here are some quick guides on designing your best profile:-

- Use a really good photo, that is cropped to show your face on a light background.
- Configure your headline to appear in search engines; keep away from who you work for, say what your expertise is.
- Configure your websites using the category Other and writing a description.
- Configure your own Public URL, keep it relevant and as short as possible.
- Keep the focus of your summary on your core skills and abilities, mention your current role but leave that to a details of that role. Use graphics, space text in chunks so its an easy read.
- Enter all your interests, these are searchable.
- Enter all your jobs, write a detailed summary on each.
- If your an Independent Consultant, you can enter your roles at different companies too.
- Always use as many clubs and associations as possible.
- Give clear contact information.
- Use Applications, and if you can upload a video using Slideshare or Google Docs.
- Give and receive recommendations, it builds credibility

Here are some graphics that work in summary, headline and job details sections, just cut and paste them from here.



But experiment with your own too.



## The 7 Keys To Being Effective on LinkedIn™

### 2. Be Valuable To People

This is the key to networking. You can create value in many different ways, here are some ideas of how you can be seen as a valuable person in the LinkedIn™ community.

- Answer questions relevant to your expertise
- Ask clear challenging questions that allow others to shine
- Introduce people to each other when they ask
- Suggest to people that they connect together where you can see some mutual benefit for them
- Offer to manage, co manage or be a moderator in a group
- Share relevant news stories for a group

This is the opposite to many peoples ideas of networking; which is to sell or get themselves a job.

Nothing could be further from the truth. Imagine the guest at the party boring everyone by talking about themselves ? Well thats what happens on LinkedIn™ if you constantly self promote or sell.



So back off and decide to be there to help; if you get the urge to pitch or sell on LinkedIn™, there is a time and a place for everything.

This is the same whether you are a small business or professional employee looking for a new position, or keen on maintaining your career development in your current position.

There is no need to shout, call attention to yourself, or promote flagrantly, so relax and be helpful first, the rest will come to you.

This is also part of how to react to others when you see them being promotional in an unpleasant way; its easy to point out others faults on LinkedIn™ but its more positive to carry on the way you choose to be and leave the rest to what they want to do.

Trying to control others or give them unwanted feedback is unlikely to be effective.

This is the same when handling discussions or Questions and Answers where people disagree with you. Stick to your points if you want to, change your mind if you want to; but being rigid and trying to win every round will be a heartless task. When in doubt post nothing.

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### 3. Connect Widely and Build Relationships Deeply

I am a firm believer in Open Networking. This means being open to connect with anyone, whenever they ask.

So I commit to accepting all invitations to connect, and as a result approximately 1200 new connections each quarter invite me to connect.

Each one gets a personal message, a downloadable resource, and a thank you. I also ask each one to tell me about their business.

Only a certain percentage of people respond, and when they do I seek to build relationships that are relevant to my business, and also to them.

So I connect widely, and then build relationships with individuals based on my strategic objectives.

I aim to keep in contact with connections and encourage conversations.

Building connections for no reason is ineffective, it needs to be done strategically; but the start point is to connect with everyone who asks.

With connecting with everyone who asks, it is more about who these people know, who they want to connect you with, rather than who they are. And that is your value to them, its your network that is valuable.

You are always in control, LinkedIn™ enables you to disconnect from anyone you want to.

Relationships can be started on LinkedIn™ but the development and building of these valuable key relationships can be done on any networking platform, or face to face.



