

# Index

## Number

100+ Smart Ways to Use LinkedIn, 328

## • A •

accomplishments versus duties, 227

Account & Settings page

Email Notifications, 25

Groups, 25

Home Page Settings, 25

My Network, 25

Personal Information, 24

Privacy Settings, 25

Profile Settings, 24

RSS Settings, 25

accounting and finance questions,

getting answers to, 120

accounts

creating, 29–31, 35–36

displaying details of, 26

free versus paid, 16–17

paid, 17–19

Activities and Societies info, entering, 51

Add Position page, displaying, 48

administration questions, getting

answers to, 120

Advanced Search function. *See also*

search form

using, 67

using Recommendations with, 141

Advanced Search link, clicking, 23

advanced search results, sorting, 68–69

advice

getting for client meetings, 286

getting for sales solutions, 287

getting from Startups and Small

Business, 292

Allen, David (*Getting Things Done*), 321

Allen, Scott (LinkedInIntelligence blog), 328

alma maters, connecting with, 229–230

Alumni Association Groups, searching for,  
229–230

alumni groups, description of, 247

angel funding

defined, 289

getting information about, 293

answers. *See also* LinkedIn Answers;

questions

providing, 125–128, 323

selecting for questions, 136

Answers item, description of, 22

Answers section, using regarding

investors, 294

applicants

checking profiles of, 214

requesting recommendations for, 214

reviewing for job listings, 211–214

reviewing references for, 213

applications

including resumes with, 223–224

verifying details of, 223–224

Archive button, using with Inbox, 166–167

Ask a Question page, displaying, 132

associations and groups, including in

profiles, 52, 54

awards and honors, including in profiles,

52, 54

## • B •

Beale, Cindy (DISCFunctional), 304–305

best leads, identifying, 279

blogs, linking profiles to, 265, 269, 324

brand and profile, building, 12–14

Browser toolbar, accessing, 189–190

Build Your Network features, using, 34,

39–40

Business account, cost and features of, 18

business contacts, reaching out to, 300

business deals setting, choosing, 42

- business operations questions, getting answers to, 120
  - business partners
    - developing relationships with, 270
    - recommending, 145
  - Business Plan account, cost and features of, 19
  - business promotion, types of, 268
  - business results, metrics for, 324
  - business sales
    - closing deals, 284–287
    - completing, 287–289
    - delivering solutions for, 287–288
    - finding decision makers for, 281–283
    - finding partners in, 287
    - getting help with, 286
    - reporting completion of, 288–289
    - requesting informational interviews for, 286
    - requesting Introductions for, 282
    - targeting companies for, 282
    - using InMail for, 282
    - using LinkedIn Answers in, 286, 288
  - business travel questions, getting answers to, 120
  - BusinessWeek Company Profile pages, getting help with, 269
  - buzzwords, including in profiles, 227
- C ●
- Calacanis, Jason (Mahalo search engine), 129
  - CalTech Alumni Association case study, 251
  - candidates
    - checking profiles of, 214
    - requesting recommendations for, 214
    - reviewing for job listings, 211–214
    - reviewing references for, 213
  - Capital IQ Company Profile pages, getting help with, 269
  - career and education questions, getting answers to, 120
  - career opportunities setting, choosing, 42
  - classmates
    - connecting with, 229–230
    - finding newly added, 101–105
  - client meeting, preparing for sales, 285–287
  - clients. *See also* leads
    - getting referrals from, 289
    - inviting to networks, 288
    - leaving recommendations for, 288
    - staying in touch with, 288
    - targeting, 278–281
  - Clifford, Tom (corporate filmmaker), 131
  - closing deals, 284–287
  - colleagues
    - finding newly added, 99–101, 105
    - recommending, 145
    - reviewing profiles of, 225
  - communication
    - adding value to, 324
    - initiating, 320
    - managing, 320–321
  - companies
    - including in profiles, 47–48
    - searching by, 73–75
    - searching passive job seekers, 14–15
    - targeting, 230–231
    - targeting for sales, 282
  - Companies item, description of, 22
  - Company Profile pages, using, 268–269
  - conference and event planning questions, getting answers to, 120
  - conference groups, description of, 247
  - confirmation message, checking for, 36
  - connecting, varying standards for, 319
  - connections. *See also* LION (LinkedIn open networker); members
    - asking for recommendations, 272
    - being proactive about, 322–323
    - browsing networks of, 105–108
    - defined, 9
    - displaying on Contacts page, 64
    - filtering list of, 64
    - impact on passive job searches, 15
    - introducing to each other, 323
    - leveraging in job searches, 228
    - in LinkedIn Groups, 246
    - power of, 11

