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Your “5 a Day” Diet on LinkedIn

by Doctor David Petherick

This can take you less than ten minutes a day. In a month, you could have 60 new connections and have become 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 value can you add? Remember you can join up to 100 groups on LinkedIn to find useful updates in your area of special expertise, and to demonstrate your special knowledge.
- 2) **Connect.** Find someone new to connect to. (2 minutes)
You could even stretch to two people. Try using an advanced search in LinkedIn (<https://mzs.es/search>) to narrow by company, location, industry, or search through a connection's connections, and always personalise your request. 2/day 60/month 720/year.
- 3) **Support.** Give someone a bit of a boost. (2 minutes)
Everyone likes to be acknowledged. Search out those who have shared some personal or business achievement. Say hello, but personalise the message. Share their stuff with a supportive comment. Do this for a couple of connections or on updates your connections have liked or commented on that catch your eye.
- 4) **Update.** Share what you've found interesting today. (2 minutes)
It doesn't 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 views on the news when you 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 issue you experience 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 - and see if you can find a reason to connect from their profile details. And try looking at some new profiles with a search - try an advanced search - <https://mzs.es/search>

Read 30 Tips for a Better LinkedIn Profile: <https://mzs.es/30t>

Follow or connect with David Petherick <https://mzs.es/>

For ten minutes of free advice on your profile, book a call, zoom or skype at <https://mzs.es/free>

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