



## ServeNoMaster 148: How To Use LinkedIn To Connect with Customers, Prospects and Clients

### Highlights:

- [1:10] LinkedIn is a place where people who have a lot of money hang out.
- [2:30] Step 1: Expand your current network.
- [4:51] Take advantage of publishing articles to LinkedIn.
- [6:10] Identify your warm prospects.
- [7:41] Look at the people who have viewed your profile and connect with them.
- [8:14] Step 2: Build rapport with these people.
- [9:16] Step 3: Increase your authority over your expertise by posting content about your expertise.
- [11:16] You can find ideas by looking at the competition.
- [13:05] Step 4. Connect with people who are experts in other fields.
- [14:20] Step 5: Improve your LinkedIn profile. It's not just a resume but a cover sheet. Put a call to action in your profile.

### Plugins:

Blog2Social – <https://servenomaster.com/blog2social>

**Sponsor Thrive Themes** – <https://servenomaster.com/thrivethemes>