



Twenty Questions on Linked In

Twenty questions on how to build your
real estate business with Linked In

by
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A Washington State Approved Real Estate School for Clock Hour Education under R.C.W. 18.85.

Twenty Questions on Linked In

Twenty Questions on how to build community and real estate relationships with Linked In.com

Curriculum

Session Hours	Major Topics	Objective
1 ½ hour	1. Why connect on Linked IN? 2. What is Linked In? 3. How do I start a LinkedIn account? 4. How do you Set up your profile?	Understand the history, definition, and basics of the LinkedIn program as it relates to the real estate industry
2 ½ hour	5. What Should you include in the Background Summary? 6. Should you Add Video to the Profile? 7. Why should you share your Education and Background? 8. What other Categories can you add to your Profile?	Set up a profile on LinkedIn
3 ½ hour	9. How do you make Connections on LinkedIn? 10. How do you use Advanced Search on LinkedIn? 11. How can I use Groups Effectively? 12. What is the importance of Posting updates? 13. How can you ask for recommendations?	Making Connections on LinkedIn
4 ½ hour	14. How do you add links, photos and videos on LinkedIn? 15. What kind of links to you add on LinkedIn? 16. What information will your prospects evaluate?	Learn about LinkedIn applications that make LinkedIn more effective including adding links
5 ½ hour	17. How much time does it take? 18. Can LinkedIn help Real Estate agents build business?	Answer the most common questions about LinkedIn
6 ½ hour	19. What is common LinkedIn Etiquette and Legal issues? 20. What are final words about LinkedIn?	Identify etiquette and legal issues and answer final questions

Twenty Questions on LinkedIn.com

By Natalie Danielson

LinkedIn is a business oriented social networking service founded in 2002. LinkedIn.com is still new and growing. But, the power of LinkedIn and its rapid growth is a sign that it is changing the way we communicate business to business.

It is time for you to become familiar with a tool that could help build your real estate business. A huge percentage of those in business in your community are listed on LinkedIn. A quick search will also find thousands of real estate agents. Your prospects will also be looking for you on this powerful database. You can also get exposure for your real estate business and listings.

The home of LinkedIn corporate is in Mountain View California. In April 2014 it signed a lease for a new 26 tower building. It will occupy 450,000 square feet of space making it the fourth largest commercial real estate deal in San Francisco history according to the San Francisco Gate blog.

Real estate agents now have an opportunity to make connections with family, friends and prospects. Then by engaging in conversation, give them current information and sharing their interests thereby creating relationships. We used to send out newsletters and then emails. But, now LinkedIn.com can help you connect to a greater audience faster.

Course Objectives:

As a result of taking this class the real estate agent shall be able to:

- Understand the history and definition of LinkedIn.com.
- Identify reasons for real estate agents to be on LinkedIn.com.
- Discuss ways conversation happens on LinkedIn.com
- Learn about how to build relationships on LinkedIn.com.
- Learn how to drive traffic from LinkedIn.com to your blog and website
- Identify different applications that make LinkedIn.com more effective.
- Learn that there are etiquette and legal issues to follow on LinkedIn.com.

1. Why be on LinkedIn.com?

LinkedIn now has over 259 million users in over 200 countries per their latest 10K quarterly report (9/30/13). It is the largest business social network in the world with over 2 users joining every second.

LinkedIn is a tool that you can use to share your background and expertise, build your real estate business, and learn more about your prospects. It is a social media network that focuses more on the professional world. Here is your opportunity to pick up that tool and use it like a hammer to drive the nails into the studs of your real estate business.

1. Connect. Find. Be Found

Build your professional identity online. Instead of just photos of your cat and what you had for lunch, LinkedIn is a place for your professional resume.

2. Power your Career

Discover professional opportunities. Connect with prospective prospects. Find out more information about the prospects you currently represent. Build your business with relocation and community.

3. Learn and Share

Get the latest news, inspiration and insights in business, economics and real estate. Learn about trends. Share your knowledge on the industry and market.

Build customer relationships

Meet others in the community where you sell real estate

Direct people's attention to interesting links.

Listening to what people are saying about your industry.

Breaking news

Conduct survey or ask question

Get instant feedback

Drive traffic to your website and blog (s)

Market your business

Share your expertise

Learn more about social media

Plan meetings and events

Get advice

Get more Google juice in searches

Gather ideas to build your business

Safety to let people know you are fine

Action: *Decide if you want to build your business and how much time you are going to devote to learning to effectively use LinkedIn. You should budget a few hours the first week and about ten minutes per day after that.*

2. What is LinkedIn?

LinkedIn is an online social networking tool. It is like your resume and rolodex online. But this database on LinkedIn is connected to your other connections. It is primarily used by business professionals. More than half of LinkedIn users said they use it up to 2 hours a week.

It is loosely based on the “six degrees of separation” idea. It uses three degrees. Anyone that you are linked to becomes a first connection. The people that those people ... your first connections ... are linked to become a second connection. Those that the second connections are linked to will then become third connections. You can most often see who others are linked to and then you can choose who to link to from that list.

Almost 40% of the LinkedIn users have between 300-999 connections.

If you sign on to LinkedIn take a moment to find some of your current clients and prospects. For example, if you are working with a client that is being transferred from out of state because of work, you can look up their corporate profile and see who they are linked to. They may be your connection to the next transferee.

Action:

Do you have a resume? Do you have a photo to use in your profile?

3. How do you start a LinkedIn account?

LinkedIn

Already on LinkedIn? [Sign in](#)

To join LinkedIn, sign up below...it's free!

First Name:

Last Name:

Email:

Password:

6 or more characters

By clicking Join LinkedIn, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#)

[Join LinkedIn](#)

Already on LinkedIn? [Sign in](#)

Save time by using your Facebook account to sign up for LinkedIn.

[Sign up with Facebook](#)

People are identified on LinkedIn.com with their name. The public profile also includes a couple words about work because there may be several people with the same name. You can sign in with your Facebook account also. It is free!