- removing from networks, 113–115
- selecting for job listings, 208
- showing regions of, 66
- sorting by, 70
- types of, 10
- connections lists, browsing, 319
- Connections show, accessing, 328
- consulting offers setting, choosing, 42
- contact settings
  - checking, 59–60
  - choosing for profiles, 42–43
- contacts. *See also* trusted contacts
  - exporting to Mac OS X Address Book, 187
  - exporting to Outlook, 184
  - exporting to Outlook Express, 185
  - exporting to Yahoo! Mail, 185–186
  - importing from Web-based e-mail programs, 180–182
  - keeping track of, 9–10
  - recommending, 142–143
  - searching in new cities, 307
- contacts export file, creating in LinkedIn, 183–184
- Contacts list, importing from Outlook, 176–180
- Contacts page, displaying connections on, 64
- corporate groups, description of, 247
- Corporate Solutions, using, 202
- country, specifying, 30
- cover letters
  - reviewing for applicants, 211–212
  - writing, 222–223
- cross-promoting, 323–324
- CSV format, saving files in, 256–257
- customers
  - getting referrals from, 289
  - inviting to networks, 288
  - leaving recommendations for, 288
  - staying in touch with, 288
  - targeting, 278–281

## • D •

- DallasBlue Business Network, 331
- deals, closing, 284–287

- decision makers, finding for sales, 281–283
- degree information, entering, 51
- degrees and recommendations,
  - sorting by, 69
- degrees of connections, 10
- DISCFunctional board game, 304–305
- due diligence, doing relative to
  - investments, 297
- duties versus accomplishments, 227

## • E •

- Edgehunt mashup site, 301
- education, reporting on profiles, 49–51
- education and career questions, getting
  - answers to, 120
- e-mail
  - checking, 38
  - organizing, 321
  - sending to invite members to groups, 259–260
- e-mail address
  - confirming, 36–37
  - specifying, 31
- e-mail notifications
  - enabling, 320–321
  - looking at, 165–166
- Email Notifications category,
  - description of, 25
- e-mail programs
  - importing contacts from, 180–182
  - Xobni plug-in, 302–303
- e-mail signatures
  - adding pictures to, 195
  - creating, 193–197
  - including links to profiles in, 323
- employers, listing, 317
- endorsements, asking for, 297
- entrepreneurs, evaluating, 297
- event planning and conference questions,
  - getting answers to, 120
- Excel spreadsheets, using with groups, 256
- experience and knowledge,
  - demonstrating, 226–227
- Experience section, completing, 49
- expertise requests setting, choosing, 42

exporting  
 contacts to Mac OS X Address Book, 187  
 contacts to Outlook, 184  
 contacts to Outlook Express, 185  
 contacts to Yahoo! Mail, 185–186

## ● F ●

face-to-face meetings, arranging with  
 traveling, 308–309  
 finance and accounting questions, getting  
 answers to, 120  
 finance questions, getting answers to, 122  
 financial market questions, getting answers  
 to, 121  
 Financing section, accessing, 293  
 Finding a Job option, selecting, 33  
 Finding Former Classmates function, using,  
 230  
 Firefox Companion toolbar, installing,  
 191–192  
 first-degree connections  
 defined, 10  
 using for focus groups, 305  
 focus groups, building, 304–306  
 Freedman, Marc (MyLinkSearch), 329  
 freelance work, including in profiles, 265  
 friends, involving in job searches, 228  
 friends of friends, category of, 10  
 funding, looking for, 294–295  
 funding partners, seeking, 295–296

## ● G ●

geographic locations  
 filtering connections by, 64–65  
 setting for job listings, 204–205. *See also*  
 relocating  
*Getting Things Done* (David Allen), 321  
 Goodman, Michael (sales professional),  
 286  
 Google News Alerts, using with LinkedIn,  
 300  
 Google Reader, RSS feeds with, 327

government questions, getting  
 answers to, 121  
 groups. *See also* LinkedIn Live groups  
 alumni, 247  
 approving members to, 260–262  
 building member lists for, 256–259  
 conference, 247  
 connections in, 246  
 corporate, 247  
 crafting invitation e-mails for, 259–260  
 creating, 252–254  
 creating for target audiences, 274  
 displaying, 260–262  
 inviting members to, 255  
 joining, 248–250, 268, 273  
 logos for, 246  
 making easy to join, 260  
 networking, 247  
 non-profit, 248  
 professional, 248  
 refusing membership to, 262  
 relating purpose and benefits of, 260  
 searching, 249, 251  
 visibility of, 246  
 groups and associations, including in  
 profiles, 52, 54  
 Groups category, description of, 25

