

WHO YOU KNOW, NOT WHAT YOU KNOW, MIGHT MATTER MORE

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Who you know might be just as important as what you know when it comes to consistently increasing your production and income.





ESTABLISH A VALUABLE NETWORK

Your goal is to become a Lifetime Career Agent to your candidates and elevate the relationships with your clients from vendor, to trusted advisor, consultant, and eventual friend.

REFERRALS



Keep your request simple if you want someone to introduce a potential client or candidate.

EVENTS



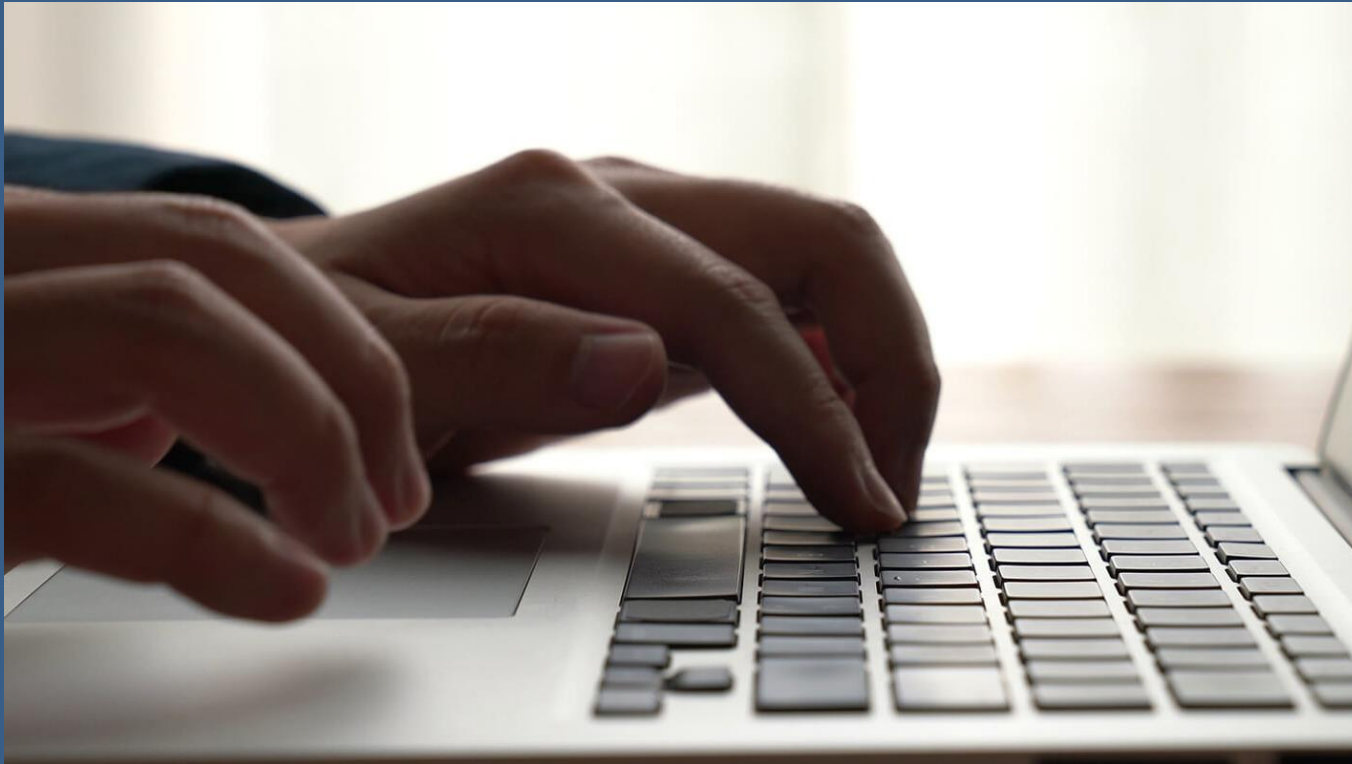
Say yes to every opportunity,
whether the event was planned or a
spontaneous networking event.

SOCIAL MEDIA



Take the time to research companies and individuals who can benefit from your product. Look at what they say on social media. Maybe they're connected to someone you already know.

JOIN GROUPS



Become an engaged active member of the groups while you establish yourself as an expert.



