LinkedIn for Business Development

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Meet Lindsey Day

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The Original LinkedIn

LinkedIn = A real-time Rolodex + the 6 degrees of Kevin Bacon

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LinkedIn Quick Stats

460,000,000 MEMBERS WORLDWIDE

2 NEW MEMBERS PER SECOND

7200 NEW MEMBERS PER HOUR

106 M. UNIQUE VISITORS PER MONTH

60% MOBILE TRAFFIC
How can LinkedIn Help with Business Development?

- Make quota faster and cheaper
- Bypass gate keepers
- Attract inbound business
- Search for people that need your product
- Develop an emotional connection

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LinkedIn for Lead Generation

- Master the Advanced Search
- Leverage your Alumni Network
- Join Groups
- Create a Magnetic Profile
LinkedIn Profile Tips

Profiles get you the call

Profiles validate you should get the call

Optimize your profile with keywords

Make it easy for clients to get into your pipeline
Resources

LinkedIn’s Free Resources:

Magnetic Career Consulting E-Courses:
http://lindseyday.com/e-courses/
Enter “BCALUM” for 50% off

Wayne Breitbarth:
http://www.powerformula.net/