

Making Your LinkedIn Relationships Count with Mindi Rosser

Forming sustainable and long-term connections takes considerable time and effort. As business people, we understand the importance of nurturing our connections with valuable people, or even prospective clients. But making LinkedIn connections isn't about how many people you contact — it's about who.

Mindi Rosser, a LinkedIn B2B program expert, discusses the dos and don'ts of forming LinkedIn relationships and making them count. This activity helps you practice and implement the many strategies to spruce up your profile, attract prospects, and nurture sustainable connections that will elevate your career.

QUOTE TO REMEMBER:

"It's really about being strategic and focused on the right people, and not just how many people can I get into my network."

Activity: Stepping Up Your LinkedIn Game

What's your current approach to building and finding LinkedIn connections? What are the benefits of this approach?

Enumerate the benefits of a bigger network vs. a better network.

Bigger Network	Better Network
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Assess the size of your network and the engagements you get on your content. What did you observe? What do you need to tweak?

Given that LinkedIn is a business centre for professionals, what are the five ways you can do to be your best professional self?

1.

2.

3.

4.

5. _____

When creating your LinkedIn profile, use this checklist:

- Use a recent photo as your profile picture.
- Create a unique headline.

- Who are you?

- Whom do you help?

- How do you help them?

- What results do you generate?

- Construct your “About” section.

Determine how you can leverage the following LinkedIn features to gain more visibility for your content and increase engagements. If you don't find the features beneficial, write out solutions for a better user experience.

Creator Mode	
Newsletter	
LinkedIn Live	
Audio Rooms	

Find three prospects on LinkedIn and draft a connection invitation. Remember to personalise your invitation and make sure you don't sound too sales-y.

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Prospect's Name	Connection Invitation

How often do you receive DMs and have conversations with people on LinkedIn? How can you reach out to more people?

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What are your three biggest takeaways on making your LinkedIn relationships count?

1. _____

2. _____

3. _____

What You Will Learn From The Activity

Creating connections on LinkedIn might be as easy as sending out a request. But forming *long-lasting relationships* and *nurturing them* takes a lot of effort. Making LinkedIn relationships count helps you boost your presence and visibility online.

First, you will be assessing both the quantity and the quality of your LinkedIn network. Having a huge network might give the illusion that you're forming good relationships. But the numbers do not necessarily mirror the quality of your relationships. What matters most is making your relationships count rather than counting your connections.

The activity, then, guides you to implement the best strategies to lead generation and increase engagement with your content. Through personalisation and leveraging certain features, you will be able to hook prospects and plant the seeds of what will hopefully be a fruitful relationship.

Of course, the core of forming long-lasting LinkedIn relationships lies in connecting and interacting with the right people in your space. The two most significant factors for this would be sending connection requests and maintaining a healthy inbox. People don't want to be sold to — if you go straight to the sales pitch, you might drive people off. Instead, make an effort to make your interactions personal and present yourself authentically.

These tips and strategies to nurturing LinkedIn connections look easy. However, it takes a lot of research to do it correctly and a lot more time to reap the benefits. If you put in the work, though, you can create relationships with your audience, prospects, and peers based on trust and authenticity.

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