

Social Media Outcomes

Attract Clients Online & Increase Your Income!



Social Media & Online Networking Mastery Webinar 3: LinkedIn

Rick Cooper
Author, Speaker, Coach

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Phone: 916-905-2464

Outline

- Why Use LinkedIn
- How to Use LinkedIn
- How to Search for People
- LinkedIn Groups
- LinkedIn News
- When to upgrade LinkedIn

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What You'll Learn:

- How to find influential people on LinkedIn
- Tips to search for your ideal customers
- Where to network with other LinkedIn members

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Social Media Outcomes

Attract Clients Online & Increase Your Income!



Rick Cooper
Author, Speaker, Coach



Social Media Outcomes

Community Page about Training

✓ Liked



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Why Use LinkedIn

- Network of trusted professionals
- Reach CEOs and company leaders
- Connect to Friends of Friends

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How to Use LinkedIn

- Create a comprehensive profile
- Block time to search for friends
- Block time to post updates
- Post in LinkedIn Groups daily

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Home Page

The screenshot shows the LinkedIn home page. At the top is the LinkedIn logo and a search bar. Below the navigation bar, there's a banner for "Linkage Coaching Leaders". The main content area features a post creation box with a profile picture of a man, a text input field, and a "Share" button. To the right, the "PEOPLE YOU MAY KNOW" section lists three individuals: Maureen Carney, Kim Griffin, and Clyde Lerner, each with a "Connect" button. Below this, the "ADS YOU MAY BE INTERESTED" section displays two ads: one for "Free & Fast Broadband" and another for "10 Qualities of Exceptional Interviewers". The bottom of the page has a dark grey banner with contact information.

in Search... Advanced 879

Home Profile Network Jobs Interests Premium Sol

[Linkage Coaching Leaders - Attend the 3-day certification program based on a proven coaching model.](#)

Type a name or @ to mention someone...

Share with: **LinkedIn** Share

All Updates ▾

LinkedIn Today recommends this news for you

OH COME ON, PEOPLE!
IF you spill water into
the drip tray, EMPTY
IT! The rest of us

Jeff Haden
10 Qualities of
Exceptional
Interviewers

PEOPLE YOU MAY KNOW

Maureen Carney, b
specialist at davis o's
[Connect](#)

Kim Griffin, CEO at
Global Inc.
[Connect](#)