## ● H ●

Hello TXT Web site, 330  
 help, requesting for sales, 286  
 Help section, consulting, 87  
 Hester, Chuck, 307, 310–311  
 hiring and human resource questions,  
 getting answers to, 121  
 Hiring home page, displaying, 202  
 Hoffman, Reid (founder, LinkedIn), 291  
 home page for LinkedIn  
 accessing, 160  
 Account & Settings page, 24–26  
 displaying, 29  
 left navigation menu, 23–24, 160  
 navigating, 22–25  
 top navigation bar in, 22–23

Home Page Settings category,  
description of, 25  
honors and awards, including in  
profiles, 52, 54  
human resource and hiring questions,  
getting answers to, 121

## • 1 •

IE toolbar, installing, 190–191  
importing  
contacts from Web-based e-mail  
program, 180–182  
Contacts list from Outlook, 176–180  
Inbox  
checking, 161  
flagging messages in, 167  
handling daily, 321  
navigating, 166–167  
organizing, 321  
Inbox Zero collection Web site, 321  
industry  
filtering connections by, 64–65  
including in summary, 43, 46  
specifying, 30  
informational interviews, requesting for  
sales, 286  
InMail. *See also* messages  
accessing messages in, 168–169  
benefits of, 82  
cost of, 82  
versus Introductions, 79–80  
sending, 87–89  
using in sales, 282  
installing  
Firefox Companion toolbar, 191–192  
Internet Explorer toolbar, 190–191  
Outlook toolbar, 188–189  
interests, including in profiles, 52, 54  
international questions, getting  
answers to, 121  
Internet Explorer toolbar, installing,  
190–191  
Introduction requests  
adding comments to, 324  
sending, 320

Introductions  
accepting requests for, 90–93  
accessing messages in, 168–169  
approaching parties in, 83–84  
benefits of, 81–82  
declining requests for, 93–94  
forwarding, 90–93  
versus InMail, 79–80  
options for requests, 90  
requesting for sales, 282  
sending, 84–87  
investments, finding, 296–297  
investors  
finding, 290–296  
networks of, 296  
Invitations  
accepting and declining, 116–117  
crafting for groups, 259–260  
extending to others, 34–35  
joining with, 28, 31  
joining without, 29, 35  
personalizing, 318  
sending, 320  
tracking received, 171–173  
tracking sent, 169–171

## • 1 •

job applicants  
checking profiles of, 214  
requesting recommendations for, 214  
reviewing for job listings, 211–214  
reviewing references for, 213  
job applications  
including resumes with, 223–224  
verifying details of, 223–224  
Job Credits, availability of, 202  
job experiences, listing on profiles, 227–228  
job inquiries setting, choosing, 42  
job listings  
advertising to networks, 206–210  
connecting with profiles, 204–205  
costs of posting, 202  
posting, 203–206  
renewing, 202  
reviewing applicants for, 211–214  
selecting connections for, 208

- job postings, reviewing, 206–207
- Job Search Results screen, displaying, 220–221
- job search strategies
  - connecting with alma maters, 229–230
  - finding target company referrals, 230–231
  - leveraging connections, 228
  - researching similar titles, 229
- job searches, optimizing, 225–226
- job seekers, active versus passive, 217–218
- job titles
  - getting details about, 222
  - paying attention to, 273
  - searching by, 75–76
  - selecting for job listings, 211
- JobInsider
  - benefits of, 231–232
  - using, 232–233
- jobs
  - adding to profiles, 47–49
  - applying for, 222–223
  - editing, 49
  - improving visibility and attractiveness, 225–226
  - looking for, 14–15
  - searching for open positions, 220–224
- Jobs item, description of, 22–23
- Join button, clicking, 31
- Join LinkedIn form, completing, 29–31, 33
- Join this group button, clicking, 250

## • K •

- Kawasaki, Guy, 231
- Keyword Relevance option, using with leads, 279
- keywords
  - adding for jobs, 220
  - including in profiles, 227
  - searching by, 69–71
  - using in profiles, 264, 269
  - using in questions, 130
  - using in summary, 44
- knowledge and experience, demonstrating, 226–227

