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WITH ADAM CONNORS

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Guide to Connecting on LinkedIn



LinkedIn is a powerful online networking tool for connecting and reconnecting with people who play a big part in your network. Use it to keep in contact with those you know professionally including colleagues, alumni, and business associates.

Inviting new people to add to your network on LinkedIn is an easy task. Here's how to craft effective requests that will get noticed – and get accepted!

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How to Send Your Request



Get connected

- Navigate to the person's profile page and click on "Connect", and then click "Add a note" to personalize your message.



Always customize it

- Never use the standard default note: "I'd like to add you to my professional network."



Don't be a stranger

- Explain your association through a mutual connection, a shared LinkedIn group, how you attended the same school or work in a similar field, or other common interest.



Provide praise

- Give a compliment and share the value you can offer through the connection (Read this: [What's Your Intrinsic Value? Here's How to Find It \(and Use to Your Advantage\)](#))



Use an economy of words

- But keep it brief and concise, you only have 300 characters!

Ways to Continue Building Your Profile



Increase Your Strength

- Fill in each section of your profile as much as possible and aim to reach All-Star Status.



Offer to write recommendations

- ... and request that they recommend you, too.



Maximize the skills & endorsement section

- Explain your association through a mutual connection, a shared LinkedIn group, how you attended the same school or work in a similar field, or other common interest.



Keep it updated

- Adjust your information as needed, for example when you change jobs or gain an accreditation ... especially when you obtain your NetWorkWise Certification!



Share your knowledge

- Post links to relevant articles or write and publish your own to establish your value and expertise.



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TOP TIPS

A strong LinkedIn profile helps build your professional network and your personal brand. Using it effectively will connect you with relevant career opportunities and business possibilities - and ways to nurture relationships that will improve your life as you work to reach your goals.