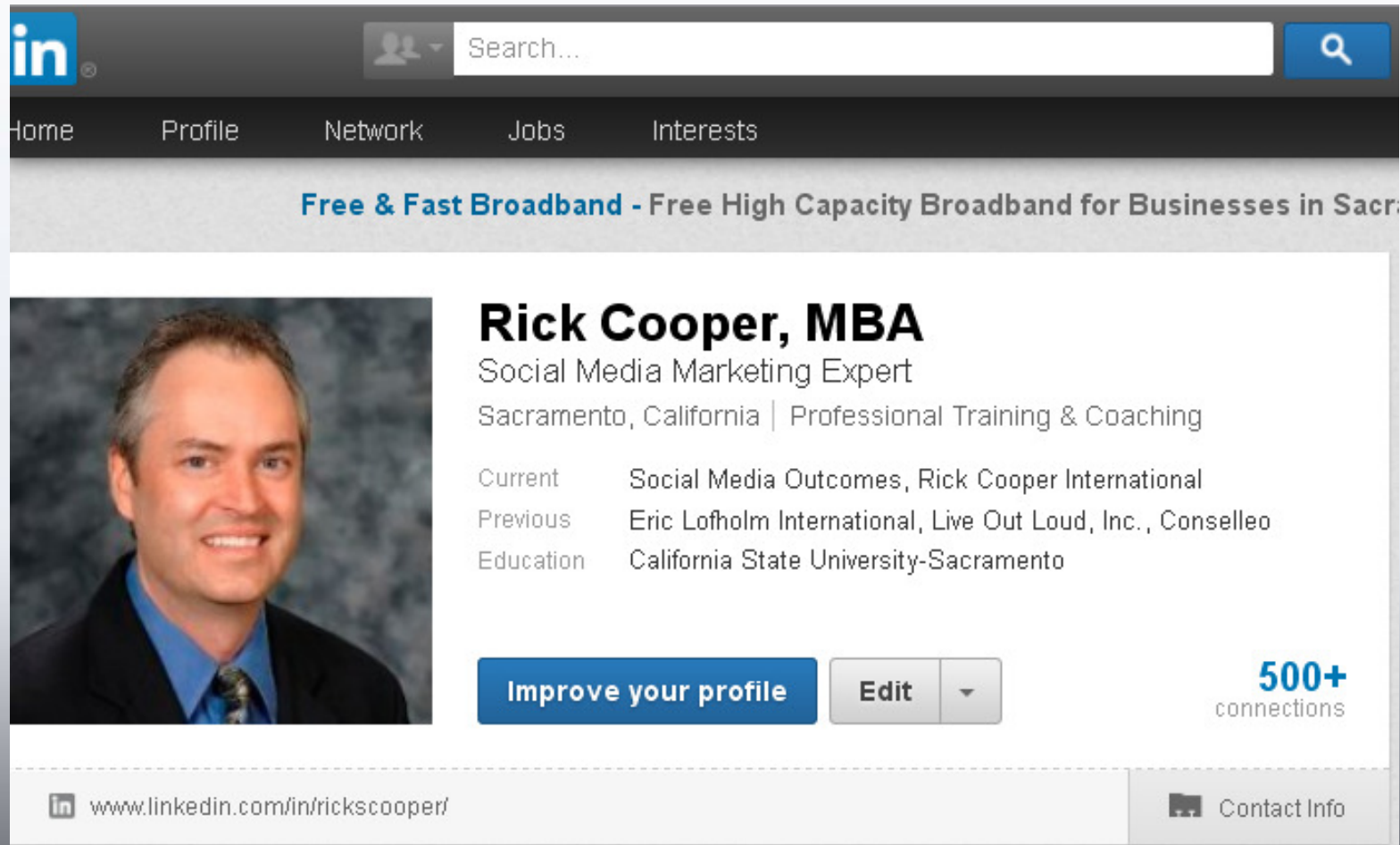
Clyde Lerner, IT Sp
Computer Repair in S
[Connect](#)

ADS YOU MAY BE INTERESTED

Free & Fast Broadband
Free High Capacity
Businesses in Sacr
More

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LinkedIn Profile



The image is a screenshot of a LinkedIn profile for Rick Cooper. At the top, there is a dark navigation bar with the LinkedIn logo, a search bar, and links for Home, Profile, Network, Jobs, and Interests. Below this is a banner for 'Free & Fast Broadband'. The profile section features a profile picture of Rick Cooper, a man with short brown hair, wearing a dark suit, blue shirt, and patterned tie. To the right of the photo, his name 'Rick Cooper, MBA' is displayed in bold, followed by his title 'Social Media Marketing Expert', location 'Sacramento, California', and industry 'Professional Training & Coaching'. Below this, a table lists his current employer 'Social Media Outcomes, Rick Cooper International', previous employers 'Eric Lofholm International, Live Out Loud, Inc., Conselleo', and education 'California State University-Sacramento'. At the bottom of the profile section are buttons for 'Improve your profile', 'Edit', and a dropdown menu. To the right of these buttons, it says '500+ connections'. At the very bottom of the profile section, there is a URL 'www.linkedin.com/in/rickscooper/' and a 'Contact Info' button.

in

Search...

Home Profile Network Jobs Interests

Free & Fast Broadband - Free High Capacity Broadband for Businesses in Sacramento



Rick Cooper, MBA
Social Media Marketing Expert
Sacramento, California | Professional Training & Coaching

Current	Social Media Outcomes, Rick Cooper International
Previous	Eric Lofholm International, Live Out Loud, Inc., Conselleo
Education	California State University-Sacramento

[Improve your profile](#) [Edit](#)

500+
connections

www.linkedin.com/in/rickscooper/ [Contact Info](#)

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Demonstration:

How to edit your profile

Email: Rick@SocialMediaOutcomes.com
Phone: 916-905-2464

How to Search for People

- Search by name
- Search by title
- Search by location
- Search by industry

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LinkedIn Search

The image shows a screenshot of the LinkedIn Advanced People Search interface. At the top, there is a navigation bar with the LinkedIn logo and a search bar. Below this, a dark navigation bar contains links for Home, Profile, Network, Jobs, and Interests. The main content area has tabs for Find People, Advanced People Search (which is selected), Reference Search, and Saved Searches. The Advanced People Search section contains various search filters: Keywords, First Name, Last Name, Location (with a dropdown for 'Located in or near'), Country (with a dropdown for 'United States'), Postal Code (with a 'Lookup' link), Title, Company (with a dropdown for 'Current or past'), School, and Within (with a dropdown for '50 mi (80 km)'). A blue 'Search' button is located below these filters. Below the search filters, there are two sections: 'Industries' and 'Seniority Level'. The 'Industries' section has a list of industries with checkboxes, where 'All Industries' is selected. The 'Seniority Level' section has a list of seniority levels with checkboxes, where 'All Seniority Levels' is selected. There is also a 'BETA' label and a small LinkedIn logo next to the 'Seniority Level' section.

in Search...

Home Profile Network Jobs Interests

Find People **Advanced People Search** Reference Search Saved Searches

Keywords:

First Name:

Last Name:

Location: Located in or near:

Country: United States

Postal Code: [Lookup](#)

Within: 50 mi (80 km)

Title:

Company:

School:

Industries:

- ☒ All Industries
- ☐ Accounting
- ☐ Airlines/Aviation
- ☐ Alternative Dispute Resolution
- ☐ Alternative Medicine

Seniority Level:

BETA 

- ☒ All Seniority Levels
- ☐ Manager
- ☐ Owner
- ☐ Partner
- ☐ CXO
- ☐ VP

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Demonstration:

How to search for people

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Quote

“Social Media is about the people! Not about your business. Provide for the people and the people will provide for you.”

~Matt Goulart

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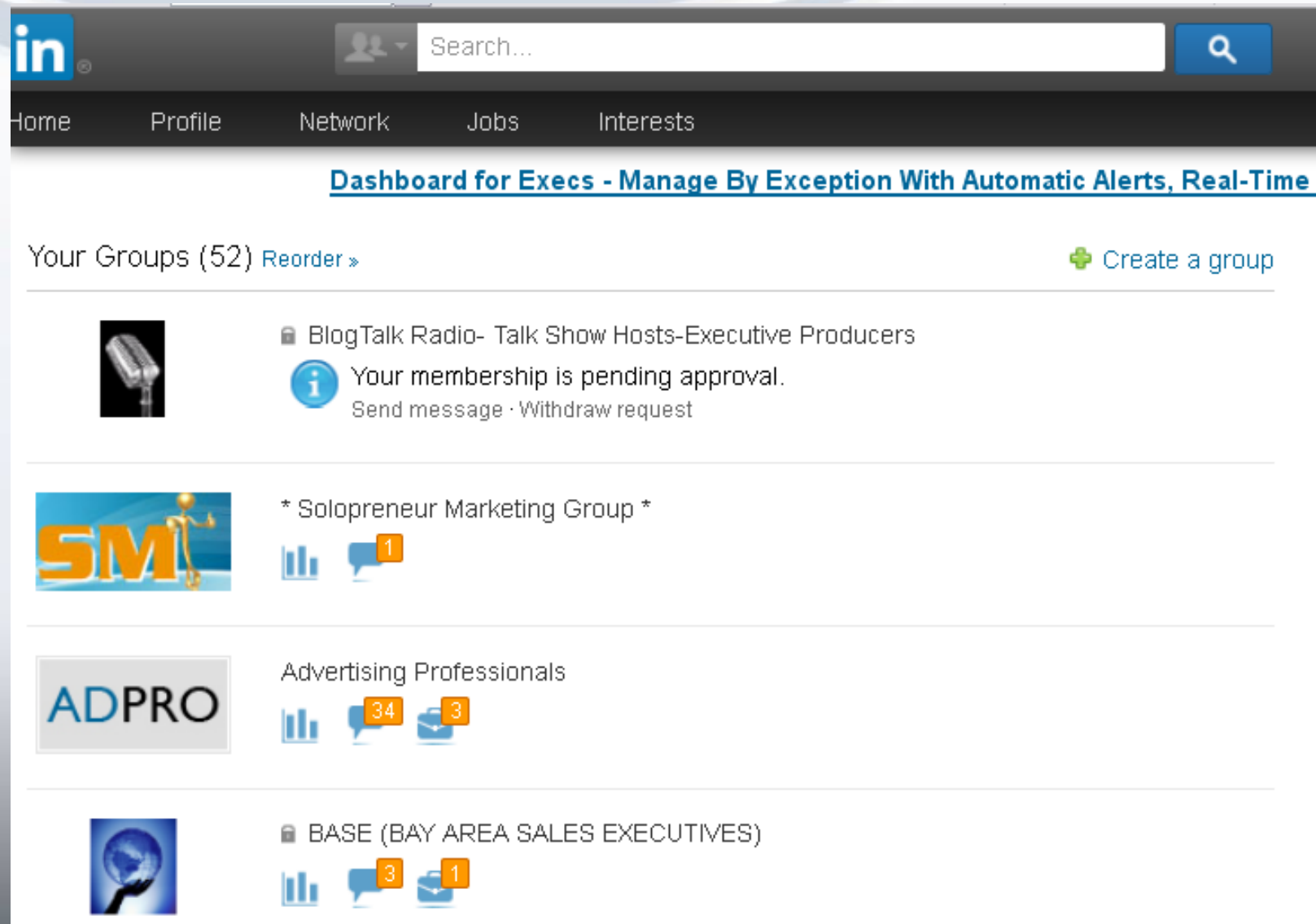
LinkedIn Groups