## • L •

- law and legal questions, getting answers to, 121
- leads. *See also* clients
  - gathering for funding partners, 295
  - generating with People Search, 278–281
  - researching for funding partners, 295
  - using Keyword Relevance option with, 279
  - using Network tab with, 279
  - using Sort By option with, 279
- LinkedIn
  - basis of, 324
  - using with Google News Alerts, 300
  - using with RSS feeds, 301–302
  - using with Xobni e-mail plug-in, 302–303
- LinkedIn accounts
  - Business, 18
  - Business Plan, 19
  - Pro, 19
- LinkedIn Answers. *See also* answers
  - benefits of, 227
  - features of, 15
  - goal of, 119
  - monitoring relative to investments, 297
  - organization of questions in, 120–123
  - posting questions on, 132–135
  - to questions about angel funding, 293–294
  - to questions about VC (Venture Capital), 293–294
  - rules of etiquette for, 322
  - searching, 274
  - using in job searches, 226
  - using in sales, 288
  - using when moving, 307
- LinkedIn blog, official, 327
- LinkedIn Browser toolbar, accessing, 189–190
- LinkedIn community, interacting with, 268
- LinkedIn Corporate Solutions, using, 202
- LinkedIn Groups. *See also* LinkedIn Live groups
  - alumni, 247
  - approving members to, 260–262

- building member lists for, 256–259
  - conference, 247
  - connections in, 246
  - corporate, 247
  - crafting invitation e-mails for, 259–260
  - creating, 252–254
  - creating for target audiences, 274
  - displaying, 260–262
  - inviting members to, 255
  - joining, 248–250, 268, 273
  - logos for, 246
  - making easy to join, 260
  - networking, 247
  - non-profit, 248
  - professional, 248
  - refusing membership to, 262
  - relating purpose and benefits of, 260
  - searching, 249, 251
  - visibility of, 246
- LinkedIn home page
- accessing, 160
  - Account & Settings page, 24–26
  - displaying, 29
  - left navigation menu, 23–24, 160
  - navigating, 22–25
  - top navigation bar in, 22–23
- LinkedIn Live groups, finding and organizing, 309–312
- LinkedIn Live Raleigh, 310–311
- LinkedIn networks
- advertising job listings to, 206–210
  - automating, 164–166
  - building for focus groups, 305
  - building prior to moving, 306–308
  - capabilities of, 15
  - changing settings for, 164–166
  - communicating value of, 112–113
  - completing registration process, 34–38
  - of connections, 105–108
  - creating contacts export files in, 183–184
  - deciding on use of, 33–34
  - depth versus breadth of, 97
  - determining purpose of, 96
  - free versus paid accounts, 16–17
  - getting answers to questions about, 123
  - goal of, 7
  - impact of moving on, 306–308
  - importance in angel funding, 289–290
  - importance to VC (Venture Capital), 289–290
  - after joining, 39
  - joining with invitation, 28
  - joining without invitation, 29, 35
  - logging into, 64–66
  - marketing oneself to, 266–268
  - modules for, 161–162
  - number of recruiters registered with, 14
  - paid accounts, 17–19
  - quality versus quantity of, 96
  - reading updates of, 161–162
  - removing people from, 113–115
  - specific versus general goals of, 98
  - strengthening relative to investments, 297
  - strong versus weak links in, 97
  - viewing, 64–66
  - Web site for account packages, 17
- LinkedIn Outlook toolbar. *See also* Outlook
- benefits of, 187–188
  - installing, 188–189
  - requirements for, 187
- LinkedIn profiles
- accessing and modifying, 41
  - accessing for Recommendations, 144–148
  - adding positions to, 47–49
  - adding Web site links to, 52–54
  - assigning Region to, 30
  - checking display of, 55–56
  - checking for job applicants, 214
  - completing, 38
  - completing additional information for, 52–54
  - concept of, 41
  - connecting with job listings, 204–205
  - contact settings for, 42–43
  - customizing URL for, 57–58
  - displaying dynamically, 331–332
  - including appropriate fields in, 265
  - including buzzwords in, 227
  - including freelance work in, 265
  - including groups and associations in, 52
  - including interests in, 52, 54
  - including keywords in, 227

