

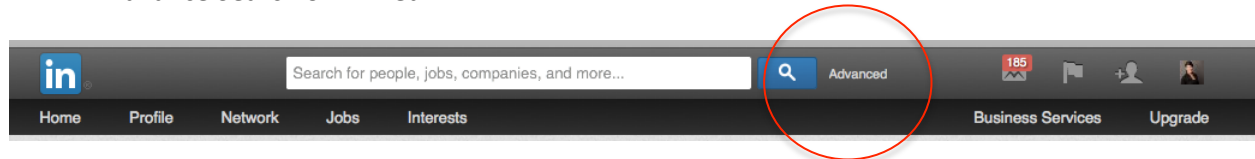
Day 14: Making Connections on LinkedIn

It is time to start connecting with your target market and building some really solid relationships with either potential clients or joint venture partners.

There are several different ways you can connect with people on LinkedIn so we are going to run through a couple of the main ones today:

Lets start with narrowing down on your target marketing through Advance connections:

- **Advance Search on LinkedIn:**



There are several different categories you can search to find you target market:

Keyword: So any keyword they have in their profile eg Marathon Runners

Name, Title, Company, School and Location.

So lets say for example you were a consulting business and needed to connect with CEO's or Managers of other businesses in your local area.

You can search anyone with the title of CEO or Manager and then narrow it down to 15km from your postcode. LinkedIn will then search and show your exact target audience and then you can connect with them.

- **Connecting with People:**

There are instances where you may not be able to directly connect with a person so you might need to get introduced by a common connection, send an inMail to introduce yourself (paid version of LinkedIn) or find something you have in common and use that as the vehicle to connect eg common group.

- **Connecting Strategy:**

Find a person you want to connect with and then search their profile to find out what LinkedIn groups they belong to.

Check out the groups and find one that is active, a lot of members and fits your target market and then ask to join the group.



If it is a closed group you will have to wait to be accepted. Once accepted this is your common ground, you can then say “you know the person” via that group. This also allows you to connect with other people in that group. A great strategy for getting connected with your target market.

Now it is your turn:

- 1: Write down a list of keywords of people you want to connect with
- 2: Use LinkedIn Advance search to connect with these people
- 3: Join groups where these people hang out
- 4: Connect with members of that group by sending out a personal message

1. [Download PDF document](#)

2. [Watch Video 1: Intro – Making Connections on LinkedIn](#)

3. [Watch Video 2: How to Make Connections on LinkedIn](#)

4. [Post on Facebook Business Page you have completed](#)

5. [Any questions on our Group Page](#)

[Link to Social Media Chix Facebook Page](#)