- Search for groups of your ideal customers
- Get to know the group before posting
- Read the rules
- Focus on adding value
- Connect with people you get to know

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LinkedIn Groups



The screenshot shows a LinkedIn profile page. At the top is the LinkedIn logo and a search bar. Below the navigation bar, there's a header for a group: "Dashboard for Execs - Manage By Exception With Automatic Alerts, Real-Time". The main section is titled "Your Groups (52) Reorder »" with a "Create a group" button. Below this, four group entries are listed:

- BlogTalk Radio- Talk Show Hosts-Executive Producers**: Includes a microphone icon and a status message: "Your membership is pending approval. Send message · Withdraw request".
- * Solopreneur Marketing Group ***: Includes an icon with "SM" and a person, and a notification badge with the number "1".
- Advertising Professionals**: Includes an "ADPRO" logo and notification badges with numbers "34" and "3".
- BASE (BAY AREA SALES EXECUTIVES)**: Includes a globe icon and notification badges with numbers "3" and "1".

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eMarketing Association Network

The screenshot shows the LinkedIn interface for the eMarketing Association Network. At the top is the LinkedIn logo and a search bar. Below the navigation bar, the page title is "eMarketing Association Network" with tabs for Discussions, Members, Promotions, Jobs, Search, and More... The "Members" tab is selected. On the left, there is a "Search members" section with a text input and a "Search" button, and a "Group Statistics" section with a blue banner that says "CHECK OUT INSIGHTFUL STATISTICS ON THIS GROUP". The main content area features "This Week's Top Influencers" with a callout for Merrill Goodwin and a row of four member profile pictures with "Follow" buttons. Below this, it shows "Members (527,865)" and a list of members, with Rick Cooper, MBA (YOU) highlighted as a "Social Media Marketing Expert, Sacramento, California Area".

in Search...

Home Profile Network Jobs Interests

[Dashboard for Execs - Manage By Exception With Automatic Alerts, Real-Time Dashboard, A](#)

eMarketing Association **eMarketing Association Network**

Discussions **Members** Promotions Jobs Search More...

Search members

Search for names or keywords to find specific members of this group.