ENGAGE THE MEMBERS OF YOUR NETWORK

Networking is a two-way street where you give much more than you receive initially and then hopefully what goes around, comes around.



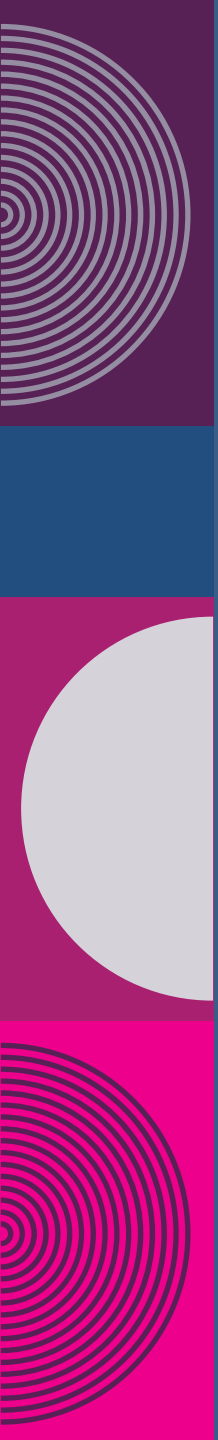
ESTABLISH INFLUENCE ON LINKEDIN

LinkedIn can help you create TOMA (Top Of Mind Awareness) when a candidate or client in your niche and segment of our profession could benefit by the services you offer.

STEP ONE - WRITE SPECIFIC GOALS

Build and establish an audience who will buy the services you offer.





STEP TWO: UPGRADE YOUR LINKEDIN PROFILE TO BE A SALES PRESENTATION

1. Upload an original picture.
2. Customize your banner.
3. Write a simple and clear headline.
4. Post a Unique job title.
5. Explain your value proposition in the *About* section.
6. Display testimonials and social proof in the *Featured* section.
7. Customize your LinkedIn URL.
8. Optimize the *Activity* section.
9. Detail accomplishments of your *Job Experience* and *Education*.

STEP THREE: CREATE A STRATEGY FOR YOUR CONTENT



Think about a precise subject and become the best expert on this topic that relates to your niche or area of specialization.

