

Using LinkedIn to Build and Maintain a Vibrant Consulting Network

Presented by Jeff Gotro, Ph.D



Abstract

With the rapid emergence of social media tools, where do you start? There is Face book, Twitter, LinkedIn, blogs, Digg, and many more appearing each day. How do you know which tools to use? So what is a good place to start for consultants and professionals?

Consulting is a relationship business. The quality of our network is a key part of our success. So how do you build a quality network and become visible? Traditional networking is one proven avenue. Personal interactions are still the key to building a referral base. But how can you be more efficient and use tools that are already available? LinkedIn is a powerful tool to build, maintain, and showcase your expertise.

The presentation describes how consultants can use LinkedIn effectively to stay in touch, build new relationships, find other experts, and become recognized as an authority in your field.

Topics covered are:

- The basics of building an effective profile
- How to invite colleagues into your network
- Meet other potential contacts using Introductions
- Effective use of groups
- Highlight how answers can help you showcase your expertise
- How to incorporate a blog and presentations into your LinkedIn profile.

Contact Jeff to discuss how he can help increase the impact of your next event by developing a tailored presentation to captivate your audience.

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