

Guest,**Welcome to:****LinkedIn 4.0 – Learn About Accelerated Connectivity
Like Never Before**Presented by
Lighthouse Consulting Services, LLC**Featured Guest:**
Rick Itzkowich
Vistage Chair,
Entrepreneur,
Speaker & Author

(858) 456-7653

rick@rickitzkowich.comwww.rickitzkowich.com**Host:**
Dana Borowka, MA
CEO, Lighthouse
Consulting Services, LLC

(310) 453-6556, ext. 403

dana@lighthouseconsulting.com**Author:**

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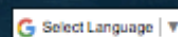
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Today's Agenda

- The Power of LinkedIn
- Strategy
- Mentoring Opportunity

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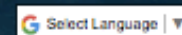
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Are you connecting effectively?

- Cold calls
- Door to door
- Personal introductions

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21st Century Networking Formula

- Face-to-face networking
- Online Networking
- Networking on Steroids

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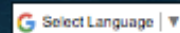
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Why LinkedIn?

- 500,000,000 users
- \$109,000 Adjusted Household Income
- 45% decision-makers

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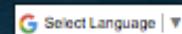
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3 Critical Success Factors

- Profile
- Network
- Activities

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LinkedIn Process – When?

- 30-45 minutes weekly
- Investment Advisor's Example
- 24 Referrals in Two Hours

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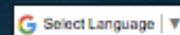
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To Find and to Be Found

- Finding Individuals, Power Partners and Companies
- Identifying Connection Points
- How to 'Be Found'

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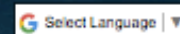
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Using LinkedIn Strategically

- Mindset
- Hunting vs. Attracting
- VCP



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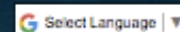
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Key Currencies

- Build Trust
- Gain Credibility
- Generate Goodwill

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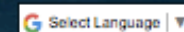
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Do's and Dont's

- Start Conversations and Avoid Monologues
- Build Relationships
- Avoid 'Premature Solicitation.'

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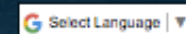
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Summary

- Great Demographics
- You Don't Know Who They Know
- 30-45 Minutes Per Week
- To Find and Be Found
- Attracting vs. Hunting

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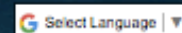
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LinkedIn Advisor

- Affordable Monthly Mentoring
- Knowledge and Connections
- Win-win

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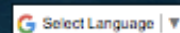
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Mentoring Components

- Specific Roadmap
- How-to Videos
- Access to Me on an 'as-needed basis'
- Link Power
- Action Quotes

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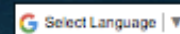
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- Month-to-month
- Questions / Discussion

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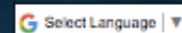
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