STEP FOUR: CREATE A CALENDAR FOR YOUR POSTS

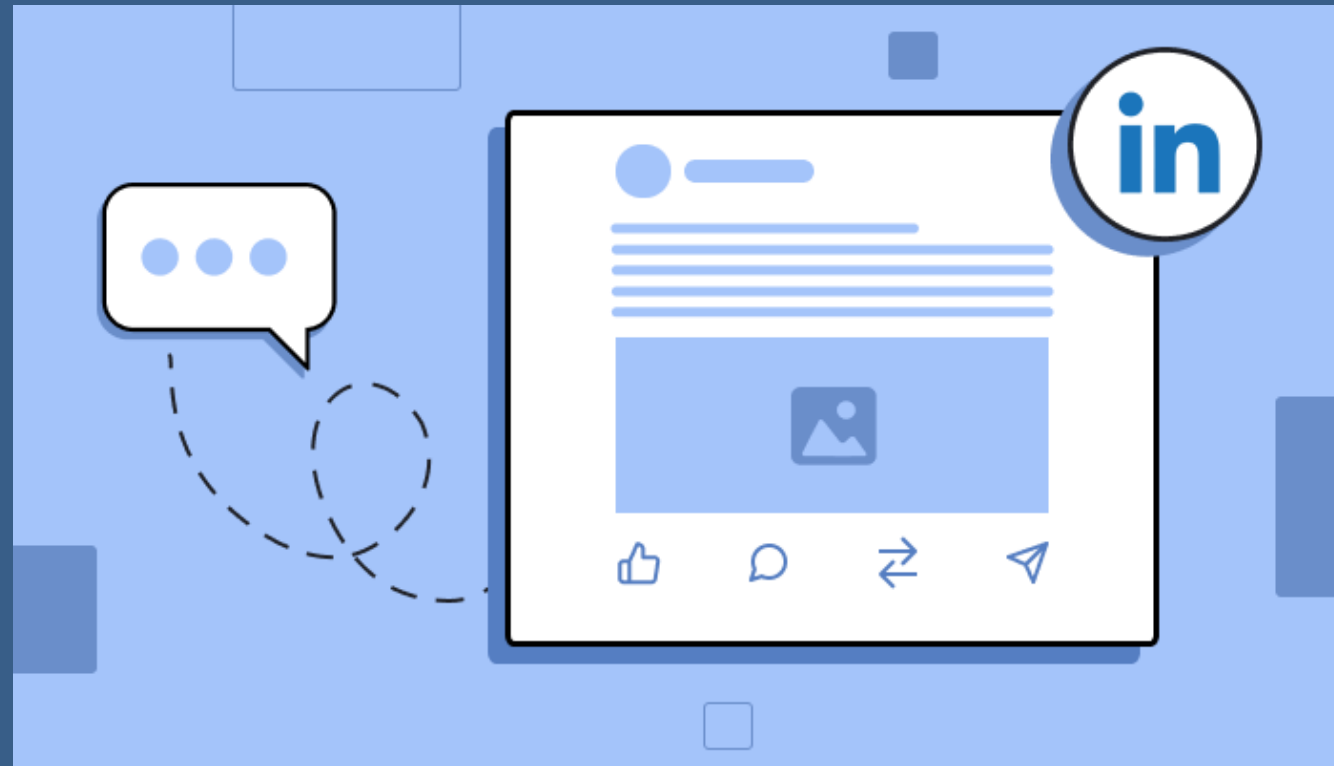


Consistency is important if you want to become successful on LinkedIn.

