



How to Build Relationships on LinkedIn

to **Attract Business** and
Other Opportunities

Based on a joint webinar presentation which can be
viewed at <https://bit.ly/3MEpQWN>



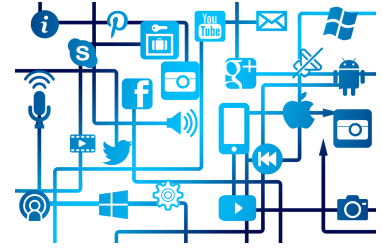
Written by

Lynnaire Johnston
Tom Broxham

Why is Networking Important?

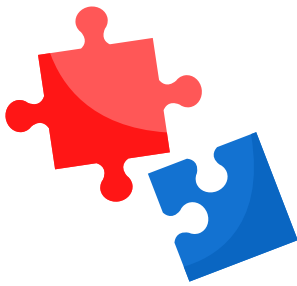
Networking is an important skill to master and to actively use in your businesses or career. If you do not network, you will miss out on opportunities, connections, jobs.

It is the single most important task to do for your professional advancement, whether you are a business owner or an employee.



“Dig the well before you are thirsty.” Podcaster, Jordan Harbinger

The Challenges of Networking



One of the reasons so many people dislike networking is results aren't always instant. If they need work and they need it now, they are in the mindset of, 'I need something from you now'. Networking takes time so don't expect instant results.

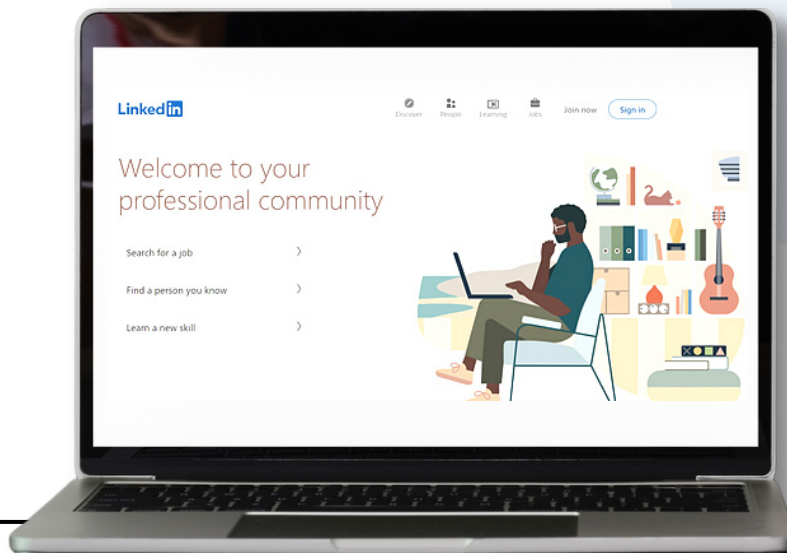
Opportunities come when your attitude is, 'Let's just have a chat and see what happens'.

But if you're not spending time networking, what you're trying to achieve will be even harder.

Networking on LinkedIn

LinkedIn is an easy place to keep up with your network, compared with the old days of phone calls and in-person events. On LinkedIn, you can network any time, any day, with anyone, anywhere in the world.

However, it can take some time for relationships to develop on LinkedIn. Think about the personal relationships in your life – your close friends, for example – those relationships didn't just spring up overnight. They developed over a long time, sometimes many years.

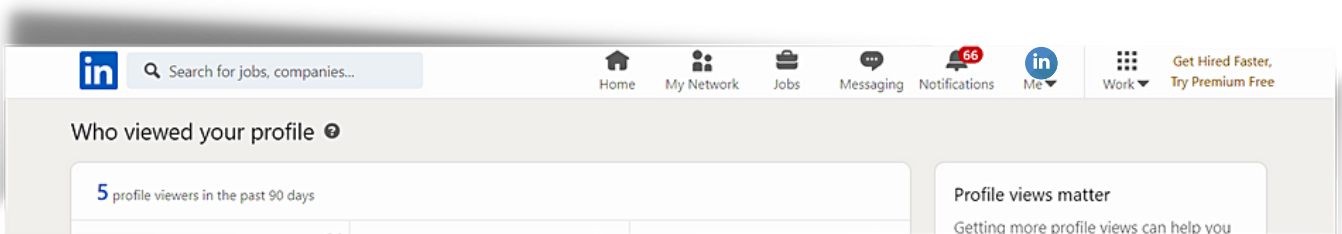


How to Identify People to Connect With

First, know why. If you don't know why you're networking, you'll just be meeting a bunch of people and wasting your time and theirs. Ask yourself: Who are you trying to reach or what are you trying to do?

