



Getting LinkedIn



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LinkedIn is a tool that can be used many different ways. If you have planned a meeting and you know who is going to be in attendance, find them on LinkedIn! Attendees will be impressed that you went out of your way to find them and they will be even more impressed if you take the time to get to know them virtually before you meet them “in real life.” It is also a great way to generate sales leads or follow up with a business pitch. Smart business men and women are always the most prepared. Here’s how to get started:

○ **Setting up a LinkedIn Profile**

1. Fill in the required fields on www.linkedin.com.

Join LinkedIn Today

First Name:

Last Name:

Email:

Password:
6 or more characters

Join Now *

Already on LinkedIn? [Sign in.](#)

Click ‘Join Now.’

2. Fill in the information below.

I am currently:

* **Country:**

* **ZIP Code:**
e.g. 94043 (Only your region will be public, not your ZIP code)

* **Company:**

* **Industry:**

* **Job Title:**

Create my profile

Click ‘Create my profile.’



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3. Check your e-mail and verify your account. Follow the link provided in the e-mail.

LinkedIn

[Click here](#) to confirm your email address.

If the above link does not work, you can paste the following address into your browser:

https://www.linkedin.com/e/csrfiAk0/-gkwdqu-gst3p7cw-66/cnf/gp-QMYDegei3mxhKir-bkWNerBW3iXC2i4-IVr/?hs=false&tok=0LoUGUL0P_PQU1

4. Sign in for the first time and voila, you're on the map!

○ Perfecting Your Profile—The “Must Haves” of a Great LinkedIn Profile

To begin editing your profile, hover over 'Profile' from the top menu bar and select 'Edit Profile.' It is from this page that you will build your “virtual business card.”

✓ *Profile Picture:*

This is going to be the first thing people notice about your profile. Keep your profile picture professional and simple and make sure it is a clear shot of your face.

✓ *Work History:*

This will show that you have had experience in the field in which you are working/builds credibility.

✓ *Education:*

Enter information regarding your education.

✓ *Connections:*

Before connecting with potential/current clients, connect with co-workers.

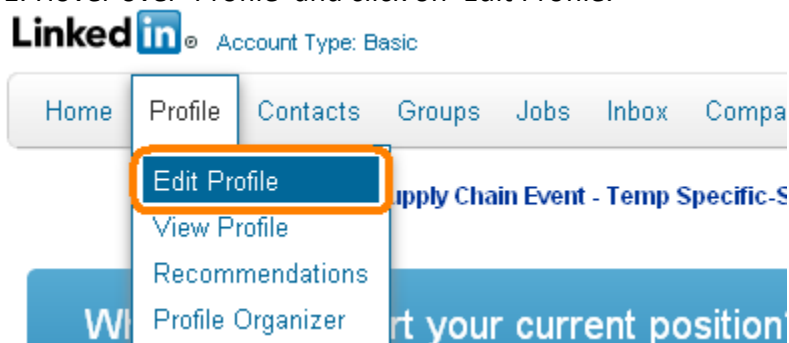
✓ *Recommendations:*

Don't be scared to ask for recommendations. These are going to help you give credibility. These can come from co-workers, clients, supervisors, etc.

✓ *Twitter and Blog:*

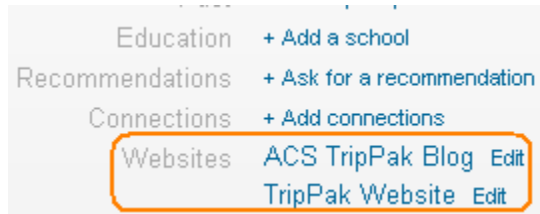
You can feed the TripPak website and blog into your profile:

1. Hover over 'Profile' and click on 'Edit Profile.'



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2. Click 'Edit' under the website field



3. Select 'Other' from the drop-menus. Type the name of the blog/website and the URL in the appropriate boxes. (**You can add the blog, Twitter and website)