STEP FIVE: CONSIDER USING AN ENGAGEMENT TOOL



STEP SIX: REPLY TO ALL COMMENTS



STEP SEVEN: ENGAGE WITH OTHER POSTS



STEP EIGHT: CONSISTENTLY EXPAND YOUR NETWORK



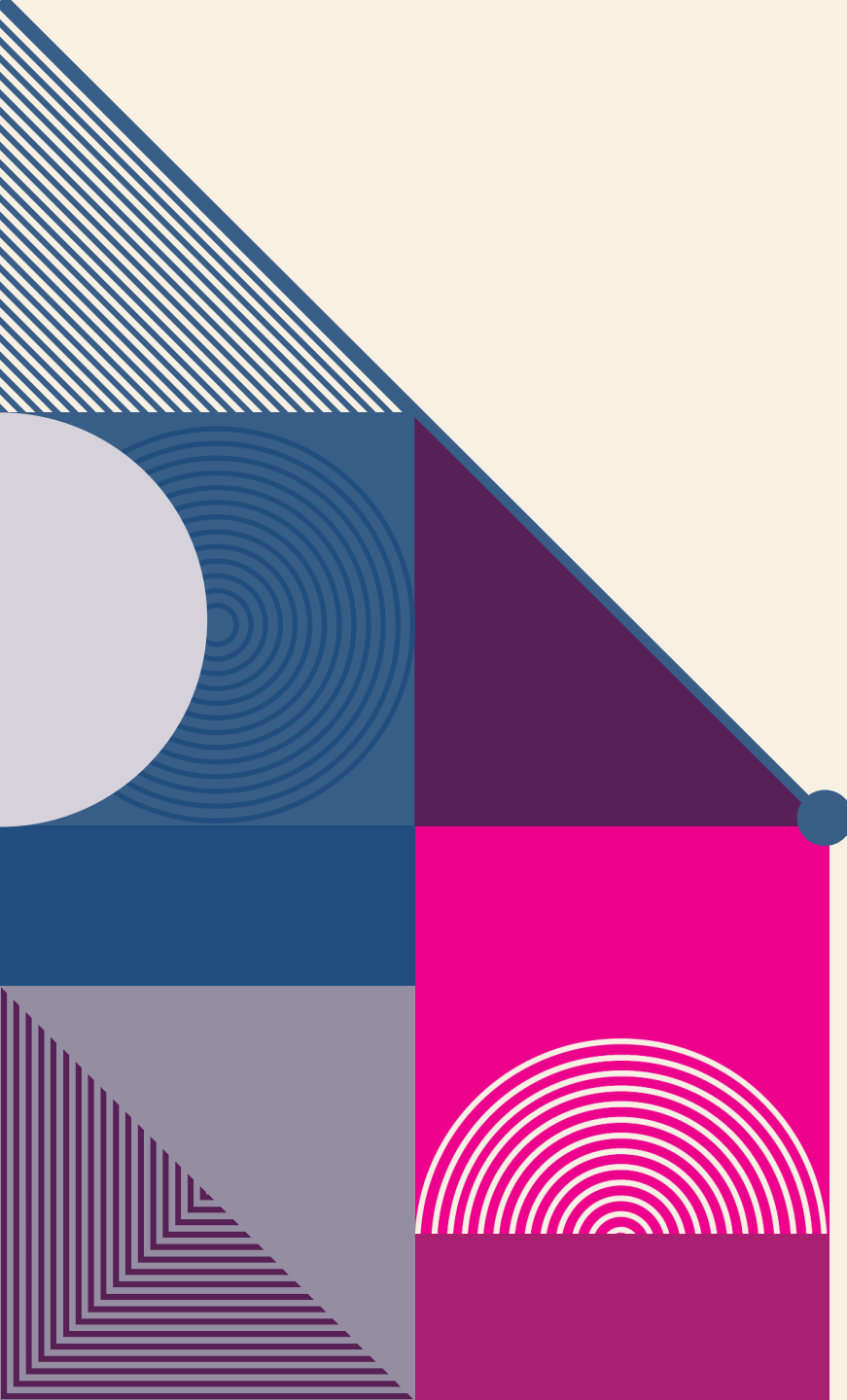


GO FROM AVERAGE TO BIG BILLER BY INCREASING REFERRALS

If you ever want to test the rapport and trust you've established with candidates or clients, just look at the number of referrals they provide.

Referred candidates are not as guarded and have been vetted by the person providing you with the referral, so rapport is established faster.

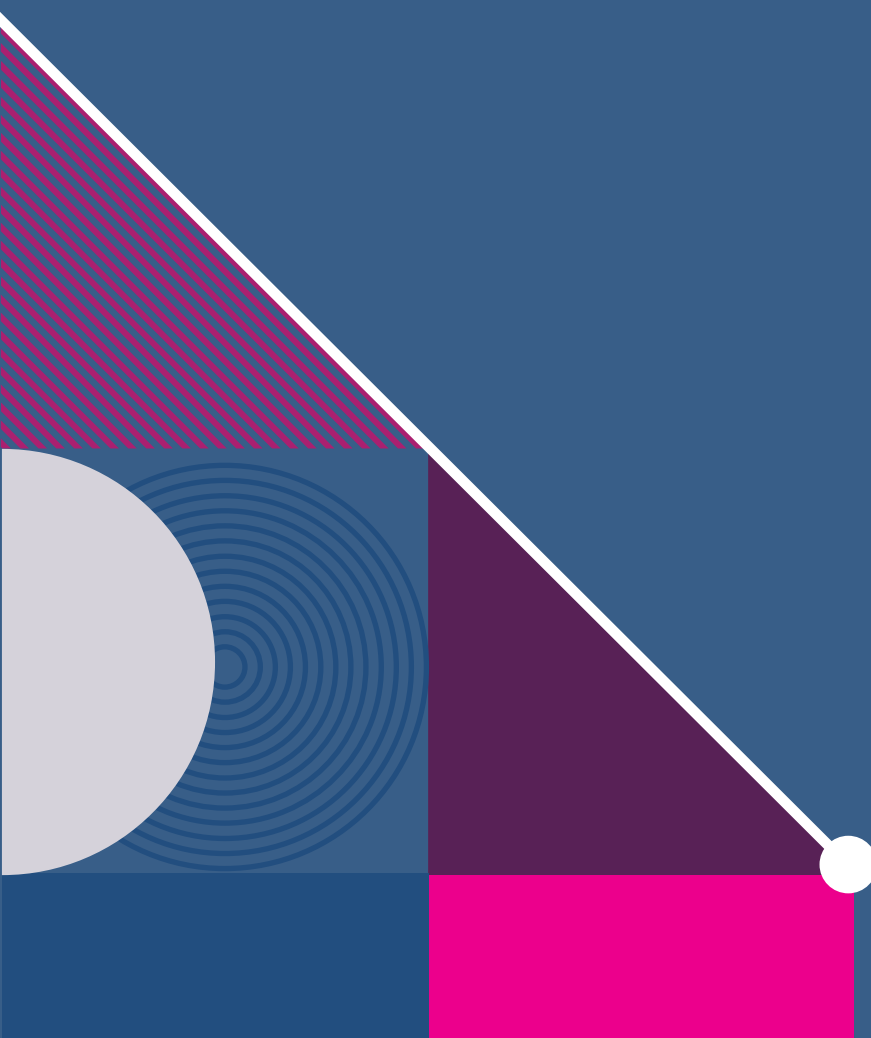




KNOWING THESE TWO FACTS:

What percentage of the candidates you place
were referred?

