

PowerUp Your Network with LinkedIn

Angela Pitter, Founder & CEO LiveWire Collaborative

About Me

- Helping businesses to tap into digital marketing solutions that unleash their brand's full potential. That will ultimately, drive brand awareness and business growth
- **Services:** Digital Marketing Assessment, Strategy and Implementation; Event Speaker; Corporate Training; Executive Coaching; Social Footprint Analysis/Audit; Campaigns; Email Marketing; Video Marketing
- **Follow me**  @angelapitter
- Checkout - [#LinkedIn14DayChallenge](#)



How do you spend your time on LinkedIn?

75%

Building my LinkedIn network

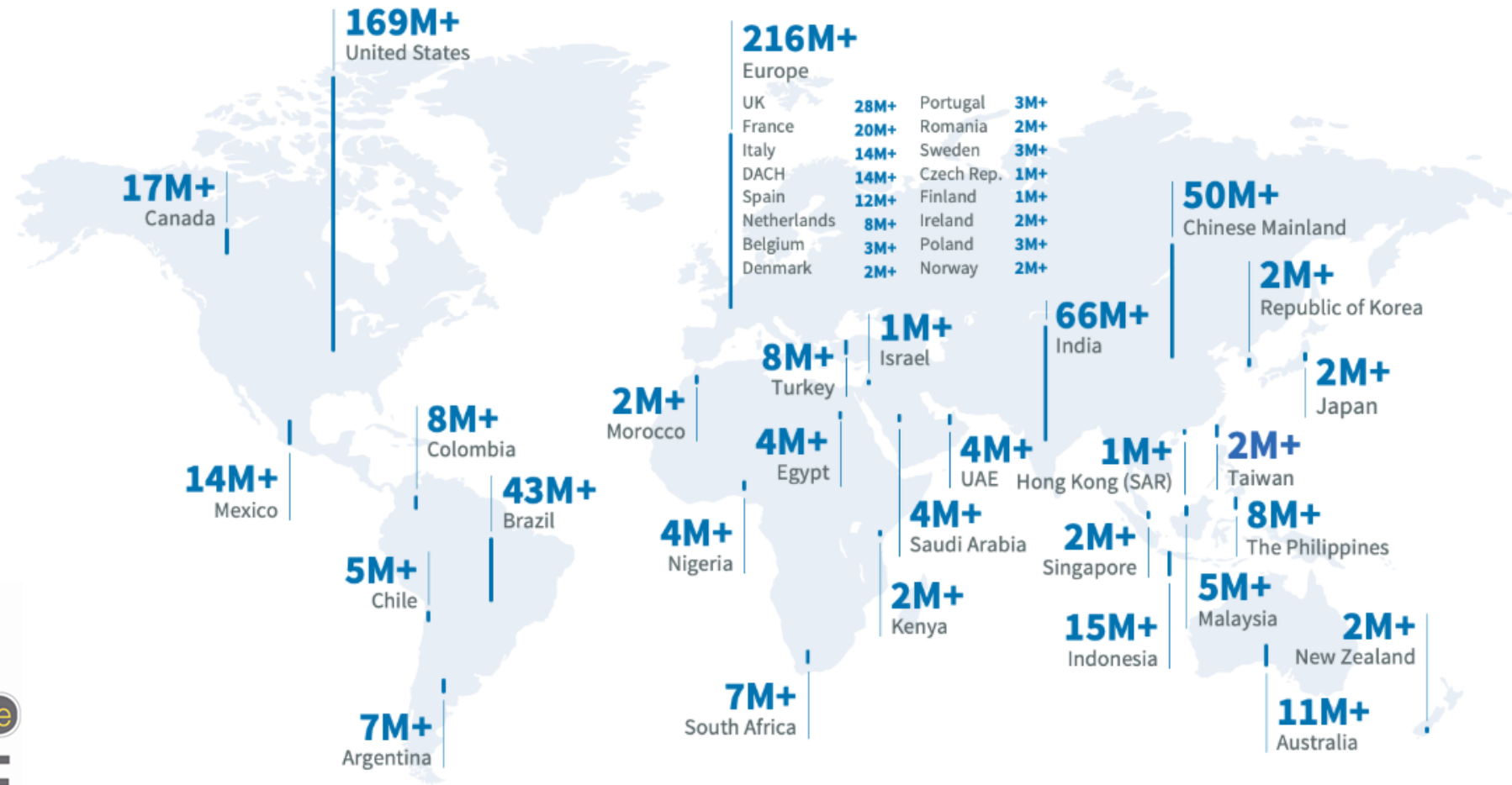


How Folks Spend their time on LinkedIn

3

LIVE
collaborative
WIRE

690 million members in 200 countries and regions worldwide



Today's Agenda - Discovery



TIP #1. Find Contacts



