LEVERAGING LinkedIn
FOR FUN AND PROFIT

The secrets to building powerful, productive, and profitable online relationships using LinkedIn
NETWORKING: NEW ECONOMY CORNERSTONE SUCCESS STRATEGY

The intentional process of creating & developing relationships from initial contact to ultimate outcome
Personal relationships are the fundamental unit of our society. Relationships are how we discover new ideas, understand our world and ultimately derive long-term happiness.

Mark Zuckerberg
Letter from Mark Zuckerberg, Facebook Inc. registration statement, 2012
LINKEDIN REALITIES

- Connections
- Engagement
- Advertising
ONLINE NETWORKING OBSTACLES

- Technology
- Communication
- Fear
BUILD A MORE POWERFUL PROFILE

- Value & target market
- Consistency & credibility
- 3 – 5 second window
Michael J. Hughes, Business Networking Guru

Helping business/sales professionals identify, access and leverage networks for optimal results.

Th NfR Consulting Group - building relationships that drive referrals, revenues and results.

Ottawa, Canada Area • 500+ &

Network Connections

Current

Summary

Message

See more

See connections (500+)

See more

McMaster MBA with Co-op
Earn while you learn. Apply now to start in September

Understand Modern Threats
THE RELATIONSHIP FACTOR

- Trust
- Value
- Contribution
- Context
Hi Susan. Thanks for reaching out. Honored to be part of your LI network. Really curious about why you chose to connect with me. Regards, Michael
BUILDING RELATIONSHIPS WITH LINKEDIN

- Clarity
- Courage
- Communication
- Commitment
- Collaboration

Networking for Results
The Power of Personal Contact
VALUE-ADDED RESOURCES

- LinkedIn executive summary
- FREE weekly email networking tip
Every person you meet has the potential to help you, to the extent she/he is willing and able.

Your mission is to stimulate their willingness as you discover their ability, relative to your situation.

Michael J. Hughes