

How to connect with **ANYONE** IN THE WORLD



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How to connect with ANYONE IN THE WORLD



Thank you for choosing this guide. These key points if implemented will enable you to connect and engage with anyone, anywhere.

LinkedIn is the professional online networking site of choice for over half the professional people in the world. There are over 360 million users worldwide with over 18 million in the UK alone!

If you are in a professional or commercial based role - you need to be on LinkedIn.

It is a powerful tool that if used effectively can triple the size of your network, allow you to connect and engage with potential clients or customers and increase visibility for your products/services and brand.

You may have heard about the 6 degrees of separation. This is where everyone is connected to everyone else through a maximum of six connections. For example, one of my colleagues has a client, who has a client that makes saddles. Some of the saddles they make are for Prince Charles and he is obviously connected to the Queen. So I am 5 connections away from the Queen! Now with LinkedIn, you are realistically only 3 connections away from any business contact you need to make.

**IT'S SO POWERFUL WE EVEN
BASED OUR NAME ON IT...**

3degrees
social



So how do you connect with your target clients on LinkedIn?

1. DOING THE GROUNDWORK:

First you have to do the groundwork. By that I mean you have to have a powerful personal profile. Why? Well the first thing I do when I get a connection request, or arrange to meet a new business contact, or arrange to an interview or be interviewed by someone, is I check them out on LinkedIn. If I did that to you what would I find? I've had some surprising experiences:

- **Blank profile pictures**
- **Holiday snaps for a profile picture**
- **Meaningless job titles and precious little else**
- **Lots of 'I' and 'me' but hardly anything on delivering successful outcomes**
- **Then the other extreme of twenty years of detailed role by role experience**

You name it, it's out there on LinkedIn. So do yourself a favour and brush up your profile.

Get the picture

Get a professional style head and shoulders picture of yourself on there.

Present yourself as you would if you were walking into a business meeting with a contact.



Do yourself justice!

You need a Powerful Personal Profile that is designed to do three key things:

1. **Allows people to find you when searching on LinkedIn**
2. **Delivers value to the reader**
3. **Gives credibility to your expertise and shows how you can help your contacts**

BIG TIP

Get my free guide

'The 9 Key Points to Creating a
POWERFUL PERSONAL PROFILE'

just go to <http://www.arra-li.co.uk/9points>



2. ABOUT YOUR CONNECTIONS

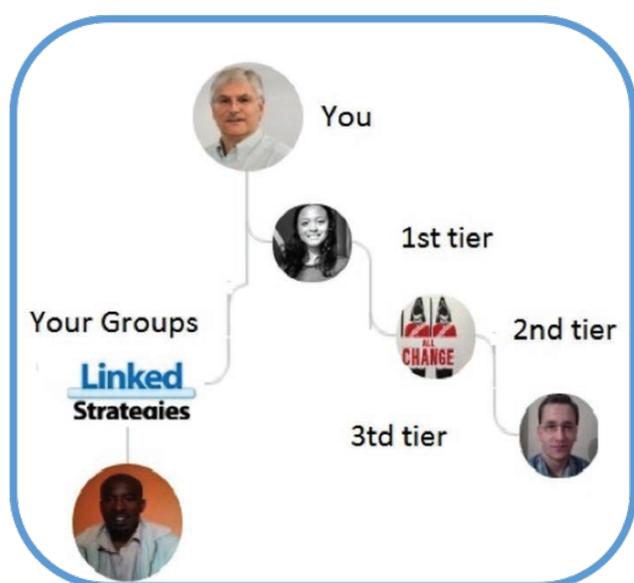
The people in your network are your connections. Your network comprises 1st tier, 2nd tier and 3rd tier connections plus all the members of the LinkedIn Groups you have joined.

1st Tier

These are the people who have accepted your invitation to connect, or whose invitation you have accepted. These are your direct, 1st degree, connections. You'll see a little 1st symbol by their name and you can send them direct messages at any time.

2nd Tier

These are the people connected to your 1st tier connections. You will see a 2nd symbol next to their names. You can send them an invitation to connect directly or send them a message using an InMail – more about InMails later.



3rd Tier

These are the people connected to your 2nd tier connections. You will see a 3rd symbol next to their names. Connecting and messaging 3rd tier connections is more complicated:

- If you can see their full first and surnames, you can send them an invitation to connect directly.
- If you can only see the first letter of their first and surnames, you can't send them an invitation to connect directly – you can only message them using an InMail.