Include a photo or avatar to identify yourself. If you are building your real estate business It doesn't make sense to be anonymous?

Your linked in account is considered complete when you have

1. Profile and Photo
2. Industry
3. Current position with description
4. Two other positions
5. Educational Background
6. At least 5 skills
7. At least 50 connections
8. Work samples or projects
9. 12.Volunteer experience

Action:

Create a LinkedIn account with a profile and photo. Include your basic work history and education. Make sure you have your firm name as licensed listed. This should take only a few minutes.

4. How do you set up your profile on LinkedIn?

Initially LinkedIn.com will walk you through the initial setting up of your profile. It's always easier if you have a photo that is easy to find to use when setting up the profiles on all kinds of social media.

If you don't remember a date, or company, or hesitate on what to say... you can go back and edit anytime.

Definitely include that you sell real estate. You need to have FULL DISCLOSURE which includes the firm name and your licensed name to stay within Washington State License law. There is a "One Click Away" guideline that the consumer should be able to have full disclosure within one click when online.

You will want to say in the few words give what you do... "Real Estate Sales and Listing" for example.

The box that is labeled "Background" like all the other sections can be moved at your discretion.

The screenshot shows a LinkedIn profile for Natalie Danielson. The header includes the LinkedIn logo, a search bar, and navigation links (Home, Profile, Network, Jobs, Interests, Business Services, Upgrade). Below the header is a banner for the "Successful Women's Network" with a "Register Free" link. The profile section features a profile picture of Natalie Danielson, her name, and a headline: "Real Estate Continuing Education, Author, Comedienne, Inspirational Speaker, Architectural Tour Guide". It also lists her location as "Greater Seattle Area" and her current role as "Professional Training & Coaching". A "Complete your profile" button and an "Edit" dropdown are visible, along with a "500+ connections" badge. Below the profile section is a "Background" tab and a "Summary" section. The summary text describes Natalie as an "enthusiastic" real estate professional and author. A video thumbnail is shown with the caption "Does your profile describe YOU?". The right sidebar contains sections for "People You May Know" (featuring Robin Arnold), "Learn the skills and strategies to develop, finance, and market your own business" (featuring Full Sail University), "Who's Viewed Your Profile" (showing 6 views in the past 15 days and 16 search results), "Profile Strength" (All-Star), and "People Also Viewed".

Action: Set up your profile on LinkedIn. List what you do, the companies you have worked for and where you work.

5. What should you include in your Background Summary?

You are given an opportunity to write a powerful summary about who you are and what you do. There are few limitations. The more interesting you make your summary, the more readership you will get.

There is no shortage of real estate agents. And, though they want to, they all basically say that they will sell anyone ... anywhere.. a property. So there is your competition.

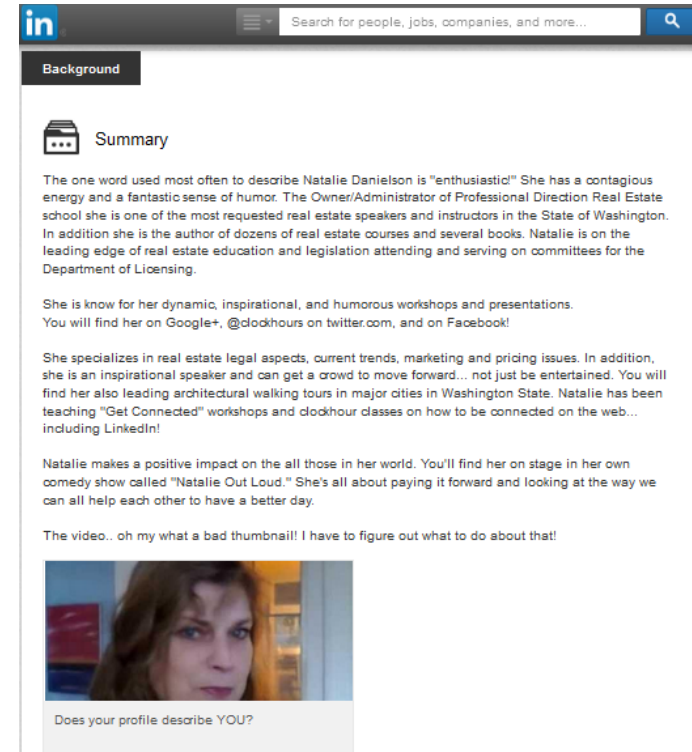
Who are you? Why would a client choose to work with you? What kinds of properties do you primarily sell? What do you want your business to look like in the next year? Think about the answers to those questions when you write your summary.

"I have been a licensed Real Estate agent for the past 10 years. Currently I represent ____ Realty specializing in the sales of primarily residential homes in the greater Seattle Area. I work with those relocating from outside the area, as well as, home buyers and sellers moving across town." Wow... that pretty much sums up the basic bio for just about 75% of the real estate agents in Seattle.

How can you write an bio that sets you apart from the other 10 thousand or more agents?

Here are a few tips.

- Choose 5 words that people would use to describe you... your personality, your way of doing business, the way others describe you. Use these words.
- Use your name inside your bio.
- Write your bio in third person as if someone in an advertising or PR agency wrote it.
"Enthusiastic" is the one word used most often to describe Natalie Danielson."
- Keep your bio concise, short, in small paragraphs. We just don't have time to read anything in depth anymore. Your reader will scan your bio.
- Make sure that your bio includes what you will do for your customers. What do you bring to the table? If you have experience, then explain how they benefit.
"After two decades of teaching real estate classes, Natalie has collected a plethora of humorous stories that she shares in her classes.
- Add something personal in your bio that has nothing to do with real estate. If you have a pet, then say something about the pet. If you can sing, then state your favorite song.
"Her Chicago twang can be heard..."
- Don't forget about your achievements. It can even be an award you won as a kid. It makes you more interesting. The list isn't as important as what they are and how they contribute. I lead walking tours and won an award from a non profit organization.
"Natalie is an award winning tour guide."
- Find information in your bio that would help connect you with your prospective clients. It can be other hobbies, places you have been, your passions.



in Search for people, jobs, companies, and more...

