

# 7 WAYS TO TRANSFORM YOUR LINKEDIN NETWORK FROM A DATA BASE to Valuable Business Connections



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Linked In For Business*

If inviting and accepting LinkedIn connections randomly actually guaranteed you would get more referrals, prospects or job opportunities, than everyone with hundreds and thousands of connections would be considered successful – right?

I want to suggest that If you continue to hold that belief what you have is simply a data base of random strangers and not a network of valued relationships.

You may have heard the saying that “Your network is your net worth” and therefore how you build an effective network of relationships in business and in life will result in not only in monetary wealth but personal wealth of people that enhance your life. Some of my relationships that started on LinkedIn have become key referral partnerships, collaborations and friendships that have endured long-past the reason we initially connected.

**Indulge me for a moment to stress that wealth and net worth is more than money...**

Wealth is no more and no less than a quantity of things that contribute to a well-lived life. An asset is anything of value. Your network of strategic business relationships is that key asset that contributes to your net worth, so building and nurturing it only makes sense and yet very few do.





**LinkedIn is simply a tool to connect, engage and grow valuable business connections and remains the #1 social platform where you will find people doing business.**

**Here are 7 ways to transform your LinkedIn network from simply building a data base of names you collect to valuable business connections.**

# 1.

## KNOW WHY YOU WANT TO CONNECT

Be strategic and intentional and align with your professional goals, values and curiosity.

Curiosity is the one that most people neglect. There are so many amazing people in the world, be open to sending and receiving connection requests because often the greatest personal wealth comes when we are open to meeting new people outside of our small network. I have met and worked with many interesting people including a dairy farmer in Saudi Arabia, a global SAS company in Asia, and a copy writer in New Zealand.





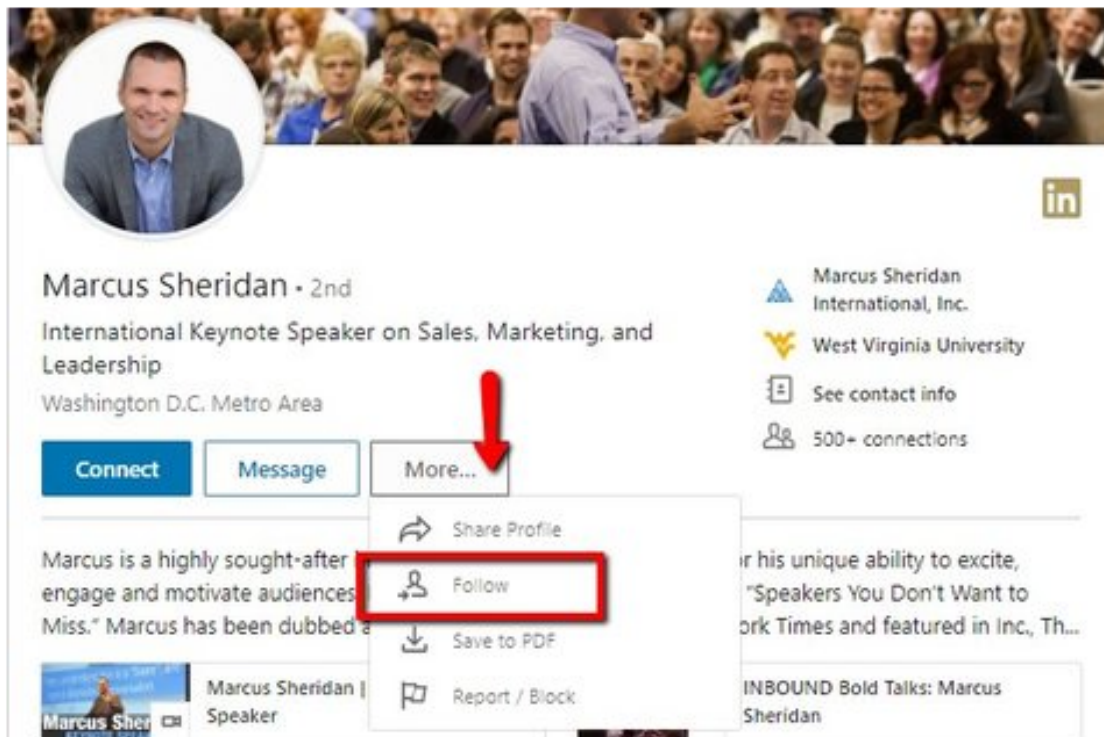
# 2.