Search

[Advanced Search](#)

Group Statistics

CHECK OUT INSIGHTFUL STATISTICS ON THIS GROUP

MEMBERS

756

This Week's Top Influencers

[Merrill Goodwin](#) Fastest Method to Build Connections on LinkedIn For Small Business Owners, Recruiters, Consultants

 [Follow](#)

 [Follow](#)

 [Follow](#)

 [Follow](#)

These members have contributed to some of the group. Why not join the conversation?

Members (527,865)

Sorted by: most relevant

 **Rick Cooper, MBA** (YOU)

Social Media Marketing Expert, Sacramento, California Area

[See activity »](#)

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Demonstration:

How to join a LinkedIn Group

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How to Add More Contacts

- Trusted network
- Be cautious about who you connect to
- Read their profile
- Import your contact list
- Only send invitations to people you really respect
- Watch for people that LinkedIn recommends

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Invitations

The screenshot shows a LinkedIn dashboard interface. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and links for Home, Profile, Network, Jobs, and Interests. Below this, a header reads "Dashboard for Execs - Manage By Exception With Automatic Alerts, Real-Time". The main area is divided into two sections: "Messages" (537) and "Invitations" (342). The "Invitations" section is active, showing a list of incoming connection requests. On the left, there's a sidebar with a "Search Inbox" bar, a "Compose Message" button, and a list of folders: "Inbox", "Sent", "Archived", and "Trash". The invitation list includes three entries, each with a checkbox, a profile picture, the sender's name and title, the date, and a message. Action buttons for "Accept", "Ignore", and "Report Spam" are provided for each invitation.

in Search...

Home Profile Network Jobs Interests

Dashboard for Execs - Manage By Exception With Automatic Alerts, Real-Time

Search Inbox

Compose Message

Inbox

Sent

Archived

Trash

Messages 537 Invitations 342

Add connections Accept Ignore

Select: All | None

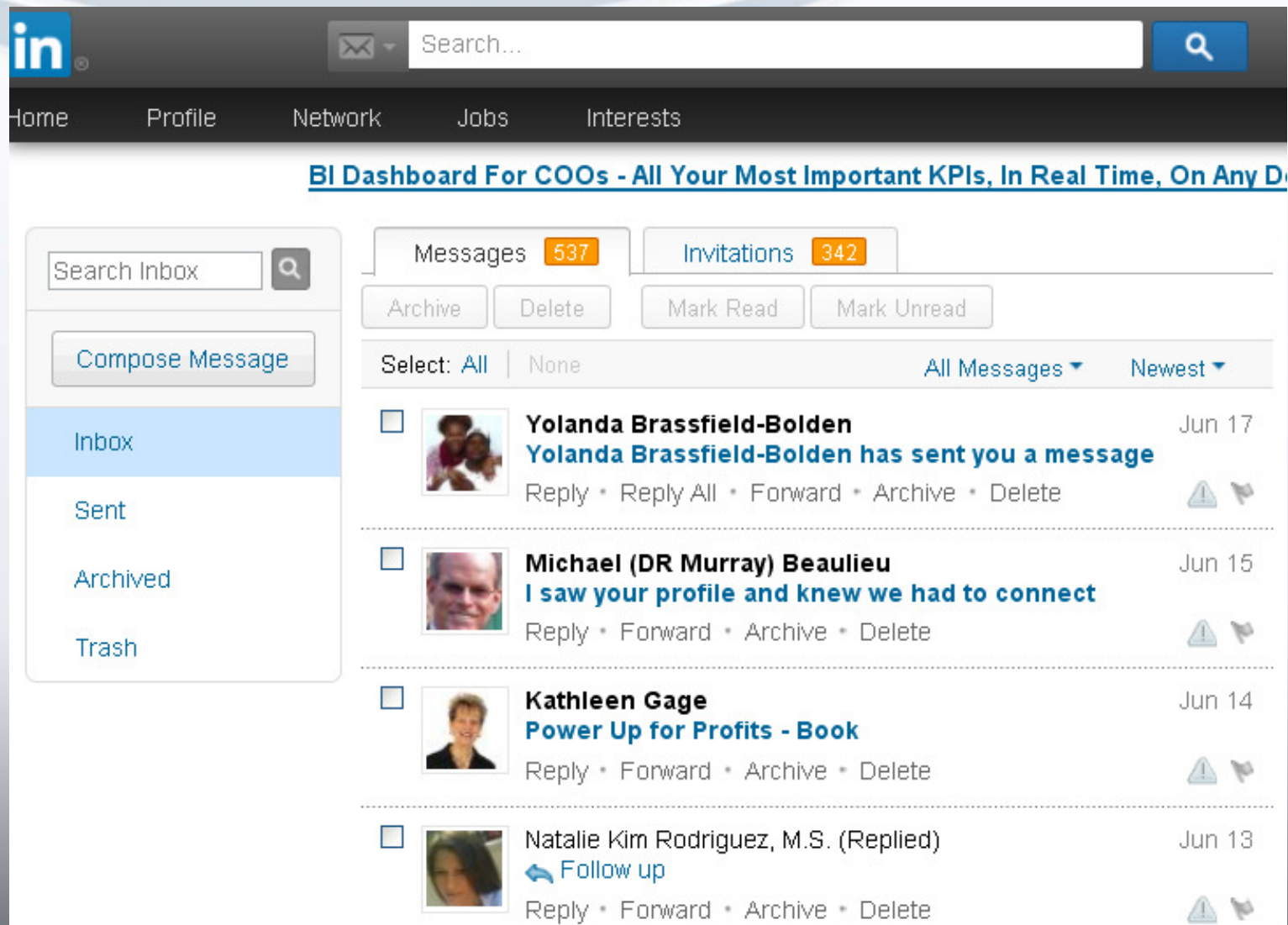
☐  **Nathan Marlow** · USAF retired Jun 17
Rick, I'd like to add you to my professional network on LinkedIn. - Nathan
Accept Ignore Report Spam

