



January 11-15, 2010

Professional Development January 11-12

Exhibits Open January 13-15

Championship Networking: LinkedIn Strategies For Growth

Dorothy Gilbert
Gilbert & Associates

CAS - 1.0 pts
Tuesday, January 12
7 - 8 am



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LinkedIn Reading List

Bob Burg

Endless Referrals

The Go Giver

Ivan Misner

The 29% Solution

Jan Vermeiren

How to Really Use LinkedIn

Ben McConnell

Creating Customer Evangelists

Summary of Concepts for LinkedIn Strategies for Growth

Know how to network, and then know the tools

Use LinkedIn as a tool in your greater marketing plan

Create a strong profile

Use groups to post, comment, share

Tie your LinkedIn activity to other online and offline activity

Remember to maintain attitudes of preparedness, giving, appreciation, and responsiveness

Four aspects of business development

- Relationship building
- Join or create a community and/or cause
- Share your knowledge
- Get answers

10 ways to do business in LinkedIn

1. Research People
2. Research Companies
3. Find and share news
4. Semi-CRM – self updating
5. Converse with peers
6. A channel to help others
7. Learn buyer's habits
8. Be introduced to a celebrity
9. Find a job or hire
10. Establish yourself as an expert

More Information from the Speaker

I appreciate your time and interest in attending my session on using LinkedIn. For follow up, please review my LinkedIn profile at [linkedin.com/in/dkgilbert](https://www.linkedin.com/in/dkgilbert)

Please do contact me with any questions or comments by email. My connection policy in LinkedIn is to connect to only people I know.

Thank you!

Dorothy