- including skill sets in, 227
  - keeping complete and current, 317–318
  - linking blogs to, 269
  - linking business Web sites to, 269
  - linking to online identity, 265–266
  - listing job experiences on, 227
  - optimizing, 226–228, 264–266
  - providing links to, 323–324
  - reading for sales prospects, 284
  - reporting education on, 49–51
  - respecting, 320
  - searching by keywords in, 70
  - setting to public view, 56–59
  - showing Recommendations on, 156
  - updating, 47, 53, 267, 318
  - updating for business sales, 289
  - using keywords in, 264, 269
  - viewing, 55–56
  - LinkedIn Updates, receiving messages
    - from, 38. *See also* updates
  - LinkedInABox Web site, 329–330
  - LinkedInLIONS Forum, 326
  - LinkedInIntelligence blog, 47, 330
  - LION (LinkedIn open networker), 12, 96.
    - See also* connections
  - live groups, finding and organizing, 309–312
  - locations. *See also* relocating
    - filtering connections by, 64–65
    - setting for job listings, 204–205
  - logging into LinkedIn, 64
  - logos of groups
    - displaying, 246
    - uploading, 252
  - Lunch 2.0 technology meetings, 312–313
- M •**
- Mac OS X Address Book, exporting
    - contacts to, 187
  - Mahalo search engine, improvement of, 129
  - Manage Jobs option, using, 206, 211
  - management questions, getting
    - answers to, 121
    - management team, building for funding, 294–295
  - marketing
    - getting services listing, 270–273
    - online tactics for, 269–270
    - optimizing, 266–267
    - small and large businesses, 268
  - marketing and sales questions, getting
    - answers to, 121
  - marketing partners, finding, 273–276
  - markets, researching relative to
    - investments, 297
  - mashups
    - defined, 300
    - Google News Alerts and LinkedIn, 300
    - RSS feeds and LinkedIn, 301–302
    - Xobni e-mail plug-in and LinkedIn, 302–303
  - media contacts, developing relationships
    - with, 270
  - meetings, arranging while traveling, 308–309
  - member lists, building for LinkedIn Groups, 256–259
  - members. *See also* connections
    - approving for groups, 260–262
    - inviting to LinkedIn Groups, 255
    - sending requests to, 108–111
  - menu, expanding, 25, 160–161
  - messages. *See also* InMail
    - accessing in InMail, 168–169
    - accessing in Introductions, 168–169
    - creating for Recommendations, 151
    - customizing display of, 25
    - customizing for questions, 135
    - flagging in Inbox, 167
    - forwarding for Introductions, 92
    - managing, 320–321
    - previewing for job listings, 210
    - sending for job listings, 206–208
  - Microsoft Outlook. *See also* LinkedIn Outlook toolbar
    - exporting contacts to, 184
    - importing Contacts list from, 176–180
  - mission statement, 7

moving, impact on LinkedIn networks,  
306–308

My Groups list, displaying, 261

My Network category, description of, 25

My Virtual Power Forum, 326

mylink500.com, 12

MyLinkSearch search engine, 329

MyLinkWiki, 327

## • N •

names

searching by, 71–73

specifying, 31

navigation bar

left, 23–24

top, 22–23

navigation menu, expanding, 25, 160–161

network statistics, showing, 65

Network tab, using with leads, 279

Network Updates

changing criteria for, 163–164

customizing, 162–163

monitoring relative to investments, 296

networking, styles of, 319

networking groups, description of, 247

networks. *See also* social networks

advertising job listings to, 206–210

automating, 164–166

building for focus groups, 305

building prior to moving, 306–308

capabilities of, 15

changing settings for, 164–166

communicating value of, 112–113

completing registration process, 34–38

of connections, 105–108

creating contacts export files in, 183–184

deciding on use of, 33–34

depth versus breadth of, 97

determining purpose of, 96

free versus paid accounts, 16–17

getting answers to questions about, 123

goal of, 7

impact of moving on, 306–308

importance in angel funding, 289–290

importance to VC (Venture Capital),  
289–290

after joining, 39

joining with invitation, 28

joining without invitation, 29, 35

logging into, 64–66

marketing oneself to, 266–268

modules for, 161–162

number of recruiters registered with, 14

paid accounts, 17–19

quality versus quantity of, 96

reading updates of, 161–162

removing people from, 113–115

specific versus general goals of, 98

strengthening relative to investments, 297

strong versus weak links in, 97

viewing, 64–66

new ventures setting, choosing, 42

nicknames, specifying, 31

non-profit groups, description of, 248

non-profit questions, getting

answers to, 122

number of connections, sorting by, 70

## • O •

online identity, linking profiles to, 265–266

online marketing tactics, using, 269–270

open networking, encouraging, 12.