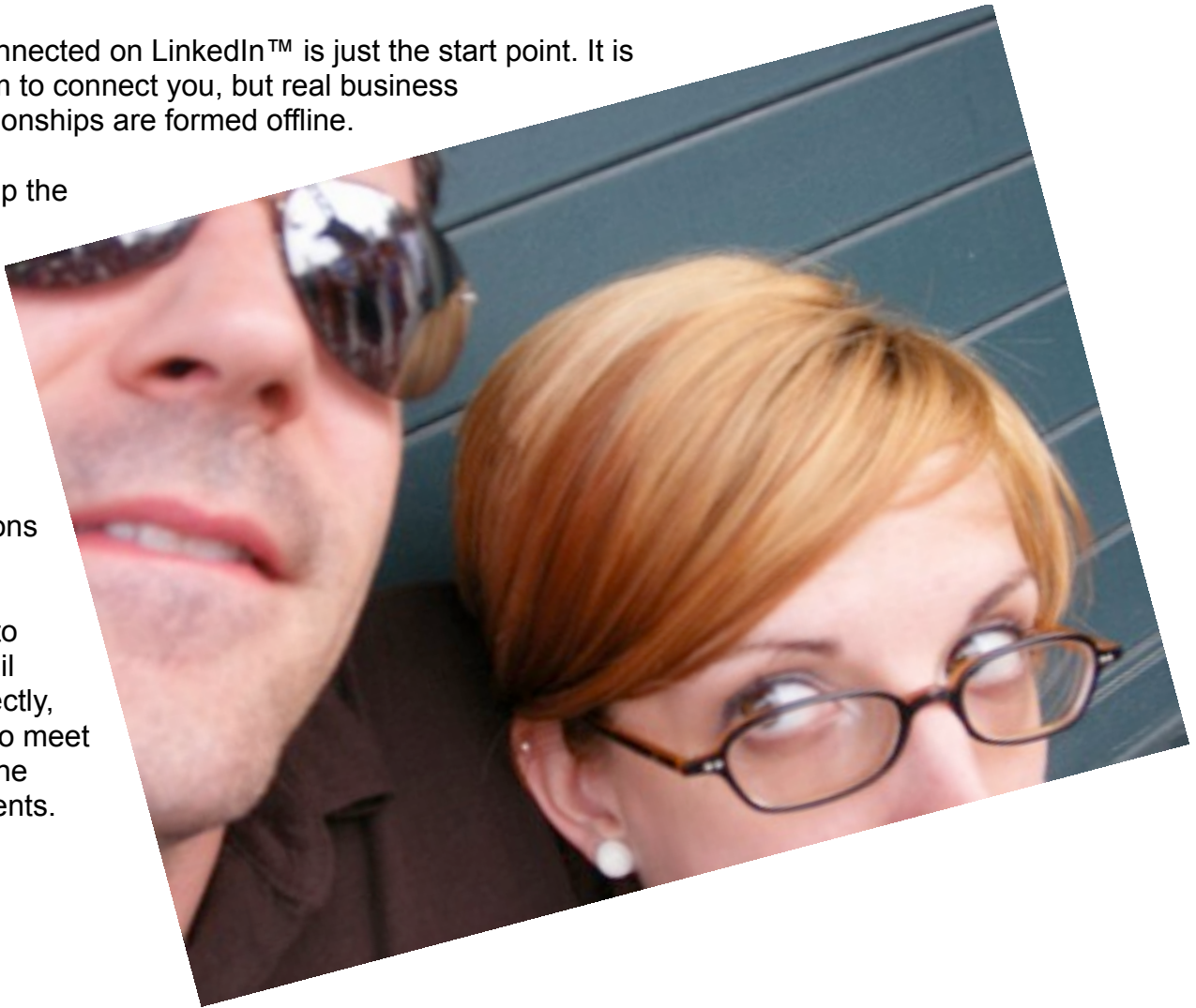
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### 4. Take It Offline

Being connected on LinkedIn™ is just the start point. It is a platform to connect you, but real business and relationships are formed offline.

So pick up the phone to

connections that are really relevant to you, email them directly, arrange to meet them at the same events.



Business is done by people with people, so remember that LinkedIn™ just provides a helping hand; you can do the real business face to face, on the phone, by email and even by post.

You could consider putting your LinkedIn™ Public profile address on your business card, and also asking people if they want to connect on LinkedIn™ when you meet them.

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### 5. Develop A Strategy, Take Tactical Actions, Measure, Review and Refine

LinkedIn™ can be a complete waste of time if you put a profile up there and wait to be found. You may well be found, but the real value will be in taking part and building credibility, trust and a personal brand.

To do this you need a clear strategy, a plan of action.

Decide what it is you want to achieve first. Is it sales for your business ? A job ? Contacts in your industry ?

Which ever it is, you will need to take steady and regular actions in order to achieve your goals.

So decide what your objectives are first and then decide what tactics you will use.

Will you try and get as many connections as possible ?

