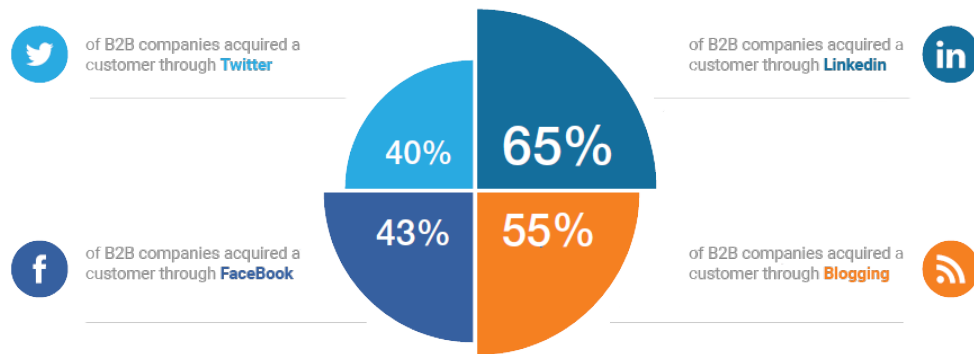


Why LinkedIn?



Source: Lyfe Marketing

7 Strategies to B.O.O.S.T.® Your Business Success Using LinkedIn:

1. Ensure Your Profile is 100% Complete

Your profile is **40x** more likely to be presented for opportunities when it's complete [source: LinkedIn].

2. Put Your Best Face Forward

Get objective feedback on the effectiveness of your photo >> www.photofeeler

3. Tweak Your Headline

In addition to incorporating keywords to support LinkedIn's SEO, add a value statement to your headline that will answer the question "why should I hire/do business with you?"

4. Tune Into the "Right" Station >> WIIFM

Share measurable ways you bring value to the marketplace. How do you help companies save/make money, create efficiency, solve problems, bring peace of mind, etc.

5. NEVER Send Generic Requests to Connect

Dramatically increase your acceptance rates by personalizing and sharing the context of your request.

6. Move Online Connections Offline

As you establish a new connection, schedule a call or meeting to explore ways to help one another.

7. Embrace the "New" Sales Playbook

Effective social selling incorporates a balance of education, engagement, and entertainment. Avoid continuous self-promotion/selling.

Visit www.BoostMyLinkedIn.com for **FREE** resources that will move your LinkedIn Profile from being one in a million to *top-ranked* out of millions!

LinkedIn Self-Assessment

Put your LinkedIn Profile to the test. Take this 10-question assessment:

	Yes	No/Not Sure
1. My LinkedIn Profile is A.L.I.V.E. ®		
2. I have 500+ connections and have had conversations with at least 80% (i.e., 400) of them to explore ways to help one another.		
3. 20 or more people have viewed my Profile in the last 2 days.		
4. I have given at least 15 Recommendations and received at least 10 Recommendations.		
5. I have adopted a connection strategy that dictates which invitations I will send and/or accept.		
6. I am a member of at least 10 Groups and contribute regularly to discussion threads.		
7. I use Boolean criteria to filter advanced searches to identify peers, prospects, and strategic partners to connect with.		
8. I have won at least 3 new clients/opportunities through LinkedIn in the last 3 months.		
9. I construct 2-4 Posts per week and author at least one Article monthly.		
10. My LinkedIn Social Selling Index (SSI) is at least 70.		
Tally (1 point for each “Yes”, 0 point for each “No/Not Sure”)		

Key:

90+ points – Congrats! You’re a LinkedIn Rock Star!

89-75 points – Great job! You’re on the right track.

74-60 points – Success is a marathon! Slow and steady wins the race.

59 or fewer points – Be encouraged! With a little help, the sky’s the limit on your LinkedIn potential.

Visit www.BoostMyLinkedIn.com for **FREE** resources that will move your LinkedIn Profile from being one in a million to *top-ranked* out of millions!