**EXERCISE 3B -Expand Your Network Using LinkedIn**

**Instructions:**

**This Exercise will help you literally connect to millions within the next week!** Make sure to go through each of the steps and get ‘something’ up first, to optimize your potential reach. Don’t let perfect get in the way of better – you can go back later and fix/tweak until you’re satisfied.

Joining LinkedIn Groups will magnify your visibility, right away. Building relationships takes a little longer, so make connecting a daily priority.

Check off the boxes when done! ☺

**Step 1: Finish Building your Profile – Build Credibility**

In the boxes below, list 10 former coworkers or supervisors you trust to give you an endorsement or recommendation.

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Next, send a personalized note to each of these connections and ask them to 1) write a recommendation for you; 2) explain what you’d like to have them highlight; and 3) thank them for their time and to follow up with any questions.

**Step 2: Join 100 Groups**

* Join 30 groups at a time (This includes 20 “pending” groups.) Start with the LARGEST Groups related to your target job title.
* Join 100 groups (the maximum) in the next 2 weeks.
* Interact with every Group at least 1x per week. (This can be a simple post about industry news, or a response to another’s post.)
* Send connection requests to Group members with interesting backgrounds and interesting posts.
* Send a Networking Group Form Letter to selected members of your Group to “ask for help.”

**Step 3: Connect, Connect, Connect**

Find 10-15 people to connect with each day. Include a brief note with each request to establish credibility and start building a relationship! This should be a *daily* practice.

* Previous co-workers and supervisors, those who respect you.
* Others you ‘know’ at your past employer, but maybe didn’t work directly with daily.
* Those who share skillsets or have similar job titles to the one you want.
* Those who are at target companies where you want to connect or to work.
* Send connection requests to EVERYONE with whom you speak.

**Step 4: Build Credibility on your Feed**

* Post at least 1 interesting article or original blog post per week. (This can be a link to an article on science, industry news, finance, anything!)
* Like and comment on others’ posts, as this boosts your network. Then follow-up to connect to the author.

**Step 5: Give Some “Love”**

* Send recommendations to others you already know. (They’re likely to reciprocate.)
* Send endorsement ‘likes’ to others’ profiles. Then follow-up to connect to the author.

**Congratulations! You’ve completed Exercise 3B**

**It’s time to watch Video 4A: *Create Networking Target Lists***