

Linked 

IN 10 MINUTES A DAY





**IS NOT FOR
EVERYONE**

IS IT POSSIBLE YOU MIGHT NOT BENEFIT FROM USING LINKEDIN?

- IF YOU WORK IN A RETAIL/B2C ENVIRONMENT AND URGENTLY NEED TO SPEND MORE TIME WITH YOUR CUSTOMERS
- IF YOU'RE PHENOMENALLY SUCCESSFUL
- IF YOU'RE NOT INTERESTED IN GROWING IN YOUR CAREER OR GROWING YOUR BUSINESS
- IF YOUR PRIMARY JOB IS HIRING NON-PROFESSIONAL/LOW WAGE EMPLOYEES

**WHO WOULD BENEFIT FROM
USING LINKEDIN?**

JUST ABOUT EVERYONE ELSE


3 REASONS WHY



IS WORTH YOUR TIME

1. IT'S ALL ABOUT RELATIONSHIPS



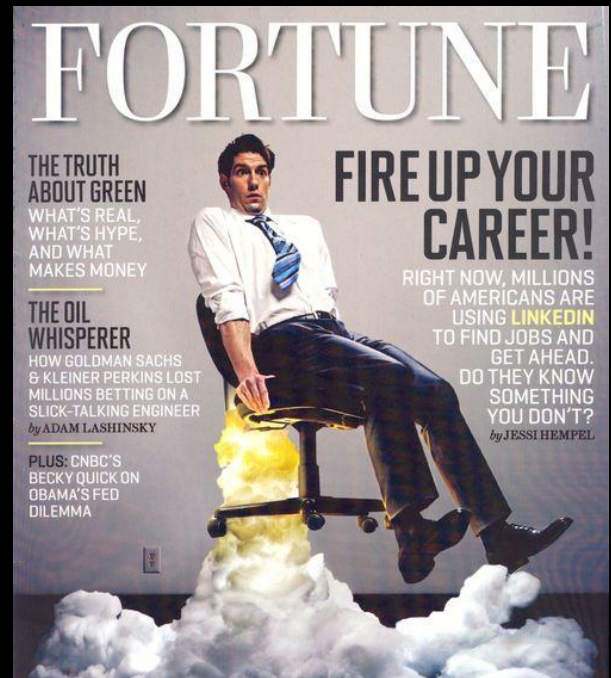
A man with dark, wavy hair and glasses is shown in profile, looking towards the right. He is wearing a dark, long-sleeved button-down shirt. The background is blurred, showing green foliage and a wooden door. A large black speech bubble is positioned to the right of the man, containing white text.

THE GOOD
RELATIONSHIPS
AND ALLIANCES
YOU CREATE DEFINE
YOUR MUTUAL
ABILITY TO BE
EFFECTIVE.