☐  **Rafael Torres** · Experienced Vehicle Inventory Manager at Alphalog Corp. Jun 17
Rick, I'd like to add you to my professional network on LinkedIn. - Rafael
Accept Ignore Report Spam

☐  **Ronald (Ron) G. Marlette** · Founding CEO/Executive Director at Mission Solano Jun 16

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Messages



The screenshot shows the LinkedIn Messages interface. At the top, there's a navigation bar with the LinkedIn logo, a search bar, and links to Home, Profile, Network, Jobs, and Interests. Below this is a banner for a BI Dashboard. The main area is divided into a left sidebar and a right pane. The sidebar contains a 'Search Inbox' box, a 'Compose Message' button, and a list of folders: 'Inbox' (selected), 'Sent', 'Archived', and 'Trash'. The right pane shows a summary of 'Messages' (537) and 'Invitations' (342), with buttons for 'Archive', 'Delete', 'Mark Read', and 'Mark Unread'. Below this is a list of messages, each with a checkbox, a profile picture, the sender's name, the subject, and a list of actions (Reply, Reply All, Forward, Archive, Delete). The messages are dated from June 13 to June 17.

in

Search...

Home Profile Network Jobs Interests

[BI Dashboard For COOs - All Your Most Important KPIs, In Real Time, On Any D](#)

Search Inbox

Compose Message

Inbox

Sent

Archived

Trash

Messages 537

Invitations 342

Archive Delete Mark Read Mark Unread

Select: All | None All Messages ▾ Newest ▾

☐  **Yolanda Brassfield-Bolden**
Yolanda Brassfield-Bolden has sent you a message
Reply • Reply All • Forward • Archive • Delete Jun 17

☐  **Michael (DR Murray) Beaulieu**
I saw your profile and knew we had to connect
Reply • Forward • Archive • Delete Jun 15

☐  **Kathleen Gage**
Power Up for Profits - Book
Reply • Forward • Archive • Delete Jun 14

☐  Natalie Kim Rodriguez, M.S. (Replied)
[Follow up](#)
Reply • Forward • Archive • Delete Jun 13

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Responding to a Message

Messages 210

Invitations 37

Reply

Forward

Archive

Delete

Report Spam

Do you have any stories about organizations developing marketing plans and/or business plans resulting in either success or failure?