Background

Summary

The one word used most often to describe Natalie Danielson is "enthusiastic!" She has a contagious energy and a fantastic sense of humor. The Owner/Administrator of Professional Direction Real Estate school she is one of the most requested real estate speakers and instructors in the State of Washington. In addition she is the author of dozens of real estate courses and several books. Natalie is on the leading edge of real estate education and legislation attending and serving on committees for the Department of Licensing.

She is known for her dynamic, inspirational, and humorous workshops and presentations. You will find her on Google+, @clockhours on twitter.com, and on Facebook!

She specializes in real estate legal aspects, current trends, marketing and pricing issues. In addition, she is an inspirational speaker and can get a crowd to move forward... not just be entertained. You will find her also leading architectural walking tours in major cities in Washington State. Natalie has been teaching "Get Connected" workshops and clockhour classes on how to be connected on the web... including LinkedIn!

Natalie makes a positive impact on all those in her world. You'll find her on stage in her own comedy show called "Natalie Out Loud." She's all about paying it forward and looking at the way we can all help each other to have a better day.

The video... oh my what a bad thumbnail! I have to figure out what to do about that!

Does your profile describe YOU?

Linked In Buzzwords

When people write profiles, they have a tendency to use words that they think will best describe them. Some of these words can be over used and are called “Buzzwords.”

These are the most common buzzword use in LinkedIn profiles over the years. Some may be worth using your profile and others you might avoid as they are overused.

	2010	2011	2012	2013	2014
1	Extensive experience	Creative	Creative	Responsible	Motivated
2	Innovative	Organizational	Organizational	Strategic	Passionate
3	Motivated	Effective	Effective	Creative	Creative
4	Results-oriented	Extensive Experience	Motivated	Effective	Driven
5	Dynamic	Track Record	Extensive Experience	Patient	Extensive experience
6	Proven track record	Motivated	Track Record	Expert	Responsible
7	Team player	Innovative	Innovative	Organizational	Strategic
8	Fast-paced	Problem Solving	Responsible	Driven	Track record
9	Problem solver	Communication Skills	Analytical	Innovative	Organizational
10	Entrepreneurial	Dynamic	Problem Solving	Analytical	Expert

	2015	2016	2017	2018
1	Strategic	Specialized	Specialize	Specialized
2	Organizational	Leadership	Experienced	Experienced
3	Motivated	Passionate	Skilled	Leadership
4	Driven	Strategic	Leadership	Skilled
5	Passionate	Experienced	Passionate	Passionate
6	Track Record	Focused	Expert	Expert
7	Responsible	Expert	Motivated	Motivated
8	Extensive Experience	Certified	Creative	Creative
9	Dynamic	Creative	Strategic	Strategic
10	Creative	Excellent	Focused	Successful

6. Should you add Video to your Profile summary?

Now, LinkedIn will let you add a video to your background summary. Take a video and upload it to your account on LinkedIn.

I took a video and uploaded it to Youtube. I added that link to LinkedIn. YouTube only gives you three options for thumbnail shots so sometimes you can look a bit distorted.

Video scares many agents. Most of us want to be “professional.” But, we have to remember that YouTube did not become the second largest search engine with millions of videos uploaded daily because it had only professional videos. Yes, you want to convey an image. It is important that if you are boring or too “professional” you may lose your audience.

What could your video show?

It could be as simple as an introduction. Remember to sell the *benefits* to working with you... not just how great you are.

Try making a video using slides. Find 12-20 slides and upload to a site like Animoto.com and create a video that way.

Action: Consider uploading a quick 30 second video introduction.

7. Why should you share your Education and background?

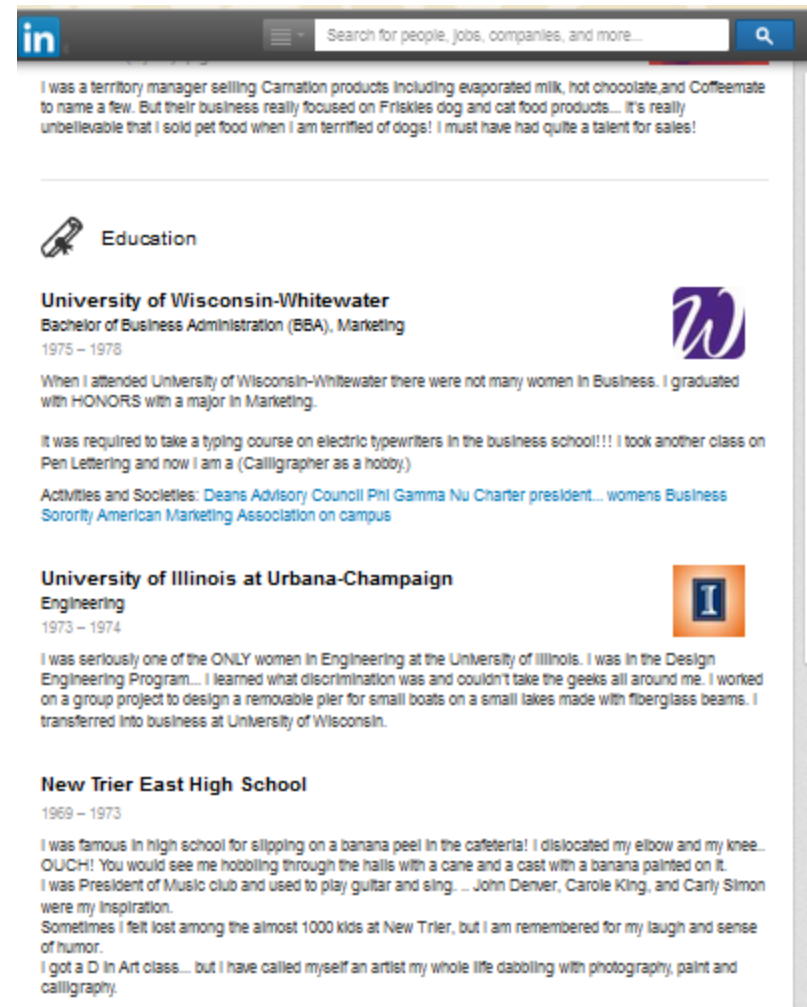
Your background and education make a difference in your career today. Just about everything you have done in the past contributes. In our society we do value education in all different forms.. whether as a college graduate or in the classes you take to earn a designation in real estate.

