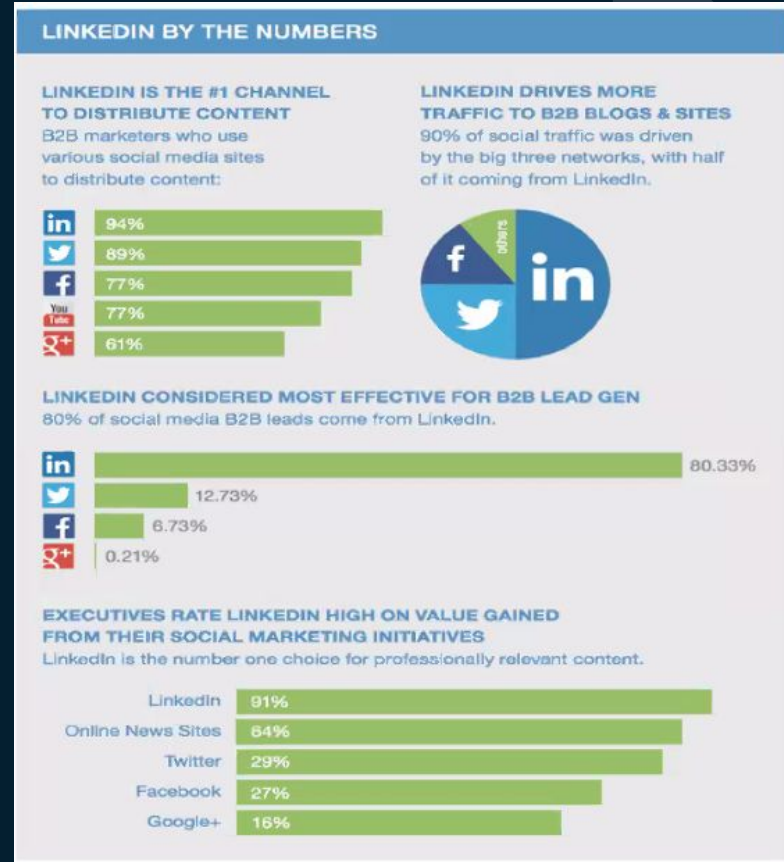




A Guided Tour

WHY?

- ❖ 700+ million users
- ❖ 260 million login once a month
- ❖ 40 million use it for their job search weekly





**Important
Sections**

CREATING THE PERFECT LINKEDIN PROFILE

Profile Photo

Headline


About

Experience

Skills

Projects

Much More





Neal Bloom · 2nd
entrepreneur, investor, community builder

Talks about #sdtechos, #startups, #investing, #communications, and #economicdevelopment

San Diego, California, United States · [Contact info](#)

9,605 followers · 500+ connections

 Interlock Capital

 Pepperdine Graziadio Business School

About

Investing in tech companies through Interlock Capital. Reach out if you're interested in investing with us.

"You don't have to be great to start, but you do have to start to be great"

Top 5 Things to Know About Neal Bloom

1. I don't accept blind LinkedIn invites. Add a personal message written about how I can help you
2. Co-founded Portfolio.com in 2012, with two exits in 2019 & 2020
3. I have turned my passion for building tech communities into a media company, Fresh Brewed Tech, and a communications agency, Rising Tide Partners, and investment fund, Interlock Capital
4. I launched 84 astronauts into space while working on the Space Shuttle program
5. You can see the companies I have directly invested in at nbloom.me

Experience

 **Managing Partner**
Interlock Capital
Jun 2020 - Present · 2 yrs 9 mos
San Diego, California, United States

Our community of founders, investors, and subject matter experts FIND, EVALUATE, FUND, and SUPPORT the best companies. This increases our odds of success. You can invest with us, tr ...see more



 **CEO**
Rising Tide Partners
2018 - Present · 5 yrs 2 mos
Greater San Diego Area

We tell the stories that impact communities, we help governments and special districts communicate through storytelling, marketing, community building, and public outreach.

OTHER USEFUL SECTIONS

- ❖ *Featured*
- ❖ *Volunteering*
- ❖ *License or Certification*
- ❖ *Publications*
- ❖ *Honors & Awards*

Let's take a look around LinkedIn...