Will you look at each persons profile, and follow up if they are relevant to you ?

What groups will you be active in ?

What type of questions will you look for ?

How much time will you spend on LinkedIn and when ?

Will you need extra training or support in order to make this really effective ?

Once you set out your plan, implement it and make notes of successes and failures.

If something fails, its a great lesson.

Find the things that work for you and your business, and then do them and do them regularly.





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### 6. Be Consistent

Being consistent pays high dividends. If you can be in a group regularly and make valuable contributions, you become part of that group.

If you respond to people in a timely manner you become well known as someone who takes action.

If you give out a few recommendations every week, you will get some back too.

If you answer questions regularly, you will get Best Answers awarded to you, and this builds your credibility, trust and is reflected in your profile.



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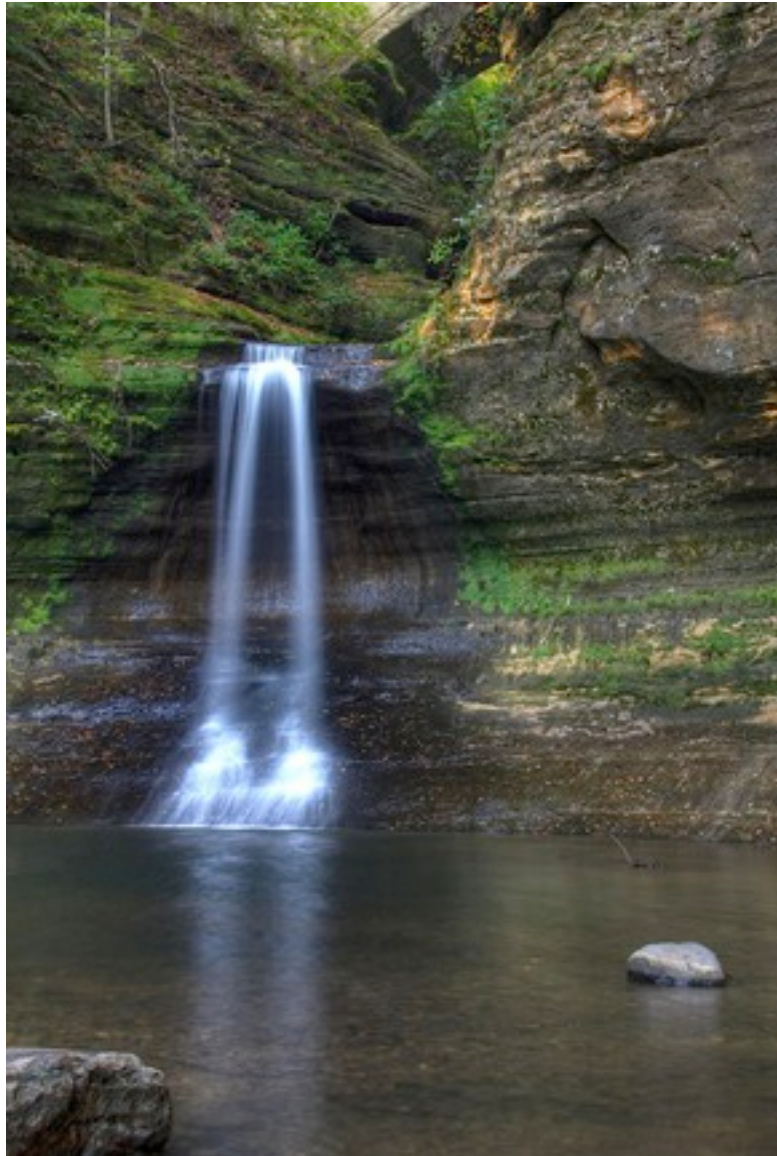
### 7. Learn and Go With The Flow

Part of this key is apparent in the others too. It is important to go with the flow. This is different to conforming, or always agreeing, but it means taking care of the community, avoiding being abusive to people, taking the failures on the nose, and moving on swiftly.

Avoiding arguments that are unproductive for you, expecting LinkedIn to change and grow and so the the way you use it will change.

You will find that each group of people on LinkedIn have their own flavour, if you can go with the flow and adapt to your surroundings you will make more connections and fit in with many more people.