But, add some interest to your educational background! Most of the people in the real estate industry that are on linked in are far from their school days. You can add some interest to these sections. If what you write catches the eye of the reader, you will have them captured for a longer period and they will get to know you better.

“It was required to take a typing course on electric typewriters in the business school.”

Action:

Fill in your basic education information and some tidbit of interest!



The screenshot shows a LinkedIn profile with the following Education section:

Education

University of Wisconsin-Whitewater
Bachelor of Business Administration (BBA), Marketing
1975 – 1978

When I attended University of Wisconsin-Whitewater there were not many women in Business. I graduated with HONORS with a major in Marketing.

It was required to take a typing course on electric typewriters in the business school!!! I took another class on Pen Lettering and now I am a (Calligrapher as a hobby.)

Activities and Societies: Deans Advisory Council Phi Gamma Nu Charter president... womens Business Sorority American Marketing Association on campus

University of Illinois at Urbana-Champaign
Engineering
1973 – 1974

I was seriously one of the ONLY women in Engineering at the University of Illinois. I was in the Design Engineering Program... I learned what discrimination was and couldn't take the geeks all around me. I worked on a group project to design a removable pier for small boats on a small lake made with fiberglass beams. I transferred into business at University of Wisconsin.

New Trier East High School
1969 – 1973

I was famous in high school for slipping on a banana peel in the cafeteria! I dislocated my elbow and my knee... OUCH! You would see me hobbling through the halls with a cane and a cast with a banana painted on it. I was President of Music club and used to play guitar and sing. ... John Denver, Carole King, and Carly Simon were my inspiration. Sometimes I felt lost among the almost 1000 kids at New Trier, but I am remembered for my laugh and sense of humor. I got a D in Art class... but I have called myself an artist my whole life dabbling with photography, paint and calligraphy.

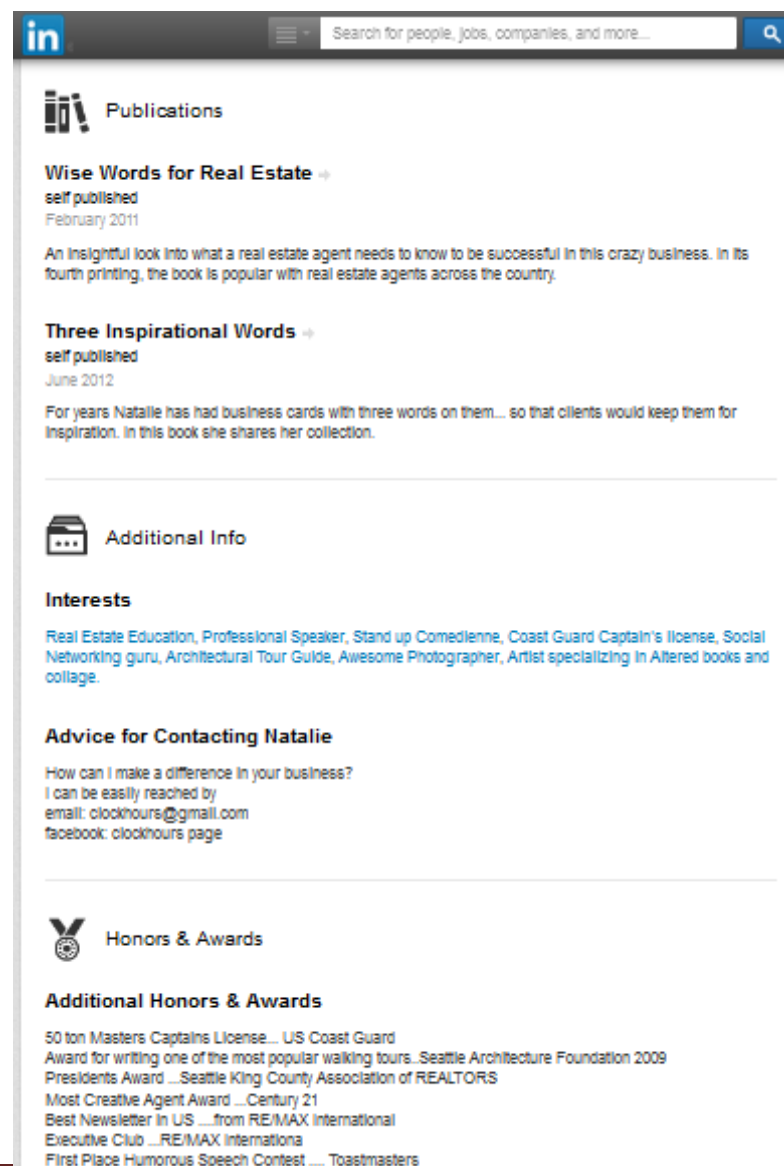
8. What other Categories can you add to your profile?

You have the opportunity on LinkedIn to add other categories.

In my case, I published two books and added a link to them here.
I also filled out the awards section.

You might have a publication on your website for buyers or sellers that you can link to.
Your company might have a publication that is a good tool for clients who are in the process of a transaction.
The Law of Agency pamphlet could be a publication that you post a link to.

Contacting you is the most important of any social media campaign.
On LinkedIn you can write the best way to contact you including address, phone, email and other social media sites.