*See also* social networks

open positions. *See* jobs

OpenLink program, description of, 12

Outlaw, Jefre (portfolio entrepreneur), 47

Outlook. *See also* LinkedIn Outlook toolbar

exporting contacts to, 184

importing Contacts list from, 176–180

Outlook Express, exporting contacts  
to, 185

Outlook plug-in tool, Xobni, 302–303

Outlook toolbar, installing, 188–189

## • P •

paid accounts, 17–19

passive job seeking, popularity of, 14–15

- password, providing, 30
- people. *See* connections
- People item, description of, 22–23
- People Search, generating leads with, 278–281
- personal connections, category of, 10
- personal finance questions, getting answers to, 122
- Personal Information category, description of, 24
- personal reference requests setting, choosing, 42
- pictures, adding to e-mail signatures, 195
- Podcast Network Connections, 328
- positions. *See also* JobInsider
  - adding to profiles, 47–49
  - applying for, 222–223
  - editing, 49
  - improving visibility and attractiveness, 225–226
  - looking for, 14–15
  - searching for open positions, 220–224
- postal code, providing, 30
- posted questions, clarifying, 135
- premium accounts
  - features of, 18–19
  - upgrading to, 19–21
- Privacy Policy, information in, 32
- privacy principles, adherence to, 35
- Privacy Settings category, description of, 25
- Private Equity category, displaying, 293
- Pro account, cost and features of, 19
- product management questions, getting answers to, 122
- professional development questions, getting answers to, 122
- professional experience, including in summary, 43, 46
- professional goals, including in summary, 43, 46
- professional groups, description of, 248
- Professional headline
  - including in summary, 43
  - using, 264
- professional history, creating profile for, 13–14
- Professional Summary page, displaying, 45
- profile and brand, building, 12–14
- profile links, customizing, 323
- Profile page
  - selections on, 33
  - using Recommendations on, 141
- Profile Settings category, description of, 24
- profile URL, setting, 56–58
- profiles
  - accessing and modifying, 41
  - accessing for Recommendations, 144–148
  - adding positions to, 47–49
  - adding Web site links to, 52–54
  - assigning Region to, 30
  - checking display of, 55–56
  - checking for job applicants, 214
  - completing, 38
  - completing additional information for, 52–54
  - concept of, 41
  - connecting with job listings, 204–205
  - contact settings for, 42–43
  - customizing URL for, 57–58
  - displaying dynamically, 329–330
  - including appropriate fields in, 265
  - including buzzwords in, 227
  - including freelance work in, 265
  - including groups and associations in, 52
  - including interests in, 52, 54
  - including keywords in, 227
  - including skill sets in, 227
  - keeping complete and current, 317–318
  - linking blogs to, 269
  - linking business Web sites to, 269
  - linking to online identity, 265–266
  - listing job experiences on, 227
  - optimizing, 226–228, 264–266
  - providing links to, 323–324
  - reading for sales prospects, 284
  - reporting education on, 49–51
  - respecting, 320
  - searching by keywords in, 70
  - setting to public view, 56–59
  - showing Recommendations on, 156

updating, 47, 53, 267, 318  
 updating for business sales, 289  
 using keywords in, 264, 269  
 viewing, 55–56  
 prospects, researching to close deals,  
 284–285  
 public view, setting for profiles, 56–59

## • Q •

quality versus quantity, 96, 324  
 quantity versus quality, 324  
 Question threads, watching, 274  
 questions. *See also* answers  
 about investors, 292–294  
 asking, 323  
 asking on LinkedIn Answers, 274  
 asking relative to marketing oneself, 268  
 categories in LinkedIn Answers, 120–123  
 clarifying after posting, 135  
 customizing messages for, 135  
 getting responses to, 130–131  
 length of availability, 128  
 posting on LinkedIn Answers, 132–135  
 preparing, 129–130  
 providing answers to, 123–124, 323  
 selecting best answers for, 136  
 using keywords in, 130

## • R •

Receiving Messages screen, displaying, 321  
 reciprocal linking, defined, 269  
 Reciprocated Recommendation,  
 explanation of, 141  
 Recommendations  
 collecting, 226  
 creating, 144–148  
 declining, 152–153  
 editing and deleting, 154–155  
 getting services listings through, 270–273  
 hiding, 157  
 including notes with, 147  
 leaving for customers, 288  
 making stand out, 143–144