Writing the Perfect Intro Message

How To Write LinkedIn Connection Requests That Will Never Get Declined

The blueprint for undeniable LinkedIn requests comes down to 5 P's:

Polite
Pertinent
Personalized
Professional
Praiseful



Spend a few thoughtful moments writing irresistible LinkedIn connection requests, and you'll quickly build up your network!

Writing an Intro Message

- ❖ **First, always address them with their name**
- ❖ **Second, the reason why you reached out without pitching**
- ❖ **Third, always finish with a call to action**

- ❖ **The messages to your connections need to feel authentic and comfortable for you**
- ❖ **This is for people who you already know or who you are certain they will connect with you**

Writing the Perfect Intro Message

Hi [Name],

I'm the Career Services Coordinator at LEARN academy, a fully-remote code school in SD, teaching web development to those wishing to pivot in their career. I love connecting with people with great entry-level opportunities for our grads.

I'd like to set up a meeting with you here. bit.ly/3lp8pcQ

Best, Paul

Writing the Perfect Intro Message to LEARN staff

Hi [Name],

I'm [Name] and have just started at LEARN academy. I am at the start of my journey to become a web developer. I would love to connect with you as you are a member of the LEARN team.

Looking forward to collaborating with you in the future.

Best, [Name]

Writing the Perfect Intro Message to your cohort

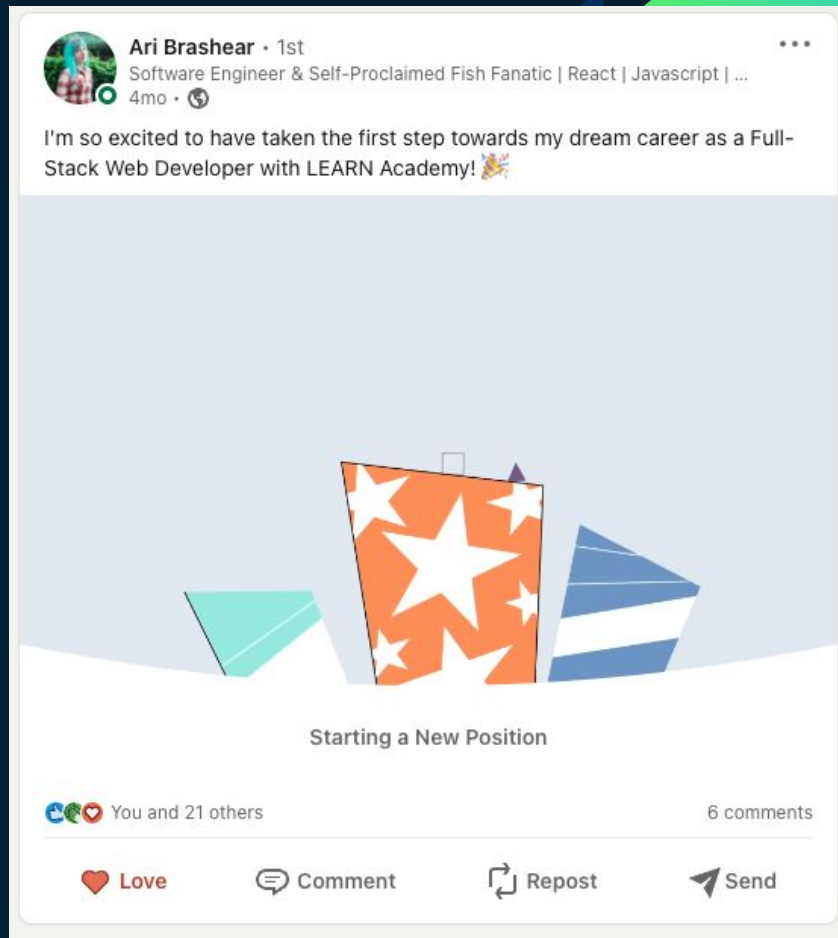
Hi [Name],

I'm [Name], just like you, I have started at LEARN academy. As we are both at the start of our journey to becoming web developers, I would love to connect with you so we can begin to help each other and share opportunities.

Looking forward for what the future holds.

Best, [Name]

Great examples of how LinkedIn can be utilized





By the end of Week 1:

- 1. Follow some companies, join some groups**
- 2. Reach out to your cohort and LEARN staff**
- 3. Post about moving into tech/starting at LEARN**