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## RESEARCH PEOPLE BEFORE INVITING THEM TO CONNECT.

Search for common ground to make that connection and be thoughtful in the personal invitation you write. You want to let the person know why you want to connect, mention something you have learned about them in your research. The first impression you make will have a direct impact on the results you get. **NEVER** try to sell someone on this initial invitation.

Did you know on LinkedIn you can **'Follow'** someone before inviting them to connect? By following someone you will see their activity posted in the newsfeed providing they are active. By opening anyone's profile, scroll down below the main header section until you see 'Activity.' Open this section and look to see their latest activity and how active they are in general. If you see no activity, then following their profile isn't effective.



# 3.

## WILLING TO MAKE AN INVESTMENT IN YOUR STRATEGIC CONNECTIONS.

Because this is not a race to gain a large quantity of connections, rather your strategic connections will be fewer and have more influence.

When you talk with someone for the first time, don't gauge whether you can do business together first, instead ask yourself if this person understands the value of relationships. As business relationship expert David Nour suggests, "Start by making a deposit by finding ways to become an asset in solving his or her challenges. It's a lot easier to ask for a withdrawal after you have made a deposit."



Your investment is time. Example: This could be email communication, in-person meetings, phone calls, hand written notes, sharing articles or books you know that would value, mentions on social media. I recommend a combination of these over time.

IF YOU WANT  
RELATIONSHIPS THAT ARE  
RICH AND POWERFUL THEN  
YOU'VE GOT TO INVEST IN  
THEM FIRST.

**IT IS YOUR  
RESPONSIBILITY.**

- Keith Ferrazzi



# 4.

## RESEARCH PEOPLE BEFORE INVITING THEM TO CONNECT.

That means taking an interest in your network and searching out ways to give/add value to them without an agenda. If you did your research initially and continue to learn about your connections so you can add value, you will find typically the law of reciprocity kicks in and those you help will want to help you. Be consistent and patient, it will happen.



- Endorse several skills on their profile
- Look for a current post by them and comment adding to the conversation
- Send an article you know would be of value to them based on your research
- Send a business referral their way
- If you've worked with the person, write them an unsolicited recommendation



# 5.

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## BUILD AN OPEN NETWORK OF DIVERSITY VERSUS A CLOSED NETWORK.

If most of the people in your network are connected to each other, you have a closed network.

If most of the people are not connected, the structure of your network is more open and has a greater reach.

On LinkedIn, pay attention to 2nd & 3rd degree connections – this is where you can build a more diverse network of connections.

# 6.

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## BE EAGER TO MAKE INTRODUCTIONS & BE GENEROUS WITH YOUR OWN NETWORK.

Ask your new connections for a list of people they are looking to meet or organizations they are looking to do business with and see if you can facilitate that introduction. WHY? Most people never ask and after all, isn't LinkedIn about networking?

“Though most people agree that *relationships are important*, few actually bother to measure, **quantify**, or **leverage them to their fullest potential.**”

– David M. Nour,  
Author of Relationship Economics

# 7.

## MASTER THE SKILLS OF SOCIAL SELLING.

Social selling is more than a current buzz word. In today's modern world where more research is done online ever before a sales person is contacted, we must do business differently than in the past.

According to research by Forrester, "74% of today's B2B buyers conduct more than half of their research online before making an offline purchase."



Social Selling is simply using social networks combined with other online tools to find, connect and get to know those we want to know professionally and those we want to do business with. Think of it this way, the journey of how we use the web has changed. Most people have made a buying decision ever before they reach out to you. The question you need to ask yourself is if you are the RIGHT choice?