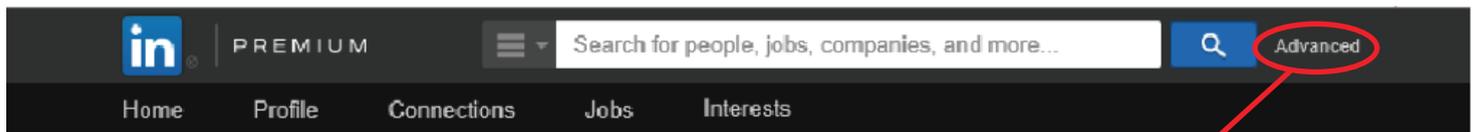
Fellow Group members

These people are part of your network because you're members of the same group. You'll see a Group icon next to their name in any search results and on their profile. You can message them direct on LinkedIn or through the Group.

Out of Network

All LinkedIn members who fall outside the categories listed above are considered to be 'Out of Network'. You can only contact them through an InMail.

3. HOW TO FIND CONNECTIONS:



LinkedIn has a powerful built-in search engine. Although you can search directly from any LinkedIn screen, clicking on 'Advanced' opens up a wealth of search options.

LinkedIn presents you with a range of advanced search criteria which you can see down the left hand side of the screen opposite:

- **Keywords**
- **First name**
- **Last name**
- **Title**
- **Company**
- **School**
- **Location**

Most are obvious but I want to focus on two criteria.

Location

Clicking on location gives you two options: Anywhere or Near. Clicking on Near then allows you to choose a country and a post code. Entering a post code allows you to choose a radius. How about that for location targeted searching!

Keywords

The keywords search is extremely powerful because it allows you to use Boolean search (true or false options) terms to ensure your search returns exactly what you are looking for.

For example, if you were searching for a head of sales and typed that in, it would return people with head and people with sales in their profile. However "head of sales" would only return people with head of sales in their profile.

You can also use operators to increase the effectiveness of your search. So "head of sales" OR "sales lead" would return results containing either job title.

Search on Google for "Boolean search" to find out just how powerful this can be.

More criteria

In the middle of the screen opposite you can see a further set of criteria. These relate to specific areas of the profile.

- Relationship enables you to narrow searches dependent on the level of connection you have with the person
- Location allows you to select multiple countries
- Current and Past Company allows you to search specific companies
- Industry allows you to specify which industries to search in
- School allows you to search for high schools or Universities
- Profile language – it can be hard connecting with people that don't read or write in a language you are conversant in
- Non-profit interests. LinkedIn have added a separate section to the profile on volunteering and geared towards that.

Paid for search capability

On the right hand side of the search screen are eight additional filters. These are typically aimed at recruiters and sales people and are only available if you upgrade to one of the paid subscriptions – more on that later.

Search limits

Search used to be free and unlimited. However, in 2015 as part of a revamp of the free vs paid services, LinkedIn introduced a limit on the number of searches a free user can perform each month. It's around 30. You will get a warning as you approach the limit.

The screenshot shows the LinkedIn search interface with the 'Advanced People Search' modal open. The search results show 1,729,604 results. The search criteria are: 1st Connections, 2nd Connections, and Group Members. The search filters are: Relationship (1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else), Location, Current Company, Industry, Past Company, School, Profile Language, Nonprofit Interests, Groups (The Project Manager Network - #1 Group f..., Ex- Standard Chartered Bank, 3degrees Social - Team, PMO, CivvyStreet), Years of Experience, Function, Seniority Level, Interested In, Company Size, Fortune, and When Joined. The search criteria are: 1st Connections, 2nd Connections, and Group Members. The search filters are: Relationship (1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else), Location, Current Company, Industry, Past Company, School, Profile Language, Nonprofit Interests, Groups (The Project Manager Network - #1 Group f..., Ex- Standard Chartered Bank, 3degrees Social - Team, PMO, CivvyStreet), Years of Experience, Function, Seniority Level, Interested In, Company Size, Fortune, and When Joined.



4. GROWING YOUR CONNECTIONS THROUGH GROUPS:

The quickest and simplest way to grow your network is to join a few LinkedIn Groups. Whilst fellow members of the Groups you join are not 1st tier connections you can message them direct for free.

Don't, however, join a Group and then start sending members sales messages. You'll get banned from the Group and could get your profile suspended. Instead, use the discussions in the Group to identify and engage with potential prospects.

Often you will see a discussion thread where you could provide a solution and contributors will often say they face the same problem. That's your opportunity to engage and explain how you have solved that problem for your clients. How easy a sell is that?

I post links and a brief synopsis of my blog posts to relevant LinkedIn Groups and have had many new connection requests and sign-ups to my blog as a result. These have often lead to business opportunities further down the line.