TIP #2. Expand Connections



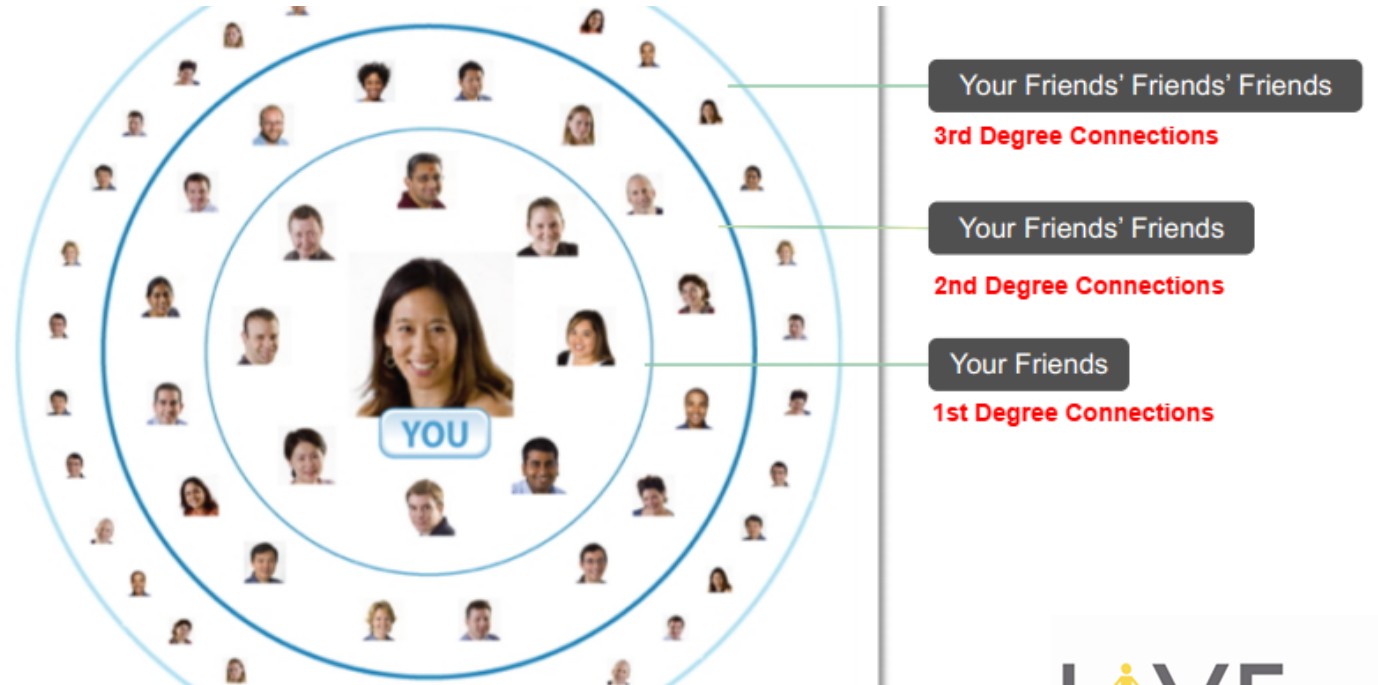
TIP #3. University Pages



FACT

70%

of jobs are found through networking



It's not about **WHAT**
you know


It's about **WHO** you
know


TIP #1: Find Contacts to help you Succeed!


- Colleagues (past and present)
- Business partners & clients
- Community leaders/Volunteers
- Mentors/Mentees
- Stakeholders/Influencers
- Networking Acquaintances
- Reconnect with fellow alumni via [University Pages](#)
- And Yes Friends & Family!




Manage my network

 Connections 2,935

 Teammates

 Contacts 8,653

 People



Q Search

 Groups 67

 Pages 59

 Hashtags 36

Promoted

...



\$500/hr Advisory Roles

Many companies are seeking paid Business Advisors. Are you interested?

[Learn more](#)



Hire by Project, Not Role

Work with top designers on a project basis. Hire only when you need them.

