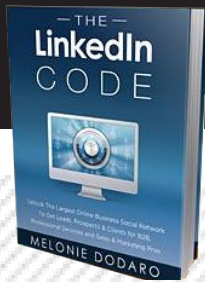


# Cracking the —THE— LinkedIn CODE



LinkedIn is a goldmine of opportunity for B2B companies, professionals and sales people. When used properly there is an endless opportunity to generate more leads, prospects and clients. There are spoken and unspoken rules of best practices and etiquette that you must follow if you want to use this platform successfully.

To unlock THE **LinkedIn** CODE and attract more business follow these simple principles:

## Listen

Listen to the language that your ideal clients use to describe their challenges and problems. This is the language you want to use in your profile and the messages you send.

## Invest

Invest the time to complete your LinkedIn Profile. A fully completed and optimized profile will set you apart from your competitors.

## Needs

Your profile, especially your headline and summary section, must speak to the needs of your ideal client; ensure it is client-focused.

## Keywords

Make sure that you have used your keywords throughout your profile to ensure you show up at the top of LinkedIn search results.

## Enhance

Visually enhance your profile by adding multi-media, such as videos, SlideShare presentations, and PDF documents.

## Develop

Develop your LinkedIn lead generation campaign by creating a daily checklist and relationship-building messages you can put on autopilot.

## Initiate

Initiate new relationships and dialogue by personalizing all of your messages, replies, and connection requests.

## Nurture

Take the time to nurture your relationships on LinkedIn by creating a series of value-based messages.

# C

## Connect

Make an effort to regularly build your network and connect with new prospects and strategic partners. Your ability to find prospects or be found by those same prospects is limited to the size of your network.

# O

## Offline

To move your relationship to the next level with a connection, you must move it off-line.

# D

## Dedicate

Dedicate at least thirty minutes a day to your LinkedIn campaign for the best results and you will see a dramatic increase in new leads, prospects, and clients.

# E

## Etiquette

Always make sure that you are following good LinkedIn etiquette and best practices.

# LinkedIn

To learn more about how to use LinkedIn effectively for business go to:

TheLinkedInCode.com

## About the Author



MELONIE DODARO is the founder of **Top Dog Social Media**, an agency that helps businesses, professionals and sales teams leverage social selling to boost their visibility, attract more leads and clients, and put more revenue in their pipeline.

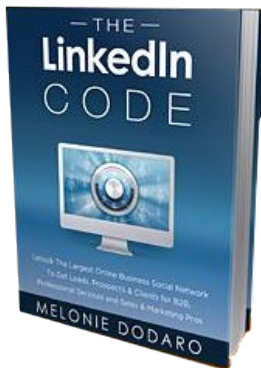
She speaks and trains sales teams all across North America on how to use LinkedIn and on advanced social selling techniques. These are the same tactics large corporations use when implementing their own social selling practices to achieve outstanding results.

Melonie is dubbed by the media as **Canada's #1 LinkedIn expert**.

Melonie is known worldwide for her LinkedIn and social selling expertise. Other social media experts come to her for advice, training and help with all things LinkedIn related.

Social Media Examiner listed her blog as one of the *Top 10 Social Media Blogs* worldwide in 2014.

To learn more about Melonie visit [TopDogSocialMedia.com](http://TopDogSocialMedia.com)



The **LinkedIn Code** IS AVAILABLE ON AMAZON JUNE 3RD, 2014

If you're in business, you NEED to be on LinkedIn. But you need to do it RIGHT – or you'll spin your wheels and waste more time than it's worth. The LinkedIn Code cuts right to the chase, providing you with all the tools you need to navigate the often confusing landscape of LinkedIn, so you can unlock the rich rewards it can bring to your business.

The LinkedIn Code shows you how to:

- ✓ **Create a professional LinkedIn profile** that is client-focused and speaks to your ideal prospects and clients
- ✓ **Get your profile to show up at the TOP of the LinkedIn search results**, so prospects find YOU and not your competitors
- ✓ **Understand LinkedIn etiquette and best practices**, so you can build relationships and avoid doing anything to damage your credibility
- ✓ **Generate leads using proven social selling techniques** with a step-by-step lead generation plan that you can implement daily for maximum results in minimum time



“If you are in business or you are in sales The LinkedIn Code is not an option, it’s an imperative. This book covers every aspect of social selling and how you can use LinkedIn to your advantage. Don’t just read this book, implement it.”

*Jeffrey Gitomer, New York Times best-selling author of The Sales Bible & The Little Red Book of Selling*



“Melonie’s book is pure gold! It’s like a powerful workshop in a book. If you’re looking to finally get measurable results from your LinkedIn efforts, you must read The LinkedIn Code. Apply her proven step-by-step processes in this book and watch your results soar.”

*Mari Smith, author of The New Relationship Marketing & Coauthor Facebook Marketing: An Hour A Day*



“LinkedIn has been the most misunderstood and underrated social network. That changes as soon as you read The LinkedIn Code. Filled with practical advice and eye-opening tips, this is the “user’s manual” for LinkedIn you’ll wish you had years ago. Highly recommended.”

*Jay Baer, New York Times best-selling author of Youtility*



“In The LinkedIn Code, Melonie Dodaro shares her method for abandoning the old ways of selling and embracing LinkedIn as a powerful tool to generate leads that lead to sales”

*Michael Stelzner, CEO, Social Media Examiner, author of Launch*

## What the Experts Are Saying About **The LinkedIn Code**