Larry Mandelberg · Facilitator at Sacramento Entrepreneurship Academy
To: Rick Cooper
Date: October 10, 2011

Do you have any stories about organizations developing marketing plans and/or business plans resulting in either success or failure?

As part of my newest book on business, I am including real world stories about organizations choosing to create and execute marketing plan and/or business plans. I want to know what drove them to create/update their plan(s), how they went about creating it/them and implementing it/them (or failing to), and what the results were. These stories can be anonymous. If you have any such story, please email me at larry@mandelbeg.biz. THANK YOU!

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Larry Mandelberg Profile



Larry Mandelberg

1st

Facilitator at Sacramento Entrepreneurship Academy
Sacramento, California Area | Management Consulting

Larry Mandelberg Love to hear your comments & feedback on this months column...



Blogging is inexpensive, easy, essential bizjournals.com

The social media revolution is no longer on the horizon or a surprise. Its value and power have become pretty clear over the past few years. Facebook Facebook Latest from The Business Journals Microsoft completes .5B Skype...

Like • Comment • Send a message • Share • See all activity • 4 days ago

Current **Management Consultant/Facilitator at Mandelberg**
Facilitator / Trainer at Cooperative Personnel Services
Contributing Writer at Sacramento Business Journal 
[see all](#) ▾

Past VP Administration at Temple Or Rishon
Program Chair - Confab at Institute of Management Consultants, USA
Chief Leadership Officer at Beyond Point B, LLC
[see all](#) ▾

Education Drexel University
University of Phoenix
University of Colorado at Boulder

Recommendations **16** people have recommended Larry

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Endorsements are Powerful!



Skills & Expertise

Most endorsed for...

99+ Online Marketing

99+ Social Media Marketing

93 Entrepreneurship

86 Marketing Strategy

86 Email Marketing

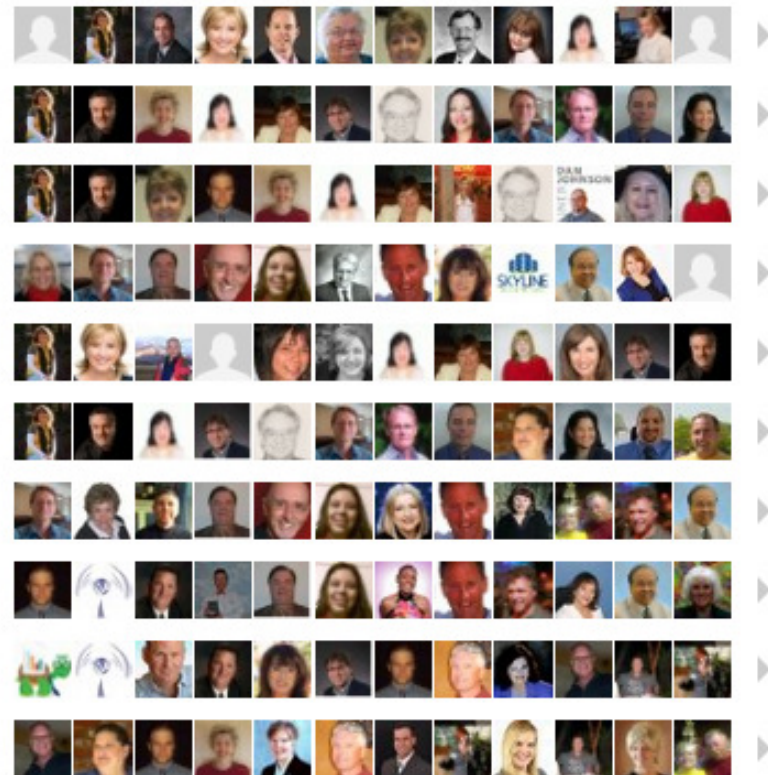
82 Social Networking

48 Social Media

38 Sales

36 Marketing

34 Small Business



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Getting Endorsements

- Select the right skills
- Endorse others
- Ask people to endorse you
- Send personal messages through LinkedIn

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LinkedIn Recommendations

Author | Speaker | Coach | Trainer | (Online Marketing Expert)
Rick Cooper International

