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3 Way to Use LinkedIn™ to Build Your Profile & Profitability

Are you LinkedIn™ or Lost in Cyber Space? As a professional speaker or trainer, have you wondered how to make this new Social Networking technology work for you?

Here are 3 ways you can use the LinkedIn™ social networking platform to build your profile and profitability today!

1. Make as Many Connections as Possible

By adding connections, you increase the likelihood that people will see your profile when searching for someone to do business with. Business professionals would much rather work with people their friends and colleagues know and trust.

Make sure your profile is connect friendly. Fill it out like it's an executive bio, and include past companies, education, affiliations, etc. This will show potential clients your depth of experience and add to your credibility as an 'expert' in your field.

You can also include a link to your public profile as part of your business email signature. This gives potential clients the opportunity to browse your profile, learn more about you, and your expertise, and hopefully create a connection with you.

2. Strut Your Stuff Live

With LinkedIn's many applications there are ample opportunities for you to demonstrate your expertise to your contacts. The most valuable for an expert like yourself is the Question/Answer application.

I recommend you spend an hour a week answering questions related to your expertise. (You can also do this more specifically within Groups that are relevant to your expertise).

Every time you create activity within LinkedIn, they alert your contact list as to what you're up to in their daily/weekly news feed. So, your brilliant answers will be delivered right to your contacts email inbox. Now that's great PR!

Trying to decide what your next book, article or blog posting should be about? Use the Questions application to ask your contacts and group members - they are a great source for ideas and opinions!

3. Promote Your Products & Events

For all you authors, this is a real bonus. LinkedIn's Reading List by Amazon.com application offers you ways to promote your products to the masses without being intrusive or annoying. When on your LinkedIn home page, look to the left and you will see the Applications link, click it and you will find all of the applications they have including Reading List by Amazon.com.

If you have a product that is listed on Amazon.com you can add it to your reading list and then anytime your profile is viewed, your contacts will be reminded about your products and even given the opportunity to write a review.

Do you have a product that isn't yet listed on Amazon.com? Contact me today to get listed!

I've saved the best for last and it's called LinkedIn Events. This application allows you to create and promote your own events - including virtual ones! So, next time you're giving a public presentation, or broadcasting a webinar or teleseminar, add it to the LinkedIn Events and see how it increases the attendance.

Be sure to create a compelling description of your event, and be specific as to what type of business professional your event is geared toward. This will ensure that you get the right types of people signed up and that the information provides take-away value for everyone!

So don't get lost in Cyber Space, take control of your LinkedIn™ profile today and start turning your social networking outlets into money-making, profile-building machines!

Need help? Contact me today to see how my team of experts can help you make the most of these new technologies and stay ahead of the social networking curve - without being chained to your computer!

Check out the original version of this article with all of the links you need to get started at www.rachelcolic.com/resources.html