planning for service providers, 239–240  
 posting for service providers, 240–242  
 process of, 140–141  
 receiving, 155–156  
 receiving from connections, 272  
 removing, 156–157  
 requesting, 149–152  
 requesting for applicants, 214  
 requesting for focus groups, 306  
 requesting revisions of, 156–157  
 selecting categories for, 145  
 using, 141  
 writing, 147  
 recommending contacts, 142–143  
 recruiters, number registered with  
 LinkedIn, 14  
 reference checks, performing, 215–216  
 Reference searches, performing, 76–78.  
*See also* searching  
 references  
 finding for applicants, 213  
 search strategies for, 214  
 referrals  
 asking for, 228  
 finding in target companies, 230–231  
 getting, 225–226  
 getting from customers, 289  
 Refine Search Results button  
 using with companies, 74  
 using with keywords, 71  
 regions  
 assigning to profile, 30  
 showing for connections, 66  
 registration, confirming, 38  
 Registration page  
 information required on, 30  
 with invitation, 31  
 relationships, defining for  
 Recommendations, 146–147  
 Relationships Matter, 7  
 Relihan, Stan (Connections show), 328  
 relocating, impact on LinkedIn networks,  
 306–308. *See also* locations  
 Requested Recommendation, explanation  
 of, 140

- requests
    - accepting for Introductions, 90–93
    - declining for Introductions, 93–94
    - of Recommendations, 149–152
    - sending to existing members, 108–111
  - requests to reconnect setting, choosing, 42
  - resources
    - Capital IQ Company Profile pages, 269
    - DallasBlue Business Network, 329
    - Edgehunt, 301
    - e-mail notifications, 321
    - Hello TXT, 330
    - Inbox Zero collection, 321
    - LinkedIn Corporate Solutions, 202
    - LinkedIn Help section, 87
    - LinkedIn packages, 17
    - LinkedIn premium accounts, 19
    - LinkedInABox, 329–330
    - LinkedInLIONS Forum, 328
    - LinkedInIntelligence blog, 47, 328
    - My Virtual Power Forum, 326
    - mylink500.com, 12
    - MyLinkSearch search engine, 329
    - MyLinkWiki, 327
    - official LinkedIn blog, 325
    - Podcast Network Connections, 328
    - RSS feeds with Google Reader, 327
    - Xobni e-mail plug-in, 302
  - resumes
    - including with job applications, 223–224
    - reviewing for applicants, 211–212
  - ROI on videos, question about, 131
  - RSS feeds
    - with Google Reader, 327
    - using with LinkedIn, 301–302
  - RSS Settings category, description of, 25
  - Ryan, Liz (mashup), 300
- S •
- sales
    - closing deals, 284–287
    - completing, 287–289
    - delivering solutions for, 287–288
    - finding decision makers for, 281–283
    - finding partners in, 287
    - getting help with, 286
    - reporting completion of, 288–289
    - requesting informational interviews for, 286
    - requesting Introductions for, 282
    - targeting companies for, 282
    - using InMail for, 282
    - using LinkedIn Answers in, 286, 288
  - sales and marketing questions, getting answers to, 121
  - school information, entering, 50
  - school mates, connecting with, 230
  - schools, listing, 317
  - search form, location of, 67. *See also* Advanced Search function
  - search page, accessing, 67–68
  - searching. *See also* Reference searches
    - by companies, 73–75
    - contacts in new cities, 307
    - groups, 249, 251
    - by job titles, 75–76
    - by keywords, 69–71
    - for leads with People Search, 278–281
    - by name, 71–73
    - by newly added classmates, 101–105
    - by newly added colleagues, 99–101
    - for sales decision makers, 282
    - for social networking meetings, 310
  - second-degree connection, defined, 10
  - Select Experts button, clicking, 127
  - self-employed, labeling positions as, 265
  - Sent Invitations link, clicking, 170
  - service providers
    - posting recommendations for, 240–242
    - reading recommendations of, 237
    - recommending, 145, 239–240
    - searching for, 236
    - sorting, 237–238
  - Service Providers directory, using, 273–274
  - services listings, getting through
    - recommendations, 270–273
  - Services section, using Recommendations in, 141
  - Settimo, Steve (DISCFunctional), 304–305
  - signatures. *See also* e-mail programs
    - adding pictures to, 195
    - creating, 193–197
    - including links to profiles in, 323
  - Six Degrees of Separation, 11
  - skill sets, including in profiles, 227