The key with Groups is to find the right ones. Industry or business

area Groups are great for industry news and discussion but unless you sell to other people in your industry they're not where your potential clients are.

If you sell to accountants, join accounting related Groups. If you are an accountant, join Groups where your target clients are. For example, you might specialise in accounting for building and construction. Join some of their Groups and offer some free tax or accounting tips and you'll soon have a string of connection requests.

There are thousands of Groups on LinkedIn covering every imaginable subject. You can join up to 50 of them. If you can't find the right one, start your own. It's simple and easy but does require some effort in terms of attracting new members and then moderating the Group. Get it right though and you have a pool of your target clients.



5. MAKING THE CONNECTION:

I had one connection message from someone I had followed on Twitter that said something along the lines of “I build and manage for you powerful sales teams! What’s your email, I’ll send a proposal!”. Would you walk into a networking meeting and make that the first thing you say to someone? Of course not, so why do it online. But I see people do this time after time with their first message to me on LinkedIn.

You need to build a rapport and demonstrate value to your connections. If you identify someone you want to connect with and potentially do business with, you need to find some common ground to start a relationship on. Maybe you are both members of a LinkedIn Group or you have both commented on someone’s post. Maybe you have a shared interest. Find a reason to make a connection, but never, never sell.

NOT EVEN A HINT OF IT.

Don’t think of or use LinkedIn in isolation. I have linkages between my blog, LinkedIn, Twitter and Facebook. All are designed to increase engagement and attract my ideal prospects on to my list.

Connection strategy

Like all things in business, if you behave randomly, you’ll get random results. You need a connection strategy.

Create valuable and useful content to share. Identify ideal prospects to share it with, then share and engage.



Many of my connections originate from conversations or engagement on twitter or Facebook. If someone follows you on Twitter, see if you can find them on LinkedIn. If you do, hey presto, you have a reason to connect:

Hi Fred, we recently followed each other on Twitter and I thought it would be great to extend the connection to LinkedIn. Regards, Allen

I haven’t had a rejection yet.



6. DO I NEED A PREMIUM ACCOUNT:



It depends on your objectives in using LinkedIn, the frequency you are prepared to check what is happening, the number and frequency of the searches you want to run etc. etc.

The benefits of a paid account

There are three core benefits:

- In my view the biggest benefit is the ability to see everyone that has viewed your profile in the last 90 days. Free accounts only see the last 5 people. If, like me, you get a lot of profile views you need to check in pretty often to make sure you don't miss anyone.
- More searches and search filters. The higher the level of account the more you get.
- Monthly InMails quota. More on these in a moment.

For recruiters and sales people there are added benefits particular to your roles but I haven't seen anything I can't do with a Business premium account that I wouldn't want to do elsewhere anyway. I want my core data in a system I own and control access to, not one where my rights can be suspended at someone else's discretion.

7. USING InMails



InMails are LinkedIn's own special messages. You can use an ordinary message to contact all your 1st tier connections and Group members directly. For 2nd tier and some 3rd tier connections you can send them connection invitations and if they accept, you can then send them messages.

However, to contact anyone else, or to message a 2nd or 3rd tier connection without connecting first, the only way is to send a special message called an InMail. InMails are special because they are sent through LinkedIn thereby avoiding spam filters and they are guaranteed. Also, if you don't get a reply within 1 week, the InMail is credited back to your account.

Premium account holders get a certain number of InMails per month depending on their level of subscription.

In reality, I rarely use InMails, preferring to connect and engage instead. I do get a regular stream of e-mails from people looking to sell to me. Not the best approach in my opinion.

8. IT DOESN'T END WITH CONNECTING:

Once connected, keep the conversation going – after all, LinkedIn is still a social network – so be sociable. Share comments, or articles you think that your connections may find useful or interesting. If you have some material you can give them that would be helpful to them then do that too (like my 9 Points guide). Keep developing the relationship and gradually you can move towards your objective, whether that's a more sales oriented conversation or maybe seeking a new job.

Yes it takes time, but people like to do business with people they at least think or feel they know and trust. The stranger shouting “buy this” or “employ me for this” won't get a look in – no matter how good it is.

THANK YOU

Thank you for reading this guide. If you create a powerful personal profile then follow the steps I have outlined inside you really can connect with anyone in the world.

Discover a whole new world of networking without even leaving your desk. Better still, connect and engage on the move with your tablet or smartphone but remember to beware of automatic connection messages – they are a no-no.

Good luck and be sure to let me know how you get on by connecting with me at:

uk.linkedin.com/in/allenruddock