The screenshot shows a LinkedIn profile page with the following sections:

- Publications**
 - Wise Words for Real Estate** →
self published
February 2011
An insightful look into what a real estate agent needs to know to be successful in this crazy business. In its fourth printing, the book is popular with real estate agents across the country.
 - Three Inspirational Words** →
self published
June 2012
For years Natalie has had business cards with three words on them... so that clients would keep them for inspiration. In this book she shares her collection.
- Additional Info**
- Interests**
Real Estate Education, Professional Speaker, Stand up Comedienne, Coast Guard Captain's license, Social Networking guru, Architectural Tour Guide, Awesome Photographer, Artist specializing in Altered books and collage.
- Advice for Contacting Natalie**
How can I make a difference in your business?
I can be easily reached by
email: clockhours@gmail.com
facebook: clockhours page
- Honors & Awards**
 - Additional Honors & Awards**
50 ton Masters Captains License... US Coast Guard
Award for writing one of the most popular walking tours...Seattle Architecture Foundation 2009
Presidents Award ...Seattle King County Association of REALTORS
Most Creative Agent Award ...Century 21
Best Newsletter in US ...from RE/MAX International
Executive Club ...RE/MAX International
First Place Humorous Speech Contest ... Toastmasters

9. How do you make Connections on LinkedIn?

You have most likely been invited by one of your friends or clients to be a connection on LinkedIn. Now is your time to build that list. You have to decide your strategy. Do you want to make it a numbers game and connect to anyone? Do you only want to connect with your friends? Or, do you want to have a plan and strategically connect to those who will build your business in the future?

A registered user on Linked In can invite anyone to become a connection. When inviting the connection, there are a list of questions as to how the user knows the person they are inviting. If you check “I don’t know under how you know the invitee it counts “against” the user flagging the user as a spammer if they do that too much.

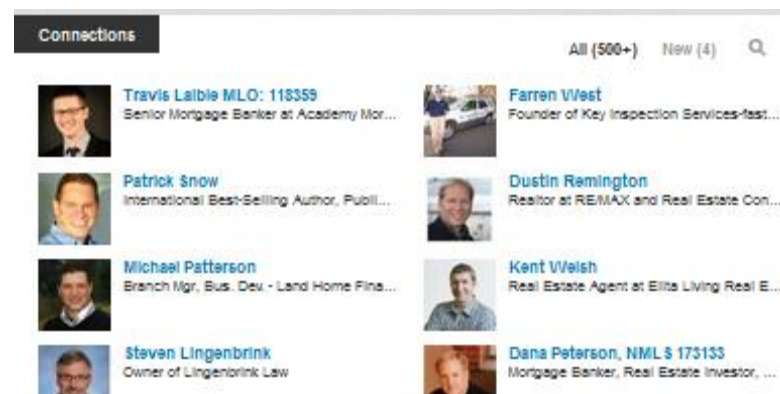
You build your connections in several ways.

- You can invite people that you may know. You can search their name under the search.
- You can go to those you are already connected to and connect to people they have as connections.
- LinkedIn has a feature to search your email contacts to find your friends that are also on LinkedIn. This is the first way to start building followers. You fill in your email and password and it determines if anyone on your address book is also a LinkedIn user. So you will surprisingly find that some of your past clients and friends are on LinkedIn!
- You can go to advanced search and look for people that work in a certain business in town, look for those in the same community, look for those with a shared interest.
- LinkedIn will also find “People You May Know” every time you sign in.
- You can search to find influential people on LinkedIn to follow.

Lots of people will start following you over time. Choose who you are linked to. Your business will build faster and more effectively with your sphere. You can grow your sphere using social marketing but it is important to focus on the target audience that will be closest to your goals.

As a real estate agent you might choose to follow those that are on LinkedIn in your neighborhood including local restaurants, accountants, and homeowners. There may be other bloggers that you follow that are in the neighborhood. You might choose to follow people with similar interests like fishing, knitting, boating or cycling to make a connection with them.

Action: Start to build your connections. It should take no time to get up to 50. Have LinkedIn search your email for people to connect to. Look at who your connections are linked to and if you know them, send them a connection.



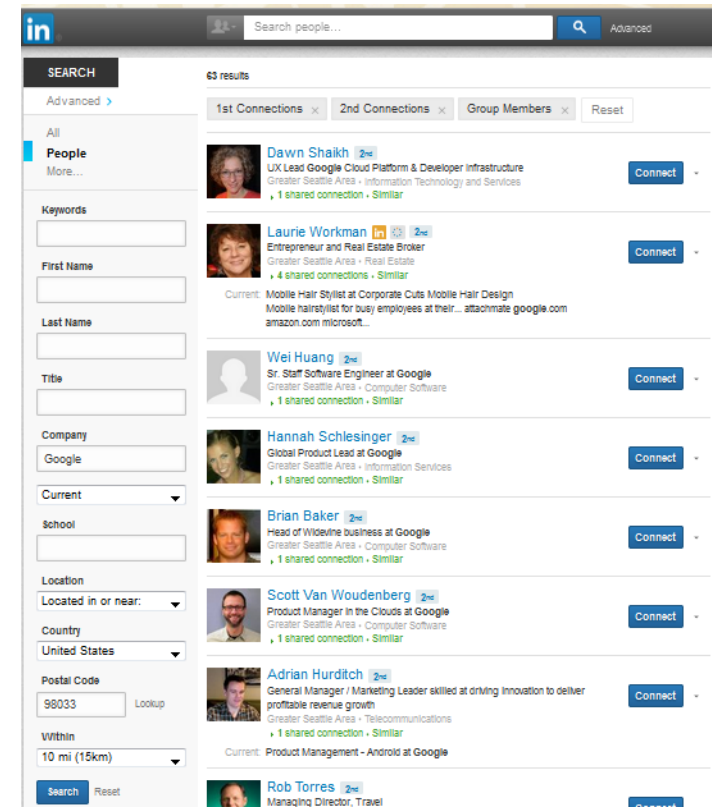
10. How do you use Advanced Search on LinkedIn?

One statistic I heard was that less than 2% of those on LinkedIn ever use the Advanced Search button. Here you have an opportunity to find others and link to them. It is the whole “six degrees of separation” idea.

