

## Networking with Linked In

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Interested in the full outline of this presentation?

A free download is available at either [www.aspirekc.com](http://www.aspirekc.com)

OR [www.Brain-Bucket.com](http://www.Brain-Bucket.com)

### **Linked In doesn't replace networking and it's not directly about selling!**

Linked In **IS** good for things like:

- Creating stronger connections
- Creating the opportunity for people to find you
- Finding a new job
- Meeting new business prospects, especially business to business situations
- Establishing credibility and marketing yourself and your business

### **Focus on “Who”, not “How Many”**

Tell me who you are and connect with your existing key network.

Identify multiple networks and connect with them via Groups.

Find someone you can help / introduce / connect

### **Make Yourself Visible First**

Tell me who you are

Connect with your existing key network

Identify multiple networks and connect with them via LinkedIn Groups

Find someone you can help / introduce / connect

### **Give Away Your Interaction**

Update your "what you are working on" section of the profile.

Pick two or three people to contact.

Answer Questions / work towards becoming an expert

Find easy ways to regularly use the tool