[Learn more](#)

Your contact import is ready
Connect with your contacts and never lose touch

[Continue](#)

[More options](#)



Grow Your Network - Sync Your Contacts



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Home



My Network



Jobs



Messaging



Notifications



Me



More

Syncing your contacts is the fastest way to grow your network

angelapitter@gmail.com

[Continue](#)

Or use one of these:



YAHOO!



Aol.










← **UPLOAD**

Find more connections like Richard, Greg and Jamila.



Manage my network

	Connections	2,935
	Teammates	
	Contacts	8,653
	People I Follow	77
	Groups	67
	Pages	59
	Hashtags	36

Promoted



\$500/hr Advisory Roles

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[Learn more](#)



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Connect with your contacts and never lose touch

[Continue](#)


[More options](#)




Adding Connections - Many Ways!


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[Home](#)

My Network

[Jobs](#)[Messaging](#)[Notifications](#)


Me

More

Connect with people you know on LinkedIn

We found 1,096 people you know on LinkedIn. Select the people you'd like to connect to.


☐ Select All (0)



Karen Carpenter

Trustee at Parker Foundation


☐




Maris Feinstein

Marketing and Client Relations


☐




☐



☐



☐



☐

A LinkedIn connection means you'll never lose touch

Invite your contacts onto LinkedIn to keep up with their careers.
If someone you invite doesn't respond right away, we'll send up to two reminders.

☐ Select All (0)

<input type="checkbox"/> Meghan Missett MeghanM@wsymca.org	<input type="checkbox"/> thomas taylor thomas.taylor@eleadmachines.com
<input type="checkbox"/> dlevy@deluxestationdiner.com	<input type="checkbox"/> donna.martin_skills@hp.com
<input type="checkbox"/> Jerel Ferguson jferguson.ufi@gmail.com	<input type="checkbox"/> Joy smithjoy1986@gmail.com
<input type="checkbox"/> Myrtise Kretsedemas myrtise@perspectiveshealthllc.com	<input type="checkbox"/> Karthik Reddy karthik@webmastersjury.me
<input type="checkbox"/> Jane Roderick NTAVP@newteach.org	<input type="checkbox"/> boston.membership@prospanica.org
<input type="checkbox"/> NNHS Design nnhs_design@newton.k12.ma.us	<input type="checkbox"/> 517409@bcc.hubspot.com
<input type="checkbox"/> 938242@bcc.hubspot.com	<input type="checkbox"/> Tara Milligan tmilligan@nnchamber.com
<input type="checkbox"/> Erika Navarro einavarro2127@gmail.com	<input type="checkbox"/> Donna Hernandez 8020fitnut.donnah@gmail.com
<input type="checkbox"/> Cynthia HP cynthiashp@gmail.com	<input type="checkbox"/> jenellejmarshall@gmail.co... jenellejmarshall@gmail.com

Individually select folks you know well

Step 1 of 2

Always skip Step 2 - only means email didn't match: LinkedIn now wants to send an invitation for people to join

Step 2 of 2

TIP #2:

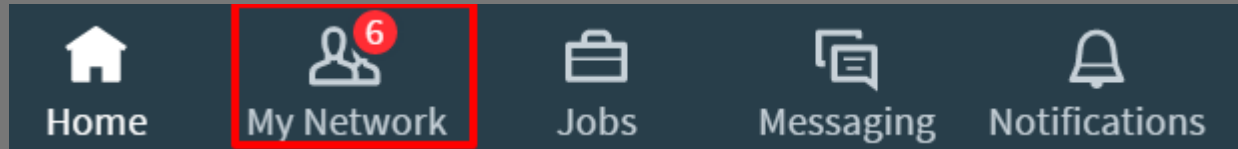
Expand Connections

Should I
connect with
people I
don't know?



Connecting with People you don't know - Triage Time!

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Anita Breen
Independent Business Analyst at Infiniti Designs
Boston University

Hi Angela, Thank you for the wonderful presentation today about

[Reply to Anita](#)

Barbara Leibo
Experienced Planner - Skilled Relationship Builder - Customer Service Specialist
Boston University

Good Afternoon Angela, Thank you for a great webinar today! I am a

[Reply to Barbara](#)

John Pagli
John Pagli Alternative Investments Business Development Expertise in Capital Raising and Strategic Development
2 mutual connections

[Message](#)

Fernando Moran Eserski
Community Manager at IVY
28 mutual connections

[Message](#)

**NO PERSONAL MESSAGE:
BUT YOU CAN STILL SEND THEM A "MESSAGE"
TO FURTHER EXPLORE IF YOU WANT TO CONNECT**

PROVIDED A PERSONAL MESSAGE WITH INVITE

John Pagli
John Pagli Alternative Investments Business Development Expertise in Capital Raising and Strategic Development
2 mutual connections