What percentage of your new clients were
referred?

A decorative geometric pattern in the bottom-left corner of the slide. It features a white diagonal line separating a dark blue square from a magenta square. The dark blue square contains a light blue circle and a series of concentric circles. The magenta square contains a white circle. The top-left corner of the dark blue square has a pattern of diagonal lines.

MAKE YOUR LIFE AND JOB EASIER EVERY YEAR

First, determine how you want to be remembered and make sure the decisions you make and actions you take back up this new attitude.



Second, join your professional association and become an active member.



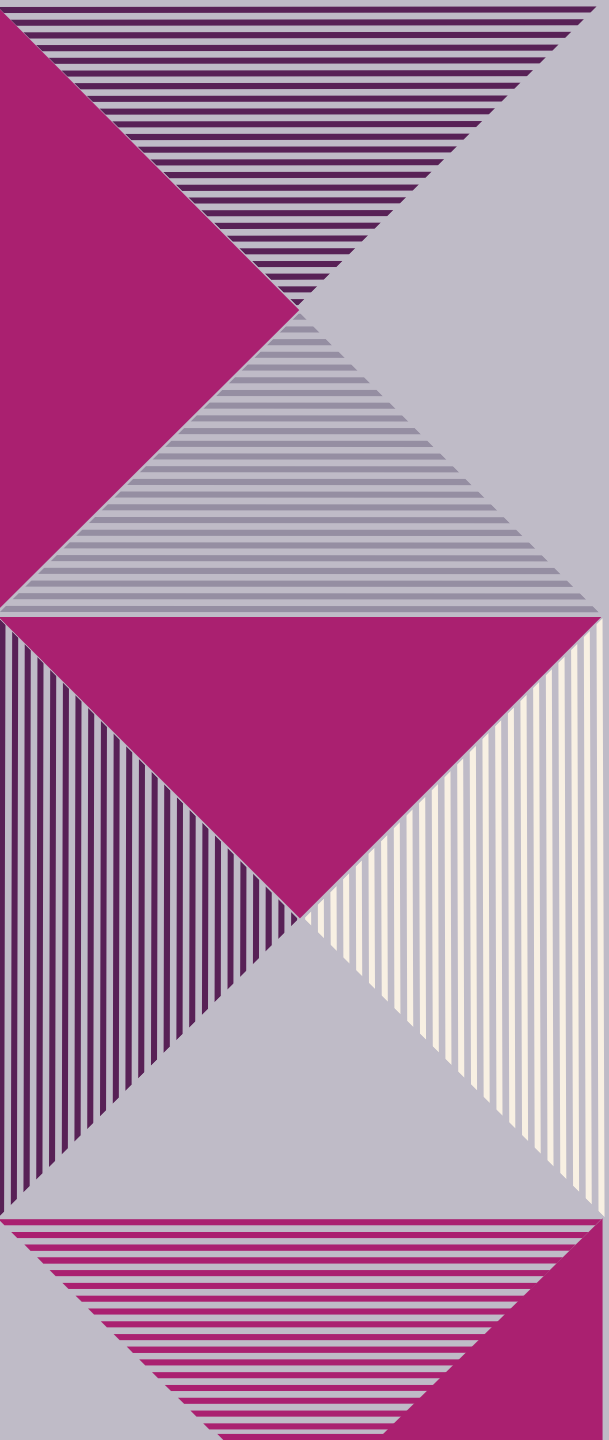
Third, take time to identify the causes that you hold dear to your heart and get involved.



Fourth, realize that when you are helping others succeed, you automatically increase your knowledge, network, and it will have a positive impact on the level of success you attain.



**IMPLEMENT THE
IDEAS SHARED AND
THAT WILL BECOME
YOUR REALITY.**



QUESTIONS?

Connect with Barb on LinkedIn

<https://www.linkedin.com/in/barbarabruno/>