Think of keywords that could help you build a following, might interest you, or that might bring you information. Enter those keywords in search and you will see what others on LinkedIn use them in their profiles.

For Example, if I want to link to more real estate agents (I am a continuing education school) I might search keywords of major company names, real estate, realty, and REALTOR.

You might want to see who you might know that knows someone at Google, for example. I have no first degree connections on Google. But, I do have a number of my connections that have first degree connections with Google employees. So, I can probably start to grow my connections with that company if I was a real estate agent.



Action:

Search three keywords and start following more people. They can be in your city, a major company employer or a word that describes a hobby you have.

11. How can I use groups effectively?

There are hundreds of groups that form on LinkedIn in just about every category.

You can join groups to learn more about the industry. There are a number of real estate groups. Some are focused on corporate... for example, your company might have a group. There are also relocation and networking groups for real estate agents.

Because building your real estate business is all about relationships, you can find a group that has a similar interest.

Your Groups 3 groups [Take a tour](#)

Seattle Architecture Foundation (SAF) [Membership Pending](#)

Business Today - Online Community to connect Business...

UW-Whitewater Alumni

You may be interested in Real Estate Professionals Referral Group. Networking group 593 discussions last month 54154 members [View group page](#)

Don't see what you're looking for? [Find a group](#) [Create a group](#)

Enter a discussion topic 200

Sneaky Job Interview "Trick" for Job Seekers. The secret of making employers hire you during your next job interview...
Temika Sokolski in UW-Whitewater Alumni
You're about to discover a brand new "Secret Career Document" (has nothing to do with your cover letter or resume) that can turn 75% (or more) of your job interviews into job OFFERS. This is not some sort of gimmick. It's a simple, yet... [more](#)
[Create Your Own "Secret Career Document" To Land Any Job You Desire In The Next 27 Days... Guaranteed.](#) jobinterviewsecret.com
WOW! Read Me First Document – You'll start here. This one page document explains exactly how to go through my "WOW... You're Hired!" system quickly, easily and step-by-step. WOW! Audio – This is the amazing interview I conducted with Jake from Atlanta....

Distressed Real Estate Investment
For those acquiring or restructuring distressed commercial or residential real estate, or notes, including workout...

799 discussions this month 92241 members 52 in your network

Ads You May Be Interested In

Successful Womens Network
Apply Now to the National Association of Professional Women. Register Free

Female Business Owners
Apply now to see if you're eligible to be included

Continue To Grow As A CEO
Join the world's leading peer advisory membership organization. Learn more.

Don't see what you're looking for? [Find a group](#) [Create a group](#)

Action: Find one group to join that will connect you with more people and create some discussion on LinkedIn.

12. What is the importance of Posting updates?

Anything and everything is open for posting about. For example, post a link to a current article on the real estate market along with your comments. Then periodically go see if those you are connected to “like” what you posted.

Make content interesting. Focus on what interests YOU. Share content (give acknowledgement) that you think your audience might find interesting. Statistics show that when people are on the internet they are spending more time with content including text, photos and videos over time spent on communication, commerce and searching. You could post a link to an article that has current real estate market information. As I write this, there is an article online in the Seattle Times about how the real estate market is seeing growth and property values are climbing in Seattle.

So when you write tweets include what you think and have links that interest you. You don’t have to create all the content. By linking you can, in a way, filter through the content that is available and present your readers with information that you find interesting.

Some people don’t think that they, themselves, are interesting. But, the answer is “YES, you are interesting.” What do you talk about with your friends, colleagues, and prospects? You have a circle of fans around you and the more you become genuine, the more you connect with others.

When on the home page you will see, for example:

Anniversary dates It may be the work anniversary for one of your past clients.

New Jobs. One of your prospects might have accepted a new position.

Job offerings. One of your connections might post a new job offering at his/her company.

Events. A real estate agent or lender might post a class or workshop that would interest you.

News. A connection might post a link to an article on the growth of the technology industry.

Action:

Go to the Home page and scroll down to read the most recent posts.

Post a link every day this week and see how it builds your readership and your connections.

13. How can I get recommendations on LinkedIn?

Consumers read recommendations. Some consumers love to write them. Others just read and use the information. Many of us have read recommendations for when looking for a restaurant on Yelp or a new book available on Amazon.

Many people struggle with asking for recommendations from past clients and associates. It is a matter of asking. You just have to ask.

Most people when asked, don't know what to say for a recommendation. They may have a great respect for you, enjoyed doing business with you, and would recommend you to others. They probably struggle with how to say that. They may not know what you are looking for in a public recommendation. So it is best to ask with more specific ideas in mind. Our minds are full. The world today has those brain cells working overtime. We can sit at our computer and be thinking about the information on the screen, while we are buzzed with an update, a text goes off on our phone and the kids are yelling from the other room. Asking for someone to create referral may overtax their minds. Being specific or asking them questions about the last time you shared a business transaction may help focus the recommendation. You can also ask them if you can use the information and write the recommendation yourself.

When asking for recommendations, you can also look to see if the person you are asking has recommendations on their profile. This can give you an idea what they might have asked for.

Action:

Ask one of your past clients that you have a close relationship with to write you a recommendation on LinkedIn.

14. Why and how do you add links, photos and videos on LinkedIn?

Links to your websites, blogs, recent articles, humor, and videos add interest and keep your reader for longer on your profile.

Links on LinkedIn make it so incredibly powerful. Links from people you follow are like referrals. It is like saying, “Hey, followers, I just read this article and I want you to see it!” Of course I am going there.

The most important link from LinkedIn is to your blog or website. You want to drive traffic there. But, to write something like, “go to my blog” will never drive traffic there. Make sure you give them a compelling reason to go to that site. It is not the only link that you put on LinkedIn. You need to give people a reason to be interested in what you write.

You can link to articles you have read on news sources.

Action:

Add a link to an interesting article, your website or blog, or to a video.

