

# Engaging Your Network Through LinkedIn

Leveraging Conversations  
& Relationships

INTERNATIONAL  
INSOLVENCY  
INSTITUTE



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A workshop wall with a brown pegboard holding various tools. The tools include a hammer, a pair of scissors, a utility knife, a red level, a wrench, a pair of pliers, a mallet, and a large black machine. A white box with black text is overlaid on the bottom left of the image.

**We Are in a  
Hyper-Connected  
Multi-Channel  
World**

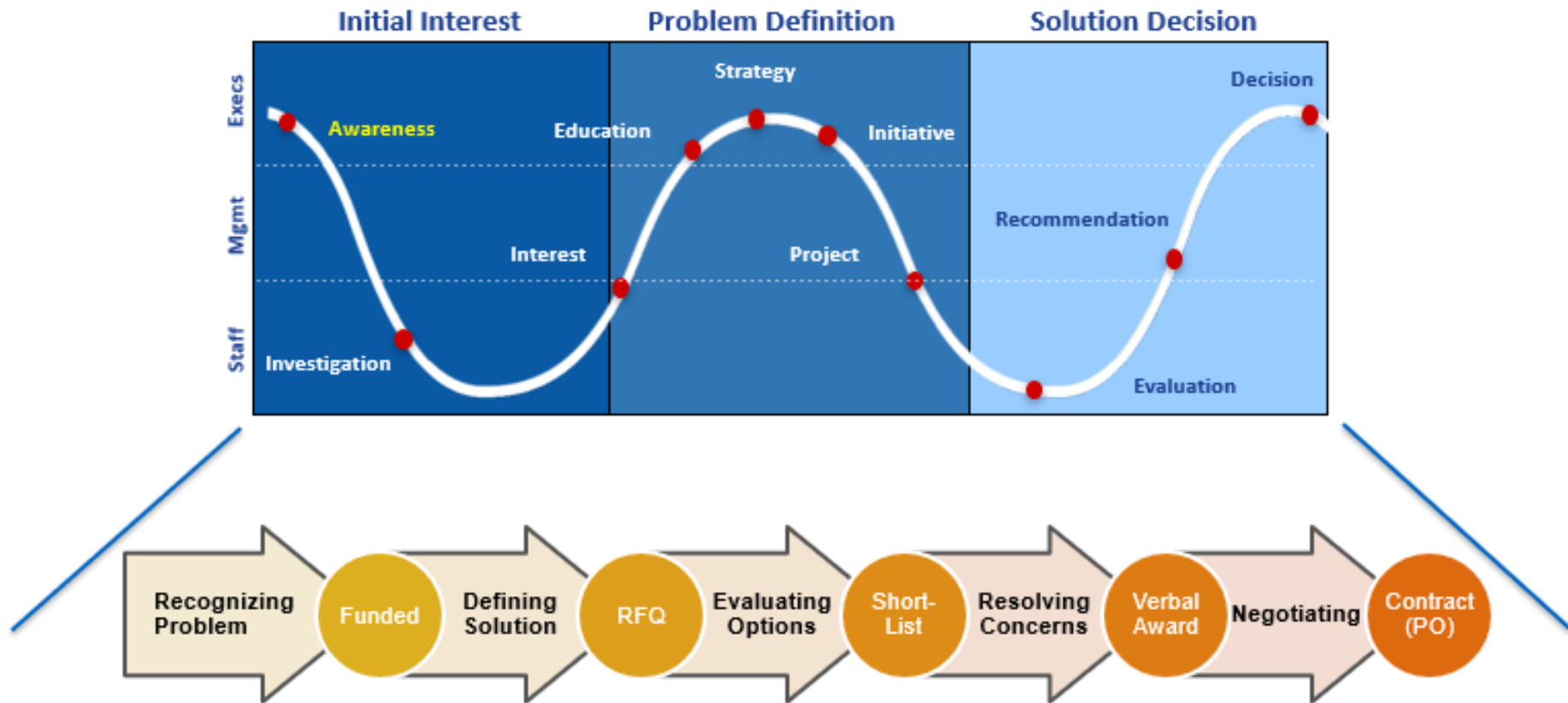


# The Sales Sherpa Path™

**Helping your partners make  
decisions more easily, more  
quickly, & with less risk.**

# OPPORTUNITY STAGES

It is all about where the "Customer" is?



# Leverage Your LinkedIn Presence

- 1 **Grow Your Network Online**
- 2 **Build Relationships  
through Engagement**
- 3 **Start Conversations &  
Demonstrate Expertise**

# Leverage Your LinkedIn Presence

1

## Grow Your Network Online

A network diagram with a teal, wavy background. It features numerous yellow person icons connected by light blue lines. A prominent red circle with a white center is positioned in the lower-left quadrant, partially overlapping the text box. The text box is white with a black border and contains the title in bold black font.

# The Strength of Weak Ties

# LINKEDIN INVITATION

Hi \_\_\_\_\_,

(I saw your post on \_\_\_\_\_/We are working with a client like you and found \_\_\_\_\_)

Would it make sense to grab a quick conversation?