More conversations with more people means more opportunities for you, your career and your business.



## The 7 Keys To Being Effective on LinkedIn™

### Effective LinkedIn™: Starter - Your Complimentary Online Course

The Effective LinkedIn™: Starter course is in 2 Modules, each with multimedia content, and a workbook.

This course takes you through the basics to get you started using LinkedIn™ including how the platform works, the 8 foundations of networking and how to complete an effective profile on LinkedIn™.

Each module has a full workbook and so you get everything you need to get you started using LinkedIn™ effectively for your career or business.

By the end of Module 1 you will understand how networking works through LinkedIn™ and how the 8 Foundations of Networking are the building blocks for all your actions; this means that LinkedIn™ will do the work for you and bring people to you if you take certain actions.

In Module 2 we take a detailed look at how to create and manage your LinkedIn™ profile, how to get the very most out of all the opportunities there are for you with an effective LinkedIn™ profile.

You will also learn the one simple strategy that will ensure your profile, and your actions are focused effectively. The workbook has an easy to use check sheet.

I have a group on LinkedIn™ for all students of this complimentary course and we all help each other to get results on LinkedIn™, you will be offered membership of this group when you join the course.

When you start your course you will be subscribed to my newsletter Effective LinkedIn™, your data is entirely safe with me, it stays with me, and you can unsubscribe anytime you wish to.

This is what you will learn on Effective LinkedIn™: Starter

- What to do on LinkedIn™ to make the platform work for you
- How to use the 8 Foundations of Networking to make your actions effective
- A simple strategy to target all your actions accurately for your business or profession
- How to create and manage your online profile so that you attract the right connections



You can upgrade anytime to the Effective LinkedIn™: Advanced course which is 6 modules of online training which will show you how to really use your effective LinkedIn™ profile to win sales and manage your career.

You have unlimited access to this course when you sign up, so you can go over the details as many times as you wish too.

[Just click here to join today for Free and start to learn how to be really effective on LinkedIn™](#)

## The 7 Keys To Being Effective on LinkedIn™

### Effective LinkedIn™: Advanced

**Building on the knowledge gained in the Starter course you will learn to take your LinkedIn™ networking to the next level.**

Small business owners will learn how to invest effective time into LinkedIn™ to win sales for their business.

Professional employees will learn how to manage their personal brand, developing and maintaining an effective profile throughout their career; and how to make this valuable to their employers.

Everyone will learn how to maximise the short time available for online networking; and how you can make it work for you.

There are 6 modules in this course

This is what you will learn on effective LinkedIn™: Advanced:-

- How to be a valuable member of a group
- How to own and manage a group
- How to build your professional credibility by answering questions
- Why and how to ask questions of your network
- How to get connected to the right people for you
- How to work out if Open Networking will work for you
- How to expand your connections and keep them relevant to your business or profession
- How to use polls to give you discussion materials
- How to research companies and people
- How to take LinkedIn™ offline and face to face
- How to create and manage events on LinkedIn™
- How to get noticed by companies and recruiters
- How to look for a job on LinkedIn™
- Small business strategies on LinkedIn™
- Effective strategies for Independent Consultants on LinkedIn™
- How to benefit from your employees being on LinkedIn™
- How to use LinkedIn™ to buy services
- Creating and managing a LinkedIn™ strategy
- Making your plan work
- How to get help with LinkedIn™



The whole course is just €67 Including local taxes.  
(Price as at 01.06.10, subject to change)

[Click here to join today on the Advanced course and get access to both the Starter Course and the Advanced Course.](#)

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Thanks for reading, I would love your feedback on this book just email me at [phil@philrichards.biz](mailto:phil@philrichards.biz)

A handwritten signature in black ink that reads "Phil". The letters are stylized and cursive, with a long, sweeping underline that extends to the right.

[Or use this link to find more LinkedIn™ Resources](#)

Remember to invite me to connect on LinkedIn™ I am a dedicated Open Networker and always accept all invitations to connect. Just use [this link to my LinkedIn™ profile](#) and click Add Me, choose "friend" and use the email address listed in my LinkedIn™ profile headline.

Please feel free to browse my 000's of connections and ask for an introduction to anyone who is relevant to you.

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### Disclaimer

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