15. What kind of Links do you add on LinkedIn?

When you post with links, photos and videos you move your audience to other social media. It can include your blog or website. You ultimately want people to be interested in you and go to your blog or website. But, you can't just write that you have written on your blog over and over. You need to create or engage in a conversation. If you write on your blog, then tweet something that teases people to click on the link to read the blog post.

LinkedIn brings your community to you because you are engaging them in conversation. They connect with you, maybe respond, maybe click on links, and over time you build a relationship. That relationship over time might lead to a referral, asking for advice, or a future sale.

You can link to articles you have read on news sources.

I have had links to articles about building in Seattle because I am also a volunteer tour guide for downtown Seattle for the Seattle Architecture Foundation.

Yesterday I clicked on a link from the Wall Street Journal on what the future of Email might be.

I replied to someone who writes all the time on social media.

I try to link something of interest to my website monthly.

16. What information will your prospects evaluate on LinkedIn?

When you list a house or work with a buyer, there is a good chance that near your first meeting, that prospect will search your name on the internet. If they are in business, they will search LinkedIn. A scan of your summary and a quick check of the number of connections that you have will tell them about your career and your social media and busy savvy.

You can show your prospects your LinkedIn profile during first meetings and how you are connected. You can show posts you have had about real estate information or interesting sightings in real estate properties for sale.

Action:

Search LinkedIn database for your clients and see what information you quickly get from reading just the summary.

17. How much time does it take?

LinkedIn is a database full of people in business. It is as effective as you make it and use it. If you choose to just keep your name out and profile current it won't take much time out of your day. But, if you choose to use this tool to connect with past, present and future clients for your real estate business it becomes part of your marketing plan and daily plan.

If you don't go to LinkedIn ... then you will see little activity. If you click on it for only minutes every other day, you will see much more activity and your presence will grow.

I hear echoes throughout real estate offices about the time it takes to be online and involved in social marketing. We are coming out of one of the greatest housing slumps in history which followed a boom. Now is the time to start building business and relationships with people that you were too busy to communicate with in the past. In a time where there are so many questions and problems as the market comes back, consumers need to find real estate agents that they feel they can trust. It is important to remember that people choose you because they KNOW YOU, LIKE YOU, and TRUST YOU. And with social networking you can stop spending money on ads, stop knocking on doors, and stop sending all kinds of bulk mailings. Now your time can be spent more effectively networking with more people than you could with shoe leather.

You have to be passionate about your work. If you love what you do and you do it over and over again, it will reap you rewards. That is like an old cliché but it rings true in best selling books and keynote speeches around the world. If you love what you do you will not count the minutes or the hours. You will be keenly aware of your priorities and work as hard as you can to make your business grow.

You can choose how little or how much you will use this tool. But, it is most important to have exposure and check the site a few times a week for updates and messages. You can see who has looked at your profile, who has requested to be linked, and any updates from your connections.

Action:

Make a list of all the ways that you market your real estate business and yourself as an agent. Determine which ones reach the most people, what goes after your target audience, and what is the most effective. Then look at the time that you spend on each. Social media is quick and reaches a large audience but can also be used to target and communicate with only one specific prospect also.

18. Can LinkedIn help Real Estate Agents build business?

Real estate agents have to constantly work to build their business. Prospective clients just don't walk in the door or ring the phone. Each individual real estate agent is responsible for the marketing of his or her services. There is no easy way to build business. It is the single most important way to spend time as a real estate agent. You do not have a product that sells itself. Your product and brand is YOU and in order to grow your business you have to market YOU.

In the past century, real estate agents built their business by telling friends and family about their new career. They knocked on doors in neighborhoods and handed out pumpkins, or passed out flyers on new listings or recipes. In addition, agents spent time and money sending out reams of paper in the form of newsletters, postcards and letters to people. Everything agents did... worked. And everything that agents did... failed to work. There was no magic formula for building a client base.

Enter the new century and the world of an interactive internet including social media including blogging, interactive websites, listing videos, real time market information and you have information and content never available to consumers before. Add the social networking sites like Facebook, and LinkedIn and the doorbells are much closer together.

When we farmed a geographic area as agents, we had no idea if there was a potential prospect behind the door. We sometimes were armed with statistics as to how often homes turnover in that area, the age of the homes and even the demographics of the homeowners. They were complete strangers with nothing in common with the agent except that they lived in that area. We attended clubs and organizations to create relationships with people with common interests. We then basically threw information at them including business cards, calendars or recipes. It was repetitive. The more we committed to farming and marketing, the more it paid off. We added many dollars spent on advertising in newspapers, on billboards, in homes magazine and on grocery carts hoping that our marketing tools and phone number would find their way into their hands when they needed an agent.

Today, agents are struggling for that audience of potential prospects hidden behind the doors. They don't want you knocking, the do not call list excludes just about all of them, and print advertising is gone. They don't even go to club meetings as much anymore. So some agents jump on social media and complain that they didn't get a sale after posting a listing on Facebook. Some agents have found ways to spend money to buy leads including spending thousands on "SEO."

People choose to work with YOU as a real estate agent because they KNOW YOU, LIKE YOU, and TRUST YOU. If your name appears on a billboard or comes to the top on a Google search, that does not guarantee it will build your business. It is the relationship that you build with people that creates business. You need to create a connection, have a conversation and build a relationship so that people trust you with their greatest financial investment.

Now with social marketing tools you can target who you want to work with much more closely. You can have connections and conversations with people in your town because you share more in common than an address. You can find people that have common interests whether it is a hobby, organization, or music. It is from the relationships that you build that you create a reputation. It is when you take that connection to a conversation and a relationship that people will choose to work with you as a real estate agent because they KNOW YOU, LIKE YOU, and TRUST YOU.

Social networking sites let this happen easier than ever before. Not only has the internet become overwhelming powerful as a communication and marketing tool... but it is FREE! The key to remember is that you can't build your business overnight. It takes time, repetition, and commitment. You need to be genuine and open and create conversations and take those conversations to a relationship.

