

LinkedIn Tips for BNI Networking

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Beginners Tips

(1) LinkedIn is a professional social networking platform. It allows you to setup your own profile of information about your work experience, education and interests. Be sure to include a photo of yourself in your profile. This will assist in helping you network or connect with other professionals.

(2) Once you have your profile setup you will want to start connecting with people you know. Simply type in a name in the search bar to begin looking for people you know and then send them a request to connect. As you begin creating these connections you will be able to connect with the people that your connections are linked to also.

(3) Another big part of LinkedIn is sharing updates and reading and interacting with other people's updates. As you share valuable and interesting information others may want to connect with you. It's a great way to connect with potential customers.

BNI Networking Tips

(1) When I connect with my fellow networkers in LinkedIn I can see each of their "sets of keys" or relationships in the section labeled "Connections" on their profile page. I can then go through those connections to see which of those people may be a good prospect for my services knowing that my fellow BNI member may be able to introduce them to me.

Each connection listed shows the persons name and the company they work for along with their position in the company. Then by clicking on a connection you can go to their profile page and learn even more information about them. I like to do that to find their website link to visit their site to see if there is an area I can help them with. If so they become a person I ask for an introduction to during my sales manager moment.

(2) Another way to use LinkedIn to enhance your networking is to listen to the update feed. I like to look through the feed for a couple of things. I like to look for opportunities to like, share, or give a testimonial to what my fellow members are sharing in their updates. This helps to strengthen their posts and gain more visibility. Secondly I like to watch for opportunities to refer my fellow members when it looks appropriate to do so on an update post. For example, if someone shares an article link talking about the need for sound financial advice I can comment on the great job our group's financial advisor does for me. Then hopefully someone will contact me and ask to be introduced and I can make the referral.

(3) In BNI we are always working on building our relationships and trust within the group and that leads me to the third way that LinkedIn helps in my networking experience. As I use fellow members services and / or refer them and get feedback I can go into their profile and share a testimonial for them in the "Recommendations" section. This does a couple of things. It helps to strengthen and affirm my relationship with that member and it helps to make them look good when other people view their profile.