



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