LinkedIn (along with Facebook.com) seems to be standing out in the crowd of social networking sites that agents are using to get exposure, create conversations and build relationships.

For example, one agent in Seattle posts information using the name of the area of town. A man from California was coming north to an event and was looking for information on the area. The agent answered, eventually showed him properties, and had a sale.

But, LinkedIn stands out because it is really a business to business connection tool. It is based on what you do and where you work. It is a way you can connect with people that might be in human resources with a company for relocation and a way for your own prospects find out how connected you are to the business community.

LinkedIn, like other social media sites, is a tool that you can use to build your business. It is being used throughout the country with real estate agents as well as people in just about every other business. Now is the time to jump in and use this tool.. as awkward as it may feel at first.. it is worth the effort.

Action:

Make a list of three ways you marketed your business and build a client base in the last century.

Make another list of three ways you can use LinkedIn to build your client base in the future.

19. What is common LinkedIn Etiquette and Legal Issues

LinkedIn is a public conversation that is permanent and can take on a life of its own. Anything you say can be reposted over and over again. So choose your tweets carefully.

Do include FULL DISCLOSURE on your LinkedIn account. That includes your full licensed name and the firm name.

Once you have tweeted something it can be permanent.

For example:

You might have said the wrong thing in a post and then you realize it and delete it. Someone, like me, could have copied that post and put in a word document, someone else could have reposted it, someone else could have showed it on a projection screen to an audience. Does it happen? Yes!

Anything negative about a person, place or thing should be done with caution.

For example:

A sales person with a title insurance company in another state posted in her summary that she is dissatisfied with the management of the firm. Not only was the profile shown in classes, but was shared with others in the company. I believe they are looking for another job.

No confidential stuff should ever be tweeted about or linked to.

Don't post the sales price of a house when the transaction has not closed.

Don't post about personal issues.

Don't use clients names in posts.

Never use profanity.

Being anonymous defeats the purpose of creating relationships and building your real estate business. If you lock your account, then why do you have it?

Don't send the same post over and over.

Don't make your posts plain and boring. If you schedule posts of quotes, for example, make them quotes that YOU like. (Reminds me of when agents would send out recipes to clients and never actually tried the recipe in their own homes!)

Do be genuine and authentic when on LinkedIn.

Do listen for conversations about spam and hijacking. There are people out there every day trying to get ahold of your email, your facebook, your LinkedIn and bank accounts. It is up to you to maintain a presence and keep on top of your accounts.

20. What are final words about LinkedIn?

LinkedIn is the top social media site for those in business. Along with Facebook, Twitter, Instagram, Pinterest it is not the last social media site. There will be more in the future. LinkedIn has established itself as a place for those in business to congregate.

It is a tool that you can use to connect with more people around you and to better understand those you know who are on the site.

If you were told that on a certain day, time and location about 80% of your future business would be there, would you show up? That is why you need to show up and be noticed on LinkedIn.

It is not an advertising site. It is not a place that you will post something and the result will be a listing or a sale. It is a way to connect.

Just like any kind of marketing in the real estate business, using social networking takes time and commitment to show a return. Unlike most marketing we have been used to in real estate, most social marketing is free. We only have to invest time and a commitment to make it an effective business tool.

Quiz for Twenty Questions on LinkedIn

Complete answers on this form. Mail or scan to Professional Direction with Evaluation.

This class requires you to sign on to LinkedIn and start an account. We don't know the future of LinkedIn, but it is a strong force in our country because of its ability to spread information faster than ever and we are able to communicate almost instantaneously with clients. It is important that you understand how to use LinkedIn and be able to find your clients and prospects. Most real estate agents do not stay on for more than a month. I encourage you to learn how to use it for the long run.

1. Search Google for information on LinkedIn Statistics. Statistic _____ Source _____
2. Join LinkedIn and fill in basic profile. _____
3. Think of one reason that you, as a real estate agent should be on LinkedIn. _____
4. Write your heading. Real Estate Agent.... What else? Relocation? Etc _____
5. What area are you putting for your location? _____
6. Connect to Natalie Danielson on LinkedIn . _____
7. Start a very basic summary. What did you write? _____
8. Do you have LinkedIn on your phone or tablet ? Yes/ No Are you going to download the app? Yes/No
9. Find 10 people to follow on LinkedIn. Yes/ No
10. Search LinkedIn for your lender, your title rep, home inspector, and escrow. Did you find one of them? _____
11. Search LinkedIn for the name of your company. Yes/ No
12. Go to Advanced Search up at the top of LinkedIn and search for a major company like Amazon, Wells Fargo, Windermere, Microsoft, Swedish Hospital, Coldwell Banker, Chicago title, Boeing, etc. (I chose names at random) See if there are 1st, 2nd, or 3rd connections with those you are currently lined to. For

example, if you are linked to Natalie Danielson, you will find a couple of 2nd connections to Amazon... people that I am connected to that are at Amazon. Then you might see 3rd connections. Which company did you search? Did you find 1st or 2nd connections? _____

13. Go to Home and read the current updates. You can choose the updates from your connections, top updates, recent, etc. Yes/ No

14. Write a message to a person you are connected to on LinkedIn. _____

15. Add a link to a post on an interesting RE article, something happening in the industry, or to your blog. What did you link? _____

16. Name a link that you followed on LinkedIn. _____

17. Is time your biggest concern? _____

18. Do you see that LinkedIn can help you connect with prospects and clients? _____

19. Name one thing that you should not post on LinkedIn. _____

20. What are your final thoughts on LinkedIn? _____

You must attach this to the evaluation and return to Professional Direction with tuition to get clockhours.

Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO

Did you complete the quiz and attach answer sheet? YES / NO

Did you fill out and sign this form? YES / NO

Paid for the class on the website? YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?

A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take you to complete the course? _____

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

Twenty Questions on LinkedIn		
Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
	Email	
License Renewal Date		Date class taken

Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones!

Professional Direction,
email: clockhours@gmail.com
www.clockhours.com