

Strategic Connection Building on LinkedIn

Objective:

Expand your network with targeted connections that align with your goals, including potential leads, industry influencers, and decision-makers.

Step 1: Identifying the Ideal Connection

- **Who Should Be in Your Network?**
 - **Potential Leads:** People who are likely to benefit from your services or products. Identify industries, job roles, or companies that align with your offerings.
 - **Industry Influencers:** Connect with thought leaders, experts, or individuals who have a strong following in your industry. They can amplify your reach.
 - **Decision-Makers:** Target professionals in leadership roles (e.g., CEOs, Directors) within the industries you serve. These are the individuals who can influence buying decisions.
 - **Ask Yourself:**
 - What roles do my ideal clients or partners hold?
 - Which industries are most relevant to my business?
 - Who can introduce me to opportunities or boost my credibility?
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Step 2: Techniques to Find and Connect with the Right People

- **Use LinkedIn's Search Filters:**
 - Narrow your search by location, industry, job title, and company size.
 - Example: Search for "Marketing Directors in Technology" within your region.
- **Leverage LinkedIn Groups:**
 - Join industry-specific groups and engage in discussions to identify potential connections.
 - Once you've interacted in these groups, send connection requests mentioning your shared interest.

- **Check "People Also Viewed" Section:**
 - When viewing profiles of leads or decision-makers, LinkedIn often suggests similar profiles in the "People Also Viewed" section.
 - Use this to find and connect with other relevant professionals.
 - **Follow Influencers First:**
 - Engage with influencers' posts through thoughtful comments or shares before sending a connection request. This will help build familiarity and increase the likelihood of acceptance.
 - **Look at Your Current Network:**
 - Analyze your current connections for potential introductions or shared contacts with decision-makers.
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Step 3: Balancing Quality and Quantity in Connection Requests

- **Focus on Quality:**
 - Don't send generic requests. Personalize each message to explain why you want to connect.
 - Example: "Hi [Name], I noticed we share an interest in [specific topic], and I'd love to connect to learn more about your perspective on [relevant industry challenge]."
 - **Quantity Without Sacrificing Quality:**
 - Aim to send out 10-15 personalized connection requests per day to ensure you maintain authenticity while building your network.
 - Avoid sending requests to unrelated or irrelevant profiles, as this diminishes the value of your network.
 - **Check Engagement Levels:**
 - Review profiles and see how active potential connections are. Connecting with active users increases your chances of building a meaningful relationship.
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Step 4: Assignment – Send Out 40-50 Targeted Connection Requests

- **Prepare:**
 - Review your list of ideal connection types (leads, influencers, decision-makers).
 - Set aside time each day to send 10-15 personalized requests.
- **Track Progress:**
 - Use a simple spreadsheet or LinkedIn's "My Network" feature to track who you've sent requests to and who has accepted.
- **Sample Connection Message:**
 - "Hi [Name], I came across your profile through our shared interest in [industry/topic]. I'd love to connect and explore how we can exchange ideas around [common goal or challenge]. Looking forward to hearing from you."

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- **Training Resources:**
 - **Ideal Connection Persona Worksheet:**
A worksheet to help clients define their ideal connection types (e.g., potential clients, industry influencers, thought leaders, complementary service providers). [Download Now!](#)
 - **Follow-up Message Scripts:**
Scripts for sending follow-up messages after a connection is accepted. Include scripts for introducing yourself, sharing a valuable resource, or starting a conversation based on the connection's profile. [Download Now!](#)