

How to Network on LinkedIn and Make the Most of Your Professional Relationships



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AGENDA

4 most important elements for an eye-catching LinkedIn Profile

4 practical methods on creating and maintain a network

4 practical tips on leveraging your network to land the RIGHT job

‘Informational Networking’

Client Tools

Q & A

YOUR CHALLENGES?

Getting Interviews

Fear of Networking

Discussing Your Value Prop

Relationship-Building Skills

Targeted Writing Skills





1) The 4 Most Important Elements for an Eye-Catching LinkedIn Profile

Promote Value and Impact inside...

1.Tag Card Image, Background Billboard

2.Headline & About Section

3.Build Connections & Recommendations

4.Activity: Posts & Engagements



2) *4 Practical Methods for Creating and Maintaining a Network*

- 1. Set Your Outreach/Posting Intention**
- 2. Reach out to Your Audience and Meet with them**
- 3. Getting Interviews & Finding Hidden Opportunities**
- 4. Build Your Brand Value: Posting & Content**



3) *4 Practical Tips on Leveraging Your Network to Get Interviews and Land the RIGHT Job*

1. Identify the RIGHT Relationships/Connections

2. Connect, Meet Attend Networking Events

3. Prepare Before Your Meeting: Research Challenges, Competition, Standout Solutions, Stories, Questions.

4. *“Who else can you introduce me to?”*



Strategize Conversations

1. Preparation toward the goal.
2. Strategize conversation to the outcome.
3. Present as an equal with confidence.
4. Ask for what you need (intro, referral)
5. Follow-up and Reciprocate
(first meeting vs. next)



“Informational Networking”

1. Communicate Intention with RIGHT Connections.
2. Create “templates” for a compelling reason to meet.
3. Actively Listen.
4. Prep & Research, 5 Open Ended Questions, Relateable Value Propositions + Skills.
5. *“Who else can you introduce me to?”*
6. *Follow-up, contribute.*



Influencing & Branding

1. Expertise/Value
2. Research/stories
3. Consistency/timing
4. Native Content vs. Links
5. Author's Comment



What to Post
Posting Formats
How and When to Post
Engagement
Comments
Repurposing Content

Penny Pearl

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Connect/Follow: Penny Pearl

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Career Tools

<https://2actify.com/tools-library/>



2Actify

- 1) CLIENT TOOLS: ACCESS TO "HOW TO" TOOLS: The link to all of the 2Actify CLIENT TOOLS will provide a selection of HOW TO guidance in short, 1page documents: <https://2actify.com/tools-library/>
- 2) VALUE PROPOSITION WORKSHEET: https://2actify.com/wp-content/uploads/2021/10/valuePropWorksheet_210303.pdf
- 3) REQUEST FOR RECOMMENDATION TEMPLATE LETTER: <https://2actify.com/wp-content/uploads/2021/10/How-to-Ask-for-a-Recommendation.pdf>

LinkedIn Profile Examples

RELATED TO SCIENCE:

PROTEIN ENGINEERING SCIENTIST: <https://www.linkedin.com/in/tracy-young1/>

COMPUTATIONAL PHYSICIST: <https://www.linkedin.com/in/daspemmaraju/>

PHARMACIST: <https://www.linkedin.com/in/sunilmsonawane/>

BUSINESS LEADERS:

TECHNOLOGY EXECUTIVE: <https://www.linkedin.com/in/dharmeshmistry/>

CIVIL ENGINEERING SALES EXECUTIVE: <https://www.linkedin.com/in/finnegan-mwape/>



Strategize Networking Conversations to Get Introductions & Referrals

In **networking conversations**, it's important to have a strategy that results in a win-win outcome for all parties. Most of the time, the other party *does not* have a strategy other than to engage, but in a strategic networking conversation, your plan is to have an outcome --- career introductions or referrals to decision-makers.

Although there can be many curves in a communication path, practice will allow you to get to the end-goal more naturally. Consider these steps to prepare for a Strategic Networking Conversations:

1. **Strategy:** First and foremost, communicate as a confident leader. If your connection is in a leadership position, the expectation for them is to benefit from the call with another leader with something to offer. *Therefore, be prepared to offer mutual value within your expertise.*

Your strategy will consider...

- How you envision the conversation.
- How much time you need to navigate a productive call and setting expectations: "Thanks for our 15 minute call today---we can learn a lot about our mutual projects". Since you initiated the call, manage the time and wind down so you can get to the outcome you've envisioned. If the interest is high, the call may be extended.
- What value can you add to the conversation and what do you expect from the other party and follow-up?

2. **Intention:** With the intention of a win-win where you and the other party build a mutually beneficial business relationship, it's critical to be prepared for giving, even before the conversation. Some examples are: an introduction or referral, an article that relates to a challenge, a story you can share that relates to their circumstance/applications and includes your value and impact, a conference they may be interested in, etc.
3. **Outcome/Results:** Know what you want as an outcome before the meeting because that's where you want to end up before you conclude. Since you're seeking introductions and referrals either at their company or to a professional within their network, be prepared to ask: ***"Who else in your network can you introduce me to?"***
4. **Preparation and Research:** Understand who you're speaking with before you meet. Research your connection, their company and challenges prior to a meeting using our [how to research tool](#).
5. **Your Value Proposition:** This is where you can relate to your connection based on the impact you've made in similar situations. When you deliver your value propositions, they will start thinking about how you can help them or someone in their network with your expertise. Communicating your value will stimulate conversation.

What have you done in the past that has improved service, retained customers, generated revenue and reduced costs will connect the dots on your value and how you can impact their



company or someone in their network. Learn more about communicating your value using the [value proposition worksheet](#).

6. **Active Listening Skills:** If you listen, you'll hear more than what is being stated. That means you may bring out challenges (from your research) and your solutions that the other party did not recognize and add even greater value to the conversation.
7. **Questions:** Based on your research (profiles, company, articles), make sure you have at least 5 open ended questions prepared such as open-ended and closed-ended questions.

- Open-ended questions cannot be answered with a "yes" or "no" and usually begin with: How, What, Where, such as: "What are the major challenges you're tackling for this project?"
- Closed-ended question will not get you far because you'll most likely get a "yes" or "no" response. As an example: "Are you having major challenges with this project?"

*You get more information with **open-ended questions** that you can use to steer the conversation to your desired outcome.*

Ask questions about their insights/expertise as this shows respect for the other person's specialties and encourages them to engage further. Once you begin offering your expertise, your connection will be inclined to reciprocate with introductions and referrals to decision-makers and hiring managers.

8. **Express Gratitude and Establish Actions:** Thank the person for their time and insights and what each of you has agreed to follow-up with.
9. **Close:** Ask for what you need...

"Who else in your network can you introduce me to?"

10. Follow up and stay in in touch --- consistently!