**Business is done with people we know, like and trust.**

*“People can’t trust you unless you give them an opportunity to get to know you. Give them the chance to do just that, and get to know who you are, not simply what you do.”*

– David Nour, Author - Relationship Economics

# WHAT SHOULD YOU DO NEXT TO MORE EFFECTIVELY USE LINKEDIN AS YOUR TOOL FOR BUILDING RELATIONSHIPS?

1. **Update your LinkedIn profile.** Use language that speaks to your ideal client & referral partners combined with what makes you interesting. Think about how you want to be perceived by others? This is your personal brand.

2. **Make a list of ideal client traits** – the terms they use to identify themselves. Where are they located (city), title of the decision maker, niche they serve, etc. The more you understand about your ideal client, you begin to develop questions you may want to converse with them about.

3. **What are the goals you want to achieve using LinkedIn?**

Be specific so you can track and measure these goals as you go along.

4. **Become a master at asking good questions.**

People often say to me during training session that they never get leads from LinkedIn. You need to know that in order to transform your connections from a data base to a valued network you need to learn how to ask better questions.

- Always send a personalized invitation with why you want to connect with the individual.
- After someone accepts your invitation request, send a message thanking and welcoming them. This is the start of your relationship building process.
- Be curious and show a genuine interest in others.

## 5. **Be willing to invest time in key connections.**

Again, ask good questions and find ways to be of value to them. Be eager to make introductions & be generous with your own network.

Adopt the give first mentality.

## 6. **Take the conversation off-line.**

With your key connection list in hand, find a way to invite these people to meet simply to learn more about them, or meet them at an industry event and engage them intentionally in a conversation. Remember, LinkedIn is a tool to connect, your mission is to engage and grow the relationship. Once you have nurtured your new contact, take the relationship off-line.

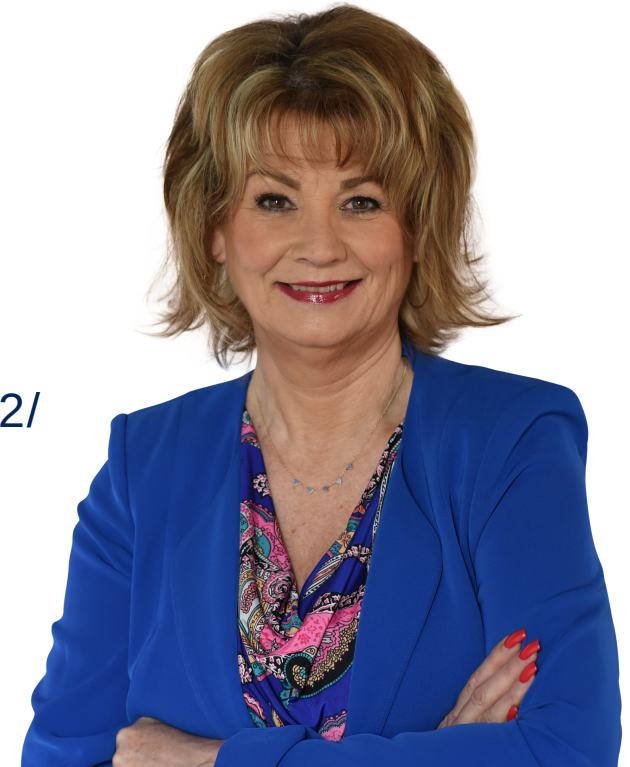


## HOW MY TEAM AND I CAN HELP:

First, let me start by saying you can't outsource building personal relationships!  
But here's where we can help:

- Professional Profile Update Service
- Individual coaching session
- Company Training
- Take one of our online courses

LEARN MORE: <https://linkedinforbusiness.net/services-2/>  
Email: [joanne@linkedinforbusiness.net](mailto:joanne@linkedinforbusiness.net)



*As seen on:*

