



Ways to Use LinkedIn Strategically to Create

"Know, Like, Trust"



LinkedIn is the ideal place to help people understand who you are, build rapport, and set the stage for a trusted relationship.

Here are 5 steps to get started...



Engage with Your Network



Be present and visible on LinkedIn

Reach out:

Check in with 5 LinkedIn connections.

Serve:

Share your **expertise**. Provide advice, tools and resources, interpret current events.



Show Likeability

Be authentic, share your personality



On your Profile:

- Use a smiling headshot
- Share your "Why" in About section
- Tell a personal story and be a little quirky

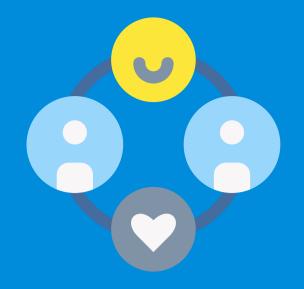
In your Activity:

Be kind, encouraging, optimistic, and helpful



Build Trust

Make your integrity visible



Show competence with:

Your track record, education, certifications & awards, and by using industry-specific language

Show character through:

Volunteer work, kindness, and giving credit to your team



Share Your Point of View

Be generous with your advice

Blog post or video:

Answer questions, provide advice, share insights

Status updates:

Tell **stories**, add your opinion, interpret events



Want help?

Schedule a call today www.proresource.com