

## LinkedIn Networking Best Practice

- Follow before you connect
- Engage on content
- Like, comment or share opinion
- Recognize with tagging onto posts
- Stay targeted to your professional niche
- Support a cause
- Join relevant groups
- Follow relevant newsletters
- Join relevant events
- Never ask for favors
- Always invite with an introductory note
- Create Win-win situation

Every connection request that you make on LinkedIn should have a clear reason you're reaching out because it can dramatically increase the acceptance rate.

Ask mutual connection to introduce you to the lead via LinkedIn InMail or email.

Users are more likely to engage with someone they know professionally than with a third-party connection.

If the person can't make the introduction themselves, at least make them aware of your intent to connect with a prospect and see if they recommend that you go ahead with it.