[Message](#)

Fernando Moran Eserski
Community Manager at IVY
28 mutual connections

[Message](#)

Ryan Kelly
Director of Marketing at TarDisk, LLC
18 mutual connections

Hi Angela, I noticed your class in ccae and wanted to reach out prior to

[Reply to Ryan](#)

**LOOK FOR PEOPLE
IN COMMON!**

View Recent Activity



Ashton George

National Sales Manager at Hedwin Division of Zacros America

6 mutual connections

[Message](#)



2nd

Ashton George

National Sales Manager at Hedwin Division of Zacros America

Hedwin Division of Zacros America • University of Maine

Greater Philadelphia Area • 500+ &

[InMail](#)

[Accept](#)

**PERFORM QUICK
PROFILE CHECK**

LDPE (low density polyethylene)
material of choice for many pop

***YOUR REPLY - NAME, Thank you
for your invitation request,
typically I only connect with
people I know, may I ask how you
found me and how you think we
may benefit from one another?***

6 mutual connections with Ashton George



Sales Trainer | Experienced Facilitator | Training Program
Development | Project Management | Insurance Professional



DT Morrison

Social Media Moderator at RapidBI



Ashton's Activity

REVIEW RECENT ACTIVITY

[Articles](#)

[Posts](#)

[All activity](#)



Ashton George likes this



Hedwin Division of Zacros America

2w

[+ Follow](#)

Meet the Customer Service Team <http://hubs.ly/H06JPYW0>



Meet the Customer Service Team
blog.hedwin.com

1 Like • 1 Comment



[Comment](#)



Ashton George likes this



Lynne M. Williams BS, MA, ABD ★

Go Giver @GreatCareersPHL | Career Transition & Jobseeker Support ► Resumes 📄...
2w

Three years ago today I received the Empowered Woman Award from the Chester County Womens Commission and my daughters were there to celebrate with me!


TIP #3:

University Pages

The Low Hanging Fruit



Welcome to University Pages



Boston University
Boston, MA · 215,057+ alumni · 325,001 followers

[Visit website](#)

✓ Following

Rob & 12 other connections work here
[See all 12,004 employees on LinkedIn](#)

Home

About

Insights PREMIUM

Jobs

Alumni

215,057 alumni

Search alumni by title, keyword or company

Start year End year

[Previous](#) [Next](#)

Where they live [+ Add](#)

184,235 | United States

80,916 | Greater Boston Area

33,377 | Greater New York City Area

Where they work [+ Add](#)

4,972 | Boston University

592 | IBM

424 | State Street

Sort by Location/ Company

384 alumni

Start year

1900

End year

Search alumni by title, keyword or company

State Street X

Greater Boston Area X

Clear all

Where they live

+ Add

410 | United States

384 | Greater Boston Area

7 | Greater New York City Area

3 | Canada

3 | Toronto, Canada Area

3 | China

3 | Kansas City, Missouri Area

3 | Greater Los Angeles Area

Where they work

4,084 | Boston University

523 | Massachusetts General Hospital

460 | Fidelity Investments

414 | Harvard University

408 | Brigham and Women's Hospital

395 | Boston Children's Hospital

384 | State Street

356 | Boston Medical Center (BMC)

Information Technology ×

State Street ×

Greater Boston Area ×

Clear all

What they do

93 | Finance



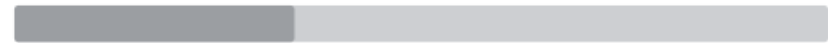
69 | Business Development



53 | Information Technology



32 | Operations



30 | Program and Project Management



What they studied

+ Add

8 | Computer Science



7 | Business Administration and Management, General



5 | Information Technology



5 | Economics



5 | Finance, General



20 alumni

Start year 1900 End year 2019

Search alumni by title, keyword or company

Project Management X Information Technology X State Street X Greater Boston Area X

Clear all

< Previous Next >

What they are skilled at + Add

20 | Project Management

20 | Software Development Life Cycle (SDLC)

19 | Business Analysis

How you are connected

11 | 3rd+

1 | 1st

1 | 2nd



Claritza N. Abreu 1st
Technology Evangelist ||
Community Leader || Publi...
'03 Computer Information S...

