1. **Build a Complete Profile**
   a. Make sure your profile is 100% complete – include education, awards, etc., the more robust the higher your Google ranking
   b. Use a professional picture, preferably one that you use on other sites
   c. Use the summary box to wow your profile visitors, and add keywords that will help with LinkedIn® and Google searches
   d. Update your status regularly with articles, desires, quotes, etc.
   e. Change your profile when your titles at work change
   f. Include your website and blog under “Websites”
   g. Do not block incoming e-mails from LinkedIn®

2. **Connect with people you know** including clients, co-workers, colleagues, college friends, etc. You can use LinkedIn®’s webmail importer to find your contacts who are already on LinkedIn®.

3. **Determine your target market!** You will not build successful relationships on LinkedIn® unless you define your target market.

4. **Join Groups** focused in your target market.

5. **Participate in discussions** in your groups. Also answer questions in categories that are focused in your target market.

6. Through the discussions and groups, **connect with people in your target market or industry**.

7. **Start building professional relationships** with these strategic connections that will have an impact on your business, whether they become clients, partners, etc.

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