

How Do You Use Linked In? by Deborah Chaddock Brown

If you are like me, someone sent you an email invitation and you waited before checking it out. Eventually you went to the site, filled in your job history and maybe uploaded a photo and then forgot about it.

That was about the extent of my LinkedIn involvement for the first year. Oh – I went through my Outlook addresses and sent invitations which led to connections with prior peers. I had fun reconnecting with people I'd lost touch with and pretty soon my number of connections grew.

Like Six Degrees of Separation, it was fun seeing just how many connects I had in my network and soon amassed more than 1,000,000. However, other than bragging that I was connected to a million people, I didn't really see the benefit.

Until recently.

I'm starting a new venture in speaking wrapped around a speech entitled Make or Break Moments. I'm concentrating on expanding the idea into a series of workshops. In an effort to gauge interest I used the QUESTION function of LinkedIn to send out a message to my network.

Or so I thought.

I posed the question "How do your associates handle Make or Break Moments and would you be interested in a workshop that would help them face those customer moments with confidence?"

Not only did my connections respond, but others on the LinkedIn system viewed my question and weighed in on the topic. Pretty soon I'm emailing people from around the world talking about make or break moments. I mentioned this at the monthly meeting of Akron Bloggers and learned that answering questions on LinkedIn benefits you in a variety of ways:

- You share your knowledge on a given topic
- You are connected with people outside your network – building relationships
- Answers are ranked in terms of "best answer" thereby enhancing your expert status
- All of the answers and questions are indexed on the Internet and become additional touch-points in the search results
- Some people have turned the answers to their questions into a blog post – repurposing the information in other venues on the web

LinkedIn has a variety of benefits, far beyond serving as an online resume of your work history. Joan Stewart has written an article sharing 7 Tips for Using Linked In. Need help? Call me. **330-414-8792.**

Back to BASics Hits Stores

Okay, it isn't at Amazon just yet – but my latest book, *Back to Basics: 30 Tips to Marketing your Small Business and Establish Your Expert Status in the Industry* is now available for sale. This 105-page electronic instructional features over 100 links to additional worksheets, articles and resources to help you market your business for little or no money. Here's what Drew McLellan of *Drew's Marketing Minute* had to say after reading my book:

"Deborah Chaddock Brown is a bold-faced LIAR!! She promises 30 tips to market your small business in her new book, *Back to Basics*. But there have to be at least 50 of them in there! With easy to grasp examples, Deborah offers the small business owner a cornucopia of marketing tips, tricks and best of all, proven techniques for building a rock solid marketing foundation. Read this book with pencil in hand because you'll be taking notes in the margins as you plan your way to smarter, more effective marketing."

Order your copy today – just \$12.95.

Twitter Update

Just wanted to share an example of how Twitter has worked for me. After finishing my book, I wanted to invite people I admire in the business world to read my book and hopefully contribute a quote for the cover. I thought about emailing them – but since I didn't know them; I assumed my email would go unnoticed. However, I follow all of them on Twitter. (Notice – they are all on Twitter) I decided to send them each a private Tweet (a direct message to their cell phone or PC). Within 24 hours all seven had responded "Sure – send me the book!" By the end of the first day, I had my first quote!

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