7 Ways to Network Smarter on LinkedIn
LinkedIn has changed professional networking forever.
It is a **virtual, global, professional networking event** that is going on **24/7**.
It accelerates and scales the relationship-building process like never before.
Your goal with LinkedIn networking is simple.
Your goal with LinkedIn networking is simple.

NETWORK SMARTER: Help the members of your network get what they need and want.
Your role is to go into LinkedIn and search for opportunities to guide and serve your network members.
What do they need?
What do they want?
Who do they need to know?
What will make them look good to their networks?
Use these **7 strategies** to start **networking smarter**!
(and stop working so hard to promote your business!)
Get Them in Your 1st-Degree Network
Higher-quality networking is more achievable with your 1st-degree network.
When you invite a new person into your 1st-degree network, you gain more information about them.
The more you know, the easier it is to connect them with the right people and opportunities.
Engage in **one-to-one dialogue** with 1st-degree connections through LinkedIn messaging.
Be a Giver on LinkedIn
Rule of Reciprocity

When you genuinely **give to others** to help them solve a problem, improve, get smarter, or expand their network on LinkedIn, **it will come back to you**.
There is a catch:
You must be **genuine** and **authentic** in your giving.
You must sincerely **feel** it and **mean** it. You also must **expect** nothing in return.
As a **giver**, you will spend your time on activities such as promoting, acknowledging, thanking, endorsing, congratulating, sharing, asking, conversing, introducing, referring, and connecting others.
Leverage the 80/20 Pareto Principle
20% of your Actions Time Network will produce 80% of your RESULTS
Focus on the **right people** (Most Valuable Connections) with the **right actions**.
By using the 80/20 rule, you will narrow your networking focus.
This will save you time, effort, and energy, and help you achieve your desired results more quickly.
Gather Intelligence About Your Network
The power of your network is only as strong as your knowledge about the people within your network.
Find **common connection points** for **starting conversations**, nurturing **relationships**, and **serving the people** you are connected to.
You also have to showcase the things you care about and enjoy on social networks, including LinkedIn.
Share as much **information** about yourself as you are **comfortable** with.
Engage in "Five-Minute" LinkedIn Favors
Quick but meaningful actions can increase your influence with others.
Help your network members with **small favors**, in **small increments of time**.
Small digital favors for others can differentiate you and position you as a valuable resource to your network.
Connect people

Share a valuable resource

Provide feedback or assistance

Post an answer or recommendation
Notice (and Act) on the Little Things
LinkedIn makes it easy for you to stay updated on some of the little things happening with your network.
Small gestures of acknowledgement give you the opportunity to stay top of mind with your connections.
LinkedIn Updates e-mail

Receive a customized daily e-mail about birthdays, work anniversaries, job changes, or “in the news” appearances.
LinkedIn Connected app

Send short, personalized messages to your connections
Develop Strategic Partnerships
A strategic partner is someone who is already in front of your target market providing a noncompeting service.
Promote
Introduce
Endorse
Recommend

Your Partner
To open up strategic partnering opportunities, clearly **communicate** on your LinkedIn profile exactly **what you do** and **whom you help**.
Want to learn Advanced Strategies to Network Smarter on LinkedIn?
DOWNLOAD your FREE TIP SHEET:
9 Quick Tips to Boost Your LinkedIn Influence

Download Your FREE Tip Sheet!
DOWNLOAD your FREE TIP SHEET:

9 Quick Tips to Boost Your LinkedIn Influence

Download Your FREE Tip Sheet!

Click now!