48 shared connections

Message



Ashok Ghosh
Delivery Lead, Vice President
at State Street
Entrepreneurship

1 shared connection

Connect



Iryna Nos
Analytical Administrator at
State Street
16 Business Administration ...

1 shared connection

Connect



Jose Rolando Esq... 3rd
Sr. Systems Engineer | SDLC |
Project Management |...
Engineering

Connect



Find Your Connections

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Networking Invitation

7 Best Ways to Customize
A “Connection Request”,
By J.T. O’Donnell

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You can **customize** this invitation

Include a personal message (optional):

Reasons to CONNECT:

- ☐ Do they live in my community?
- ☐ Do we belong to the same group(s)?
- ☐ Are they connected to someone I know?
- ☐ Do we or have we worked in the same industry?
- ☐ Do we share common hobbies, interests or causes?
- ☐ Have they read or spread my content?

 Invite **Bob** to connect on LinkedIn

How do you know Bob?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☒ Groups

Silicon Valley Sales Professionals
- ☐ Other
- ☐ I don't know Bob

Include a personal note: (optional)

It was good to meet you at the RSA Conference in San Francisco. Your company's growth is impressive.

My company helps growing businesses simplify their data and networking challenges. Let's connect on LinkedIn and stay in touch.


- Kurt Shaver|

- ProTip #1
 - Find Contacts - Sync Your Contacts
- ProTip #2
 - Expand Connections - Use Triage System
- ProTip #3
 - Reach out to Alumni via University Pages

• Bonus

- Connect with me on LinkedIn and receive a copy of my LinkedIn Checklist!

Recap



NAME:	First Name, Last Name (may include maiden names or credentials i.e. MBA, PMP) Changing How Your Name Appears on Your Profile
Photo:	You need to have a photo in order to get to ALL STAR status. A very nice close-up; remember (F3- Fill the Frame with your Face!) ☺ And remember, members with a profile photo receive 21x more views! Articles from LinkedIn on Profile Photo Analyze your LinkedIn Photo with Snapper LinkedIn Profile Photo Tips Introducing Photo Filters and Editing
Headline:	By customizing your headline, you can reach All-Star status which, according to LinkedIn, makes your profile 27 times more likely to appear in recruiter searches. Think of your Headline as something that gets you noticed and opens doors, or a value statement focused on the future, not the present. It's your opportunity to stand out from the crowd. Own it! Should include searchable keywords. Perhaps something like: Senior Analyst specializing in Consumer and Retail for mid to small companies. (only have 120 characters) In a nutshell there's 3 things your headline needs to accomplish: 1. Clearly identify your value proposition (Why you vs. the million others on LinkedIn?) 2. Who do you help? Tailor it to your audience, capture your prospects attention 3. Outcomes (I helped launched 7 - billion dollar companies, are you number 8?) Additional Resources: How to Write the Perfect LinkedIn Headline by Melonie Dodaro • How to Write a Professional LinkedIn Headline (With Examples) by Aja Frost • 39 LINKEDIN HEADLINE EXAMPLES by Tim Queen
ABOUT	Use your About (formerly "Summary") to tell your story highlighting your expertise, skills and value add; LinkedIn profiles with summaries get 10x more views. Your summary answers the following questions: 1. Who am I? 2. What is my value add? What do I bring to the table? 3. Why do business with me? How am I different from others? 4. Who's my typical clients (e.g. function, industry/vertical, size of company -# of employees and/or revenue).... Even location 5. Call to action! (e.g. Sign up for my upcoming conference, event, download my ebook, get your holiday makeover, call or email me) Write your summary in the first person ("I am") and watch the jargon. Here are the top ten most overused buzzwords. The best summaries include experience, skills, motivation and interests. Additionally, William Arruda, CEO of Reach Personal Branding, recommends focusing on the 6V's in your summary. Here's more tips on "What to say" and "How to say it" from LinkedIn. Reference Articles: 10 LinkedIn Profile Summaries That We Love by Kate Reilly 4 Stunningly Good LinkedIn Summaries by Andy Foote 7 Creative LinkedIn Summary Examples to Help You Craft Your Own by Aja Frost LinkedIn Summary Examples That Get Prospects Looking 5 Templates That'll Make Writing the Perfect LinkedIn Summary a Total Breeze by Aja Frost The 15 Best LinkedIn Profile Tips To Make Your Profile Pop by Vanessa Van Edwards How LinkedIn Helped Me Make a Name For Myself By Alexandra Watkins



www.linkedin.com/in/angelapitter/



@angelapitterspeaks



@angelapitter

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Thank You!

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