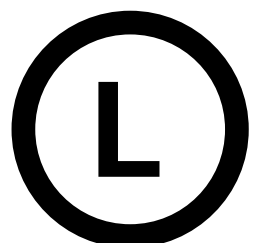


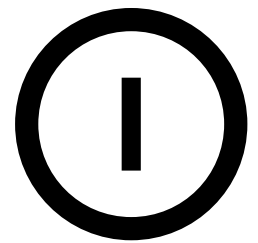
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## How To Make LinkedIn Work For You .....

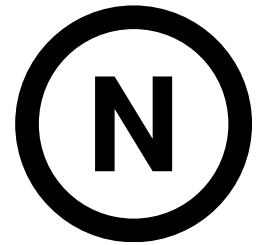
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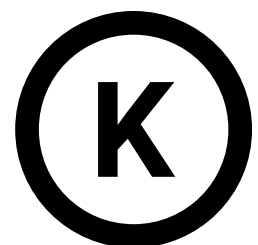
**Listen** to the language that your ideal clients use to describe their challenges and problems. This is the language you need to use in your profile and the messages you send.



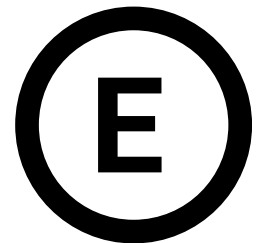
**Invest** time to complete your profile. A fully completed and optimized profile will set you apart from your competitors.



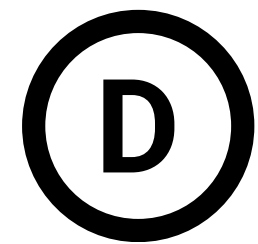
**Needs.** Your profile, especially your headline and summery section, must speak to the needs of your ideal client. Make sure it's client focused.



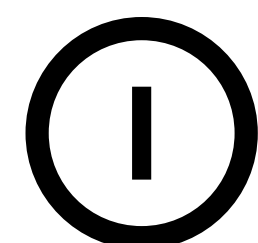
**Keywords.** Ensure you have used your keywords throughout your profile to make sure you're at the top of the LinkedIn search results.



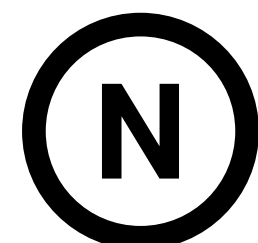
**Enhance** your profile. Use visuals.



**Develop** your LinkedIn lead generation campaign by creating daily checklists and relationship building messages.



**Initiate.** Don't be scared to initiate new relationships and conversation. Personalize all your messages, replies and connection requests.



**Nurture.** Take time to nurture your relationships by creating a series of value-based messages.