Find people to connect with by:

- Checking who's viewed your profile – often people will look at your profile but not connect.
- Looking at connections of your connections – connecting with people your connections know generates a high response rate.
- Following hashtags and seeing who else follows them.
- Looking at who has liked or commented on your posts.
- Looking at who has liked or commented on posts from other people in your industry.
- Checking out people you may know on your Network page.
- Looking at who is following you because there may be many you are not connected to.



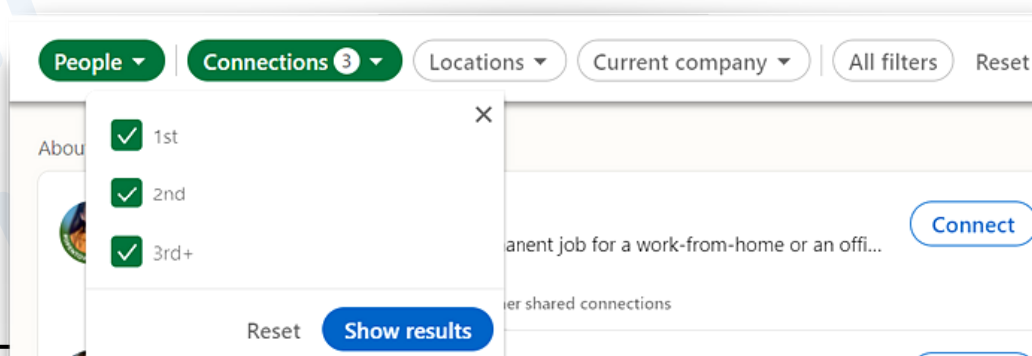
How to Connect

Don't connect with anybody and everybody. Concentrate on building a strong network of people who know you, like you and trust you.

The best book on networking, *How to Be a Power Connector* by Judy Robinett, talks about the power of connecting to 150 people. Not 150,000 people, not 15,000 people, but 150 people. You can connect to many people, but it will be hard to build relationships with them.

Those who try to connect to thousands of people rarely make as much progress because they're not trying to build relationships. Remember that it's not the size of your network that counts, but its strength.

That said, on LinkedIn if you want to be visible you need a good-sized network, which means a balance between size and depth. With just 100 invites available per week, choosing wisely is the key.



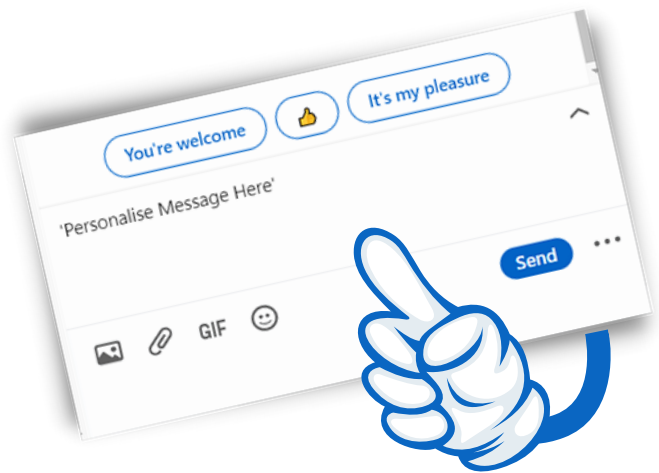
Personalise Your LinkedIn Connection Invites

Instead of just hitting the connect button, send a personal message. This is much more likely to meet with success.

At a minimum, personalising means using the recipient's name. The text could be along these lines,

'Hey, Tom. I saw you at the webinar today. I really appreciate the advice you're giving on networking, and I would love to connect.'

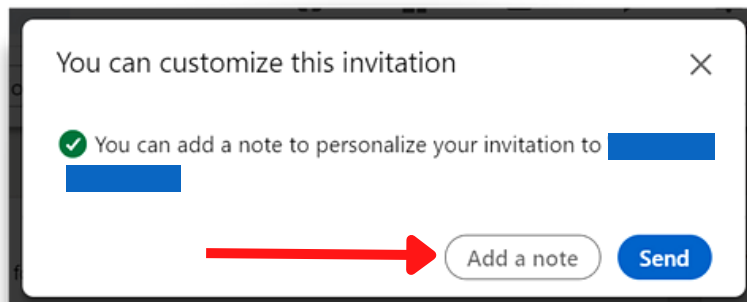
Or: *'I'd love to connect here on LinkedIn as I noticed your comment on Simon Bedard's latest post about his upcoming Summit, and your profile got me hooked! I see we share 30 mutual connections, so I'd love to glean more from your content and wisdom here.'*



With messages like these, the person receiving the invite has something to work from and will be more open to starting a conversation.

