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"SUCCESS is where preparation & opportunity meet
- Bobby Unser



HOW TO
Approach Someone The Right Way On LinkedIn



With over 500 million members, LinkedIn is by far one of the most powerful ways to connect with like-minded business people from all over the world.

With over *80%* of B2B leads coming from the platform (compared to *13%* on Twitter and *7%* on Facebook) you'd be mad not to use it. However, there is a certain etiquette surrounding how you use LinkedIn in order to remain professional. Remember, this is still a B2B social media platform and should be treated that way.

Here are some Do's and Don'ts and some tips to help you connect better on LinkedIn...

Do This ...

- **Have a decent profile picture and cover photo**

  Before you start approaching prospects, you need to ensure you have your house in order when it comes to your own profile page.

  Lots of people don't give too much thought to this point, but it's so important. Your profile picture should be a decent headshot of yourself and not a selfie taken in a bar! You want to look professional.

  You should also consider making the most of the cover pic behind our photo. Don't just leave it as the 'map of the of stars' like most do, use a picture that sums up what you do.

- **Your research**

  There is nothing worse than being sent a request which is related to something you did in an old job. The person clearly hasn't bothered looking at your profile and therefore makes you not want to bother with them... don't make the same mistake!

- **Send a personalised connection request**

  It makes life so much easier when you know who wants to connect with you and why... so do the same with those you want to contact. Ensure you actually go into their profile to connect and then send a personalised message. You are much more likely to get a positive response.

- **Be genuine in your approach**

  Understand the needs of the person you are wanting to help and show them how you can genuinely help them. Put yourself in their shoes and think about what they need.

- **Get Social**

  Don't be afraid to join in the conversation. The more you engage on the platform, the more likely you are going to attract people that want to connect with you... which hopefully will be future customers.

Don't Do This ...

- **Try to sell straight away**

  There is nothing more off putting that getting a connection request and within five minutes you receive a message asking what your needs are. You need to put in some ground work first. Send a personal request, thank them for connecting with you and engage over shared LinkedIn groups before you even contemplate starting to sell at them.

- **Make it all about you**

  A valuable connection isn't someone who just talks about what they do. You can share useful content directly with your new contact around the issues they might be trying to solve. You can also do this on your public profile and tag them in. Useful content would be things like; reports, checklists, hacks, articles/blogs, case studies and e-books.

- **Be dull**

  LinkedIn has come a long way over the years and is no-longer seen as just a CV platform or somewhere you get headhunted for work. Don't be afraid to show some personality. People like to work with people they know and this will go a long way to earn trust in those that have connected with you.

- **Connect without a purpose**

  It looks desperate. How annoying is it when you have a request from someone that has absolutely no connection to what you do or where you live.

- **Spam**

  Don't get a bad rep as a spammer. It's not a good idea to download contacts from LinkedIn and then add them to your database to send a newsletter to. Do not post marketing messages or connection seeking messages as status updates. Not cool.

Examples of how to approach personally on LinkedIn

These three examples will give you a much better of chance of connecting with someone on LinkedIn rather than to send a random request. Taking a few extra minutes will make all the difference in how they respond.

Groups in Common Message

Hi <name>,

I have really enjoyed reading about what you do and understanding the role you have at xx. I can imagine that the role and nature of it keeps you very busy.

I can see that we have a few connections in common and I would love to hear how you know xx.

I also see you are a member of the xx group. How do you find the group? Has it been of value to you?

It would be great to connect and get to know more about you and understand what your key plans are for the next few months.

If there is anyone within my network that I can introduce you to, please also let me know.

I look forward to connecting and I hope that you will find the content and articles I share of interest and value.

Have a lovely morning/evening

James

Heavy Content Sharer Message

Hi <name>,

Thanks for sharing such great content and information on LinkedIn. I have really enjoyed reading your articles and learning from you.

I like you have a passion for xxxx and so I would love to connect with you and see how we could use our combined networks to help each other.

I would also love to find out more about the role you have and your company and understand the key plans and goals for you over the next 6-12 months.

I look forward to connecting with you.

Have a lovely morning/evening

James

Potential Prospect Message

Hi <name>,

I have enjoyed reading more details about you and the role you have at xxxxxx.

Congratulations on xx (find a recent achievement online to use here).

I appreciate you may have a lot of people who may want to connect with you but I really hope you have room for one more!

I provide a number of free different articles, guides and resources which I share on my LinkedIn page and I am always looking to learn from others and share great stories and materials they have. am working with a number of <insert occupation> like yourself across the country and I would love to use your experiences and knowledge to help others.

I hope we can connect in the coming days and hopefully meet in person in time.

Best wishes and have a great morning/evening.

James



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