Websites:	Other: <input type="text" value="Other"/>	<input type="text" value="ACS TripPak Blog"/>	<input type="text" value="http://blog.trippak.com"/>	Clear
	Other: <input type="text" value="Other"/>	<input type="text" value="TripPak Website"/>	<input type="text" value="http://trippak.com"/>	Clear
	Other: <input type="text" value="Other"/>	<input type="text" value="ACS TripPak Twitter"/>	<input type="text" value="www.twitter.com/acstrippak"/>	

****This can be done for ACS Advertising as well:

- ❖ Blog- <http://www.acsadvertisinginc.com/blog>
- ❖ Website- <http://www.acsadvertisinginc.com>
- ❖ Twitter- <http://www.twitter.com/acsadvertising>

○ **I have a profile—now what?**

✓ *Finding Connections*

- Find co-workers and class mates. (Past and present) Not only can you connect with them, but they may have connections that would be beneficial for you to connect with as well.
- Decide what your goals are and determine what people are in the best position to help you reach that goal.
- Think about The Kevin Bacon's Six Degrees of Separation. If you know the person that you need to talk to, there is a good chance that you know somebody, who knows somebody, who knows somebody that knows that person. Ask for an introduction. Introductions not only make the first interaction more comfortable for the prospect, but eliminate the need for a "cold-call" or in this case, a "cold-connect."
- Upload contacts from your e-mail.
- Join groups and conversations in line with your industry and goals.
- Used the Advanced People Search. This allows you to break your search down by industry, city and other keywords (for example: trucking, logistics, etc).



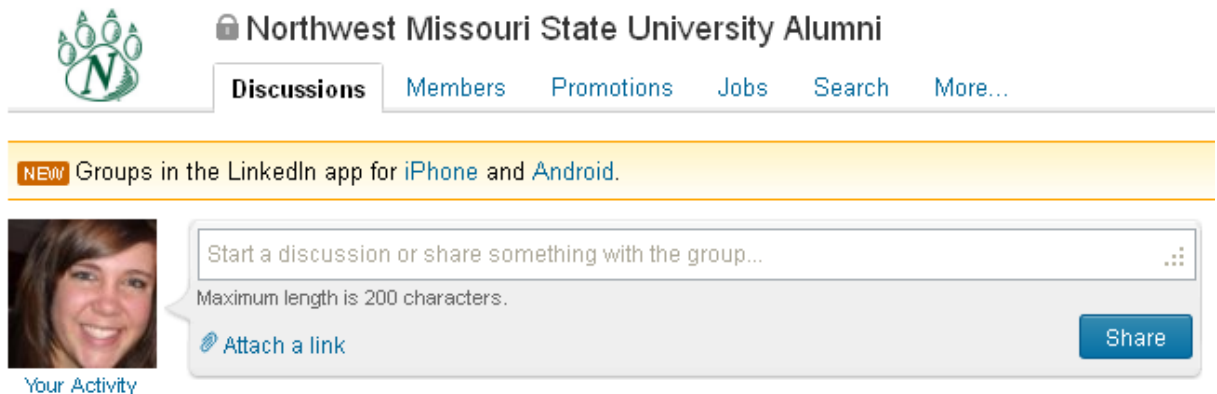
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✓ *Joining Groups*



- There are 3 ways to join a group. You can:
 1. Join the groups that LinkedIn has recommended for you by clicking on *Groups You May Like*. These are based on your education (such as alumni groups), your work history or groups similar to ones you have previously joined.
 2. Browse through the *Groups Directory* manually. This will give you a searchable list of all the groups on LinkedIn.
 3. *Create a Group*. If you can't find a group around the specific interest you are looking for, start your own.

✓ *Discussions*



- Once you have started joining groups, you will have access to discussions within these groups. You can participate in other's discussions by commenting or start your own.
- **How can I use this to generate sales leads?**
 - ✓ You can direct conversations in a way that is beneficial to you. Think about the "pain points" of your customers. Answer questions before they are even asked.
 - ✓ If you have a meeting, demonstration or sales pitch with a potential client, send them an invitation to connect and offer them support. Example: "It was great meeting with you today. I am looking forward to doing business with you. If you have any questions, feel free to send me a message! Thanks and have a great day!"
 - ✓ Make your content of value to your connections.

These easy to follow instructions should get you off to a good start. After perfecting your profile, you'll be ready to get LinkedIn!

Happy connecting!



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