Brian



# Who to Bring Into Your Network

Existing Clients

Colleagues

Potential Clients

Prospects

Networking Partners/Industry Contacts



# LINKEDIN MEETING REQUEST

Hi \_\_\_\_\_,

I wanted to share (an article, a piece of research, etc) that I thought you would find relevant. I know that (why they would find it relevant). If I can help you with (the topic of the content), let me know.

{Or a different call to action can be – “Would it be worth grabbing a quick call to see how we might be able to help you with \_\_\_\_\_?”}

Brian

# Leverage Your LinkedIn Presence

## **Build Relationships through Engagement**

# The 3 Layers of Engagement



Creation


Curation

Concentration




Share an article, photo, or update 

 Write an article · 2 Drafts Post




 **John Noyes** ...  
Senior Loan Officer at Mortgage Master, NMLS # 214555  
2h

My office is right down by the Merchandise Mart so I'll have a great view of this. It sounds like it will be really cool.




**Merchandise Mart will light up Chicago River in 2018**  
timeout.com

3 Likes · 1 Comment

 Like  Comment  Share

You'll no longer see this update in your feed Undo

**Maureen Mahoney** likes this ...

 **Michael (Mike) Lacey**  
Partner at Hoopis Group  
3d

Truly honored to be awarded the Brian H Early award at the 2017 GAMA International LAMP dinner last night. Proud to be part of such an awesome firm in

# Newsfeed: "Social" Requires Listening

# 4 Ways to Engage First

## **Like:**

- **Fast & Easy**
- **No need to really engage**
- **No chance to really engage**
- **Keeps people at a simmer**

## **Comment:**

- **Stands out**
- **More impact**
- **Can start a conversation**
- **Takes time**

## **Share:**

- **Huge amount of support**
- **Easy**
- **Algorithm is in flux right now**
- **Only use in certain situations**

## **Send:**

- **1:1**
- **Reinforces the relationship**
- **The modern article clipping**

# What to Say

- 1. Congrats/Thanks for Sharing**
- 2. Interesting...(Question)**
- 3. I've found that...**
- 4. Highlight a point they make**
- 5. You bring up a good point, (Tag someone), what do you think?**



**Invest in  
Your Future  
Opportunities**



# Leverage Your LinkedIn Presence

**3** **Start Conversations &  
Demonstrate Expertise**

# Leverage Other People's Work

**Your Company - Marketing**

**Your Company – LinkedIn Page**

**Your Influencers**

**Your Google Alert**

**Your Industry Outlets**



# Create the Framework

**I thought you would find this  
interesting (relevant/useful/fun)  
because...**

## #2 – Add Multimedia (If Appropriate)

David J.P. Fisher • You  
Showing Sales Professionals and Leaders How to Leverage Digital I...  
1w • Edited •

Here's a key mindset shift that will set you up for a better LinkedIn Profile.



It's your "personal brand" landing page.

That might not seem like a big shift, but it's really powerful.

Companies spend a lot of time and energy making sure that they are sharing a compelling story when they have a visitor to their website. They want that visitor to opt-in, continue to read, and then take action.

That's the same thing we want our first-time visitor to do when they visit our profile.

A lot of my perspective has been influenced by ideas, conversations, and debates I've had with my friend [Andy Crestodina](#) at [Orbit Media Studios](#).

When I think of how we're sharing our personal brand on our LinkedIn profile, I look at the ways that companies are sharing their brand on their company websites.

So ask yourself, are you conveying the message you want on your LinkedIn profile? Are you creating the impression (and driving the action) that you want?

[#linkedin](#) [#personalbrand](#) [#socialselling](#) [#socialnetworking](#) [#contentmarketing](#)

[Becky Brown](#) [Anthony Carlson](#) [Cara Andolino](#) [Kicki Bjorkvall](#) [Steve Watt](#)

### "What do you do?" How does your profile answer?

Each section should support the answer.



- 1 **Headline:** X is what I do.
- 2 **Description:** X is what I love doing.
- 3 **Activity:** X is what I talk about.
- 4 **Experience:** I've done X at different places.
- 5 **Certifications:** X is what I'm skilled at.
- 6 **Endorsements:** A lot of people say I'm good at X.
- 7 **Recommendations:** Say some I'm very good at X.
- 8 **Interests:** X is a trend I'm watching.

[orbitmedia.com](#)

## #1 – Include Text

## #3 – Tag 3-5 People

## #5 – Bonus – Optimize for Mobile

David J.P. Fisher • You  
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atmediastudios.com

## #4 – Use 3-5 Hashtags

A man in a dark suit and white shirt is sitting at a table in a cafe. He is holding a smartphone in his left hand and pointing at the screen with his right index finger. On the table in front of him is a white coffee cup on a saucer and a laptop. The background shows a window with a metal grid pattern, and sunlight is streaming through it, creating a warm atmosphere.

**Use All of the  
Channels**

START



# See You Online!

## For More Resources

Visit:

[davidjpfisher.com/sessions/iii](http://davidjpfisher.com/sessions/iii)

Or

[LinkedIn.com/in/iamdfish](https://www.linkedin.com/in/iamdfish)

