

LinkedIn Masterclass

Three things you could be doing right now on LinkedIn

For those of you who were at the Superstat showcase, you will have seen LinkedIn expert Sam Rathling live. I was privileged enough to go on her three day masterclass before lock down, and it was what I can only describe as life changing.

You can prospect on LinkedIn. You can hunt down the right contacts on your target list. You can win business. But it won't happen overnight. Now is the ideal time to be getting your ducks in a row so you are ready to hit the ground running.

This assumes that you already have a basic understanding of LinkedIn and that you want to do more business using the platform. There is plenty more to share in the coming weeks, but this covers your profile, making connections and getting active.

Please share this with your team if you want to.

SOME GENERAL RULES

Never use LinkedIn to sell. The platform is there to connect, share information, add value and to build relationships. Selling only happens once a relationship has been built.

Don't expect an instant response, a connection every time or a comment on every post - it is a drip feed approach and it takes perseverance to get good at it.

If you focus on **giving** (information, advice, gratitude) rather than **taking** (what can I sell to this person) you will get better results.

WHAT IS YOUR SSI SCORE?

LinkedIn gives every user a score out of 100. It is a measure of how you are performing on LinkedIn, and how credible you are on the platform. The higher your score the more credibility you have and your posts will actually get 'ranked' higher than others with a lower score.

If you are sad like me, it is good to watch your SSI score increase as you build your activity.

If you want to know what yours is just google '**ssi score linked in**' and click to get your score.

A large, stylized, light pink letter 'S' that serves as a background graphic for the bottom right section of the page.

**See overleaf for how to improve
your linkedin experience**