- small business and startup questions, getting answers to, 122
  - social networking meetings, looking for, 310
  - social networking pages, updating status on, 330
  - social networks. *See also* open networking
    - advertising job listings to, 206–210
    - automating, 164–166
    - building for focus groups, 305
    - building prior to moving, 306–308
    - capabilities of, 15
    - changing settings for, 164–166
    - communicating value of, 112–113
    - completing registration process, 34–38
    - of connections, 105–108
    - creating contacts export files in, 183–184
    - deciding on use of, 33–34
    - defined, 8
    - depth versus breadth of, 97
    - determining purpose of, 96
    - expanding, 16
    - free versus paid accounts, 16–17
    - getting answers to questions about, 123
    - goal of, 7
    - impact of moving on, 306–308
    - importance in angel funding, 289–290
    - importance to VC (Venture Capital), 289–290
    - after joining, 39
    - joining with invitation, 28
    - joining without invitation, 29, 35
    - logging into, 64–66
    - marketing oneself to, 266–268
    - modules for, 161–162
    - number of recruiters registered with, 14
    - paid accounts, 17–19
    - quality versus quantity of, 96
    - reading updates of, 161–162
    - removing people from, 113–115
    - specific versus general goals of, 98
    - strengthening relative to investments, 297
    - strong versus weak links in, 97
    - viewing, 64–66
  - social validation, defined, 139
  - Sort By option, using with leads, 279
  - sort methods
    - degrees and recommendations, 68
    - degrees away from you, 68
    - keyword relevance, 69
    - number of connections, 69
  - Sorted By options, using in job searches, 228
  - spam, rules of etiquette for, 322
  - specialties, including in summary, 43–44, 46
  - Spilios, Kristie (TrebleMakers), 275–276
  - spreadsheets, using with groups, 256
  - Startups and Small Business, getting advice from, 292
  - startups and small business questions, getting answers to, 122
  - status, providing information about, 30–31
  - Stecin company, 304–305
  - Submit Group for Review button, clicking, 252
  - summaries
    - goals of, 44
    - organizing, 44
    - reading for LinkedIn groups, 250
    - using keywords in, 44
    - writing, 43–45
    - writing for jobs, 223
  - Summary sections
    - examples of, 45
    - location of, 43
    - updating, 45–46
  - Sundar, Mario (official LinkedIn blog), 325
  - sustainability questions, getting answers to, 122
- T ●
- target audience
    - reaching, 268
    - setting up group for, 274
  - Tell Your Network! button, clicking, 206
  - Terms of Use, agreeing to, 32
  - third-degree connection, defined, 10
  - thought leaders, identifying relative to investments, 297
  - To Be Found section, options in, 33

### toolbars

- Firefox Companion, 191–192
- Internet Explorer, 190–191
- LinkedIn Browser, 189–192
- LinkedIn Outlook, 187–189

### Tools page, displaying, 193

traveling, arranging meetings during, 308–309

TrebleMakers (Kristie Spilios), 275–276

trips, arranging meetings during, 308–309

TRUSTe Privacy Program, policy of, 35

trusted contacts, inviting, 34–35. *See also* contacts

two-way link, defined, 269

## • U •

Unsolicited Recommendation, explanation of, 140

updates, sending out for focus groups, 305.

*See also* LinkedIn Updates

URL, customizing for profiles, 57–58

User Agreement and Privacy Policy, agreeing to, 31–32

## • V •

VC (Venture Capital)

defined, 289

getting information about, 293

videos, question about ROI in, 131

View My Profile link, clicking, 55

## • W •

Warner, Andrew (Lunch 2.0), 312

Web 2.0 system, defined, 8

Web site links, adding to profiles, 52–54

### Web sites

building for focus groups, 305

Capital IQ Company Profile pages, 269

DallasBlue Business Network, 329

Edgehunt, 301

e-mail notifications, 321

Hello TXT, 330

Inbox Zero collection, 321

Kawasaki, Guy, 231

LinkedIn Corporate Solutions, 202

LinkedIn Help section, 87

LinkedIn packages, 17

LinkedIn premium accounts, 19

LinkedInABox, 329–330

LinkedInLIONS Forum, 326

LinkedInIntelligence blog, 47, 328

My Virtual Power Forum, 326

mylink500.com, 12

MyLinkSearch search engine, 329

MyLinkWiki, 327

naming links for, 266

official LinkedIn blog, 325

Podcast Network Connections, 328

RSS feeds with Google Reader, 327

Xobni e-mail plug-in, 302

Web-based e-mail programs, importing contacts from, 180–182

Webmail contact list, importing, 180–182

“What are you working on?” feature, using, 267

widgets, LinkedInABox, 330

wiki, defined, 329

work status, providing information about, 30–31

## • X •

Xobni e-mail plug-in, using with LinkedIn, 302–303

## • Y •

Yahoo! Address Book, accessing, 181–182

Yahoo! Mail, exporting contacts to, 185–186

## • Z •

ZIP code, providing, 30