"I've known Rick for quite a few years. I first met him at a LeTip meeting. I've taken a couple of sales/marketing classes from him and I thought both were great. I also highly recommend his book "Marketing Magic" it's full of great marketing info. I highly recommend Rick for your marketing/sales training needs." *May 23, 2011*

1st Rick Rasmussen, *Student, Walden University*
was with another company when working with Rick at The PDA Pro

"Rick is a true professional. I did one of his teleseminars, and it far exceeded my expectations in every way. He gave us good, solid, step by step ways to network and establish a presence on Twitter, and it was excellent." *April 14, 2009*

1st Dianna Whitley, *Coach, specializing in Weight Loss and Diabetes, BeachBody*
worked with Rick at The PDA Pro

"Rick is a consummate pro in his field and I would not hesitate to recommend him and his services to new clients. Rick gave a great and informative speech to our chapter of the American Marketing Association. I have worked with Rick for a number of years in the capacity of his membership in the Metro Chamber." *February 22, 2009*

1st Robert Welton, *Member Services Executive, Sacramento Metro Chamber*
worked directly with Rick at The PDA Pro

"When I hired Rick as my business coach, I doubted that any coach would be able to support me. As the owner and marketing manager of three extremely diverse businesses, I had always been told that I needed to eliminate something in order to success. Rick was totally "on my team" from Day One. He took time to understand my needs and assess my strengths and weaknesses before suggesting a list of crystal clear, creative and doable options. He respected my life choices while providing a new perspective that has made a positive and profitable difference. I am grateful to Rick and would highly recommend him to you." *February 10, 2009*

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Getting Recommendations

- Give recommendations
- Solicit someone to give a recommendation
- Look at your competitors
- See what recommendations they are getting
- Develop a strategy to get recommendations

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LinkedIn Today (News/Influencers)



Search...

879

HomeProfileNetworkJobsInterestsPremium So



LinkedIn Today The news and insights you need to know.

Your NewsInfluencer PostsAll InfluencersAll Channels



**usatoday.com**
Survey Says Most Drivers Led Astray by GPS
• June 18, 2013
In: [Business Travel](#)





Follow More Influencers

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LinkedIn Upgrade

The screenshot shows the LinkedIn website's upgrade interface. At the top is the navigation bar with the LinkedIn logo, a search bar, and links for Home, Profile, Network, Jobs, and Interests. Below this is a section with four tabs: LinkedIn Premium, For Recruiters, For Job Seekers, and For Sales Professionals. The 'For Sales Professionals' tab is selected, leading to the 'Upgrade to LinkedIn Sales Navigator' page. The main heading is 'Become a social selling pro'. Below this are three bullet points with icons: 'Find and access decision makers', 'Get important insights', and 'Engage with confidence'. To the right is a circular graphic with a man's profile and three blue circles containing '5x SEARCH RESULTS', '14M PROFILES', and '10 INMAILS'. Below the bullet points are two pricing options: 'Annual: US\$39.95/MO' (selected) and 'Monthly: US\$49.95/MO', with a yellow callout saying 'Save up to 25% per year'. A yellow 'Upgrade' button is below. At the bottom is a 'Compare Plans' table.

Upgrade to LinkedIn Sales Navigator

Become a social selling pro

- Find and access decision makers
- Get important insights
- Engage with confidence

Annual: **US\$39.95/MO** Save up to 25% per year

Monthly: **US\$49.95/MO**

Upgrade

Compare Plans	Basic	Sales Basic	Sales Plus	Sales Premium
Pricing: Annual Monthly		US\$15.95/MO ¹	US\$39.95/MO ¹	US\$99.95/MO ¹

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What are YOU
Committed to Take Action
On This Week?

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Next Steps

- Set up a LinkedIn account
- Update your profile
- Connect with friends
- Endorse a friend
- Join a LinkedIn group
- Post in a LinkedIn Group

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Social Media Outcomes

Attract Clients Online & Increase Your Income!



Facebook.com/SocialMediaOutcomes
Facebook.com/RicksCooper
Twitter.com/RickCooper

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Author, Speaker, Coach

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