



B R A G B I R D

BragBird Workbook MODULE #4

“Virtual Networking”

Note: We recommend you print this workbook and refer to it while watching the video.

Key Takeaways

1. You will build a robust online presence making it easy for prospective clients to find you.
2. You will become more noticeable online and easy for prospects to find.
3. You will strengthen your messaging on LinkedIn, showing the value that you provide clients.

Key Concepts

Fill in the Blank: Ways to Build a “Google Trail:”

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____

10. _____

11. _____

If you want to prospect via social media, keep the following in mind:

1. Develop a lot of engaged connections and followers. Don't just invite people willy-nilly. Make sure you know them or have had professional interactions with them.
2. Participate in LinkedIn discussion groups.
3. Write articles and then publish them on LinkedIn Pulse.
4. Keep your profile information up to date especially on LinkedIn and include all your accomplishments. In a lot of ways, a LinkedIn profile is akin to your resume or professional bio.
5. Don't just post. Re-post and share content from similar influencers.

Words of caution when prospecting via social media:

1. Don't do anything online that would undo your personal brand.
2. Never slander or libel anyone
3. Disconnect from contacts who behave unprofessionally
4. Carefully manage how you are depicted in photographs
5. Use a pseudonym if you write controversial things on discussion forums
6. Stay away from politics

Sample Text for a LinkedIn "About" Section:

With more than 11 years' experience in the consulting profession, I help small-to-medium-sized businesses grow their customer base while decreasing customer churn. I diligently study my clients' businesses to understand their goals and objectives as well as the KPIs for their sales departments. That allows me to address their challenges with the most customized solutions possible.

While much of my work centers on the Dallas-Fort-Worth metroplex, we do have clients in other parts of the country. Our client companies represent more than 50 industry verticals.

As sales manager, I lead a team of nine professionals, with a combined total of 76 years at our company. While much of my work centers on the Dallas-Fort-Worth metroplex, we do have clients in other parts of the country. While working as a sales

rep before taking over the manager position, I topped our company's leader board four out of six years. On average, I closed business 15% faster than peers in my industry.

I can be reached at (214) 555-8888 or name@email.com.

Sample Text for a LinkedIn Job Description:

I serve as a senior broker at XY Realty, specializing in office sales and leasing. Since 2007, I have been involved in the sale and lease of more than 3.5 million sq. ft. of office space with total transactions exceeding \$312 million.

In addition to structuring and negotiating office leases, I have expertise in assisting with the acquisition and disposition of leased properties. By setting goals and effectively communicating throughout the process, I have maintained a high success rate with deal progression and completion. Clients include ABC Manufacturing, 123 Corporation and XYZ Management Company.

I'm proud to carry the CCIM and SIOR designations, which are held by a select portion of commercial real estate brokers worldwide. These designations are earned by graduate-level coursework and top-tier revenue production.

Discussion Question

- ✓ Social media provides a good form of support for your prospecting efforts but generally should not take the place of more direct forms of prospecting such as telephone, email and face-to-face interactions. How can you maximize the power of social media but not cross the line and depend on it too much or use it as a crutch?

Exercises

Important Note: You can write your answers to the exercises in the space below or use the Exercise Worksheets on