

Print & keep handy, or leave it on your digital desktop or swipe file.

# Your “5 a Day Diet” on LinkedIn

by Doctor LinkedIn™ David Petherick

This can take less than ten minutes a day. In a month, you can have sixty new connections and have one of the most viewed profiles of your network. Make LinkedIn a regular habit.

**1) Comment.** Add a bit of insight to something that interests you. (2 minutes)

Scroll through your home timeline, or look at a connection's activity history. But make sure you add some value with your comment - just saying 'this is interesting' is **not** interesting. What insight or story from your experience can you add? Remember you can join up to 100 groups on LinkedIn to find useful updates in your area of special expertise.

**2) Connect.** Find someone new to connect to. (2 minutes)

You could even stretch to two people. Try using an advanced search, or look through one of your network's connections, and always personalise your request.  $2/\text{day}=60/\text{month}=720/\text{year}$ .

**3) Support.** Give someone a little boost. (2-3 minutes)

Everyone likes to be acknowledged. Search out those who have work anniversaries or birthdays, or who have shared some personal or business achievement. Say Hello, but personalise the message. Like or share the updates of customers, or of those you want to do business with in future. Do this for a couple of things that catch your eye.

**4) Update.** Share what you've found interesting today. (2-4 minutes)

It does not have to be your own article or update that you share - but you should do this at least once daily, and focus mainly on your area of expertise or knowledge. A quick scroll through your homepage or the day's news headlines will uncover topics you might share or talk about. Add value with your own take on the news when you make an update. Ask an open ended question at the end of your update to encourage comments and sharing, such as 'What has been your experience? Or 'What is the commonest problem you have in this area?'.

**5) Peek.** See who's looked at your profile, and look at theirs. (2 minutes)

It's natural. They must have had a reason for looking at your profile - so see if you can find a reason to connect from their profile details. And try looking at some new profiles with a search - try entering a 'blank' search, and then you can refine for geography, industry or search through a connection's contacts.

Need help with your LinkedIn Profile? Read 30 Tips for a better LinkedIn Profile: <http://mzs.es/30t> and follow or connect to David Petherick <http://mzs.es/l> for further advice and information.