If you don't personalise your invites, many people won't connect with you, especially if you have a poor profile and very little activity.

Important tip: When using the LinkedIn app don't just click the blue Connect button, otherwise people will not receive a personalised message from you. Instead, go to the three dots menu and click Personalise your invite to add a message.



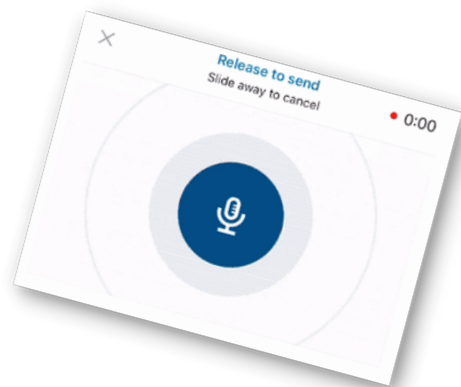
How to Develop a Relationship with New Connections

Build relationships before asking for a meeting. There are multiple ways to do this including a direct message, sending a voice message or creating a personalised video. Being able to see your face and hear your voice helps build trust.

Example: Instead of a text message saying, 'Let's have a coffee or a Zoom' (which potentially can come across as trying to pitch), send a voice or video message saying, '[Name], it's really great to connect with you. I would love to have a coffee and talk to you a little bit about what you do.' The more reason you can give someone to agree to a call, the better. After all, they are busy and will not want to waste time on being pitched to.

How to send a voice message:

- Go to the LinkedIn app
- Navigate to the person's profile
- Tap Message
- Tap the microphone icon to the right of the message bar
- Hold your finger on the blue button and record your message
- When you're finished, click Send or rerecord it



Very few people use voice messages which makes them an ideal way to stand out. As well, they don't take any time at all to do. A very good opportunity to use this LinkedIn feature is in your first follow-up message after having connected.

Important tip: Don't use the follow-up message to spam people. Known as the 'pitch slap', nobody likes these types of messages and they make developing a reputation as being trustworthy very difficult. Nobody wants to be sold to.

Instead, offer useful or valuable resources. For example, the free app Linktree allows you to curate links to different resources in one place which you can send as a link. Check out Lynnaire Johnston's: <https://linktr.ee/LynnaireJohnston>

Example follow-up message using Linktree

'Thanks so much for connecting with me. If you want to learn more about [your topic or field], here's my Linktree which has lots of resources: <https://linktr.ee/LynnaireJohnston>. I hope you find them useful.'

How to Take a Conversation Off LinkedIn and Onto a Zoom Call

Always give value. Here are three ways to do so:

- Support connections' posts with comments
- Send a link to an article or resource that is valuable and useful
- Introduce someone to another person in your network you think they would find useful

Handling Rejection or Being Ignored

Sometimes people don't accept your invite. Sometimes they don't want to communicate with you. In both cases there is clearly no interest in taking anything further. Depending on how important it is to you to connect with the person, it may be fine just to ignore it and move on.

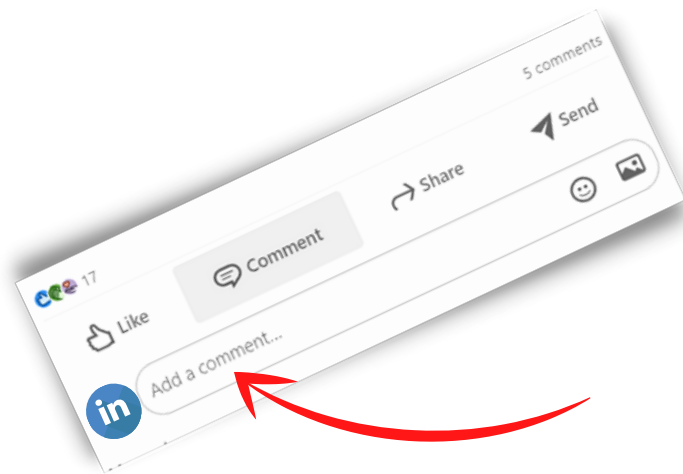
But when you do want to get on their radar here's what to do: Go to their profile and see who else they're connected to. There may be an opportunity to ask someone you know to introduce you by direct message, increasing your chances of them interacting with you.