2. IT'S SERIOUS BUSINESS

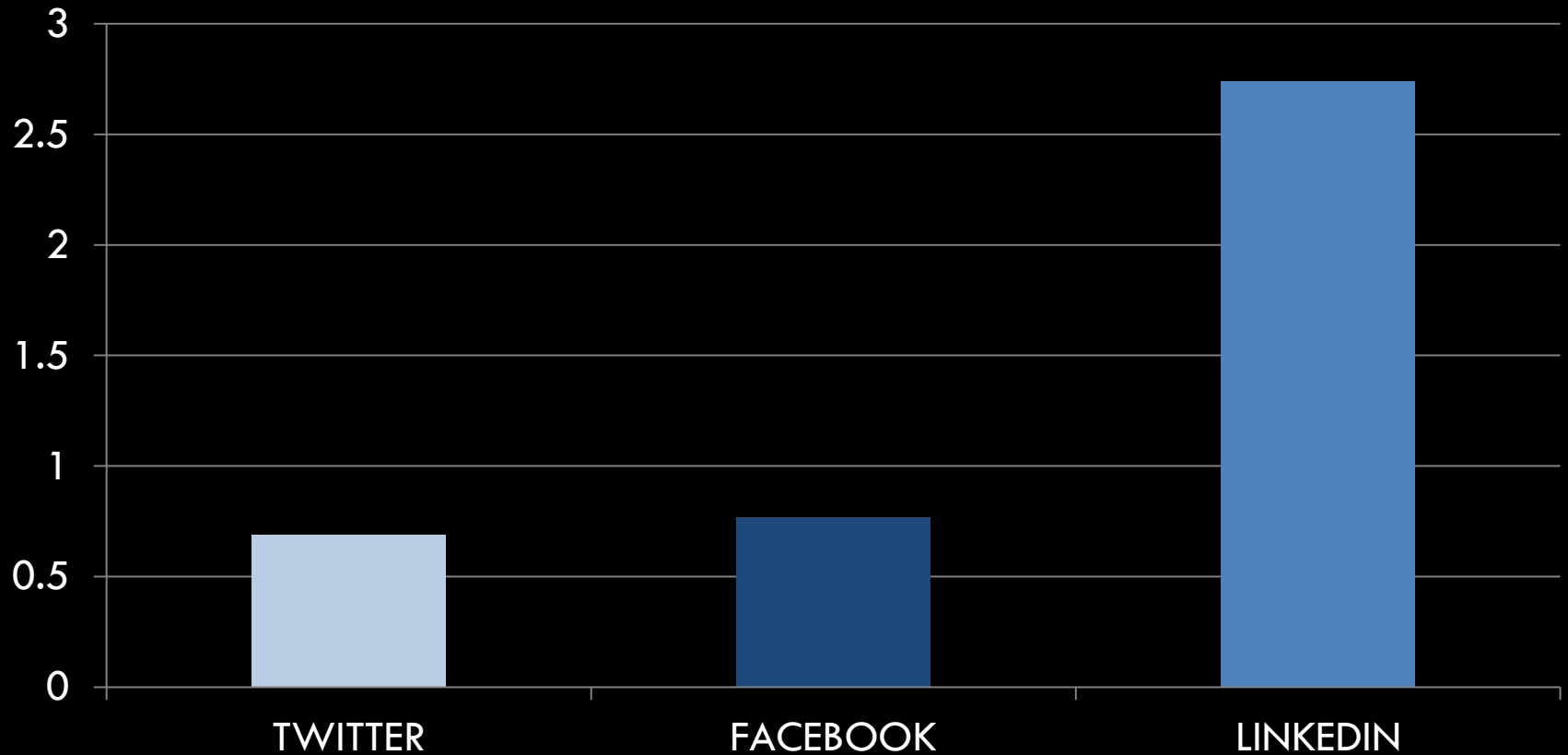


“[B]EING ON LINKEDIN PUTS YOU IN THE COMPANY OF PEOPLE WITH IMPRESSIVE CREDENTIALS: THE AVERAGE MEMBER IS A COLLEGE-EDUCATED 43-YEAR-OLD MAKING \$107,000. MORE THAN A QUARTER ARE SENIOR EXECUTIVES.”



LEAD GENERATION

VISIT-TO-CONVERSION RATE





3. YOU CAN BE
EFFECTIVE IN A
REASONABLE
AMOUNT OF
TIME



LINKEDIN IS NOT A SERVICE THAT ENABLES YOU TO PASS THE TIME; IT'S A SERVICE THAT ENABLES YOU TO SAVE TIME. AND THAT GOES BACK TO OUR MISSION, WHICH IS TO CONNECT THE WORLD'S PROFESSIONALS TO MAKE THEM MORE PRODUCTIVE AND SUCCESSFUL.

Linked 

**IN 10 MINUTES
A DAY**

1 MIN. EACH

1. WRITE A STATUS UPDATE—WHAT'S THE MOST INTERESTING THING YOU'RE WORKING ON/HAVE TO SHARE TODAY?
2. FIND ONE CONTACT'S STATUS UPDATE TO "LIKE" (SOMETHING THAT DOESN'T REQUIRE A COMMENT)
3. COMMENT ON ANOTHER CONTACT'S STATUS UPDATE
4. CLICK ON "WHO'S VIEWED MY PROFILE"; SEE WHO'S SEEKING YOU OUT

2 MIN. EACH

1. CHOOSE ONE DISCUSSION FROM ONE OF YOUR GROUPS AND COMMENT
2. SEND A MESSAGE TO A CONTACT YOU HAVEN'T SPOKEN TO IN A WHILE; SUGGEST A MEETING IF APPROPRIATE
3. REVIEW ONE PRIORITY CUSTOMER'S COMPANY PROFILE TO STAY UP-TO-DATE WITH THEM

LEARN MORE ABOUT

Linked 



The LinkedInstitute

Helping YOU leverage the power of LinkedIn

[Home](#)

[About Anthony Juliano](#)

[Contact me](#)

Get LinkedInstitute Updates Via Email

Join 1,391 other followers

My Upcoming LinkedIn Classes and Presentations

Sponsored Posts coming to LinkedIn



"Your Ad Here" by KarenLizzie on Flickr

The ever-observant [Ashley Motia](#) called my attention to this one during the crazybusiness that was last week:

[sponsored posts are coming to LinkedIn.](#)

Like they can with sponsored posts on Twitter and Facebook, companies will now have the chance to reach their LinkedIn followers with promotional messages. And as is also the case on Facebook and Twitter, these messages will get priority real estate in the user's feed in hopes that advertisers will get their money's worth.

Sponsored posts are not yet available to most brands on LinkedIn, but they will be soon. As you consider whether they're right for your company, ask yourself this: have you taken advantage of all the *free* opportunities available to you via your

LinkedIn Company Page? If so, then a sponsored post might be worthwhile. If not, your time and resources would likely be better spent building out your Company Page and getting traction organically.

And if you're wondering how you can get the most of out of LinkedIn Company Page, join me for ["Building a Standout LinkedIn Company Page"](#) on May 7 at Indiana Data Center.

QUESTIONS?

THANKS!



ANTHONYJ@ASHERAGENCY.COM

(260) 424.3373

LINKEDINSTITUTE.WORDPRESS.COM

ABOUT ANTHONY JULIANO



Anthony is an experienced LinkedIn trainer and strategy consultant. He developed and taught a LinkedIn class for IPFW, has presented about LinkedIn at national conferences, and has provided LinkedIn training for a wide variety of individuals and businesses. Anthony writes a monthly column about social media for *Greater Fort Wayne Business Weekly* and has written about LinkedIn for a variety of publications and blogs, including *Convince and Convert*, "the world's #1 content marketing resource," and his own blog, *The LinkedInstitute* (LinkedInstitute.WordPress.com). Anthony approaches his work with one simple goal: to help others understand today's changing communication environment.

PHOTO CREDITS:

2. [FLICKR/QUICK FIX/AUTOVAC](#)
7. [FLICKR/INTEL PRODUCT PLACEMENT/ELAINE](#)
8. [FLICKR/REID HOFFMAN/JOI](#)
9. [FLICKR/DAY 16 – THE TIE THAT BINDS/MENAGE A MOI](#)
12. [FLICKR/WATCH REFLECTIONS/~BOB~WEST~](#)
13. [FLICKR/ONE ON ONE WITH JEFF WEINER/THE DEMO CONFERENCE](#)