But some people, although they are on LinkedIn, don't use it much and may not check their messages regularly so don't see yours. You may need to connect with them on another platform.

The 'Engagement' Strategy for Connecting on LinkedIn

A great way to show somebody you are interested in their content is to engage with their posts. Do this on a regular basis in a way that adds value, is intelligent or asks a question and those people are going to notice. Only a small percentage of people, less than a quarter of everyone on LinkedIn, actively publishes posts. Those people are interested in who comments and will look at those comments to see who has engaged, will answer questions and provide opportunities to take the conversation further.

If the author is a first-degree connection, many of their connections will be second or third degree to you. This means you'll become visible to more people with whom you may wish to connect. If the author of the post is a second- or third-degree connection, commenting will make you visible to an entirely new audience. They may visit your profile, reach out to you and connect or follow you if they are sufficiently impressed by what they see.



If you're already engaged with their content, when you send your personalised connection request, they'll think, 'Oh, I know this person. They've been on my posts almost every day.' They will be more likely to accept your invitation.

Commenting is probably the most underused tactic on LinkedIn. In addition, when you do comment, it helps your own posts significantly. You will receive more views on your posts if you comment on other people's.

Audience Questions

When should we withdraw invites that have not been responded to?

There are two schools of thought on this. One is to just leave them, which is likely fine if you are not sending out many and those you do are highly personalised.

The other is to withdraw invitations that are at least two months old. If somebody isn't active on LinkedIn and hasn't spotted the invitation, they are not going to be engaged with your content and are unlikely to be open to developing a relationship. Also, if a lot of your invites are ignored, LinkedIn could potentially penalise you.

How much time per day or week should be spent on networking?

If you are focused, half an hour a day is plenty. But it depends on what your goals are, why you're networking on LinkedIn and the time you have available.

There are a lot of LinkedIn tasks that you should do every day – look at your notifications, answer invites, send out invites, comment on posts etc. It's better to work on LinkedIn daily and not let tasks build up, which gives you more time to actively network.

What kind of results can we expect from our networking?

They can include, but are not limited to:

- *Invitations to be a guest on podcasts, webinars or summits*
- *Opportunities to meet and get to know industry heavyweights*
- *Building relationships that grow into friendships*
- *Attracting clients or those who want to partner with you*
- *Gaining an international reputation in your field*

Summary

Never underestimate the importance and power of networking. Our lives, our businesses and our careers are built on it. Whether you are just starting your professional life, close to concluding it, or somewhere in between, building relationships with others is critical personally and professionally. LinkedIn makes this easy, fun and rewarding.

About the Authors

Lynnaire Johnston is an internationally recognised LinkedIn strategist and trainer from New Zealand, where she is ranked No.1 in her field. She is a former broadcaster and editor, and author of ***Link-Ability, 4 powerful strategies to maximise your LinkedIn success***. She is the co-author of ***Business Gold – Building Awareness, Authority and Advantage with LinkedIn Company Pages***. Lynnaire works with individuals and businesses internationally to help them achieve their professional goals using LinkedIn.



Connect with Lynnaire at
<https://www.linkedin.com/in/lynnajohnston/>



Tom Broxham is the founder of Broxham-Network. His motto is today's connection is tomorrow's opportunity. He is a public speaker and facilitator, who gives people the ability to network confidently by showing them the necessary skills to make connections and gain opportunities anywhere.

Tom helps others to network on LinkedIn and at events. He devises networking strategies that help his clients get over their fears, create an ask, create a killer elevator pitch and gain confidence.

Connect with Tom at
<https://www.linkedin.com/in/tom-broxham/>

Where to Learn More About Using LinkedIn to Achieve Your Professional Goals

Connect with the author of this ebook, [Lynnaire Johnston](#).

Follow the [Link•Ability company page](#) for tips about using LinkedIn.

Follow the [Word Wizard company page](#) for tips about creating content on LinkedIn.

Read *Link•Ability, 4 Powerful Strategies to Maximise Your LinkedIn Success* and *Business Gold – Building Awareness, Authority and Advantage with LinkedIn Company Pages*. Available at [Amazon](#).

And if you are serious about LinkedIn, join our [Link•Ability members site](#) for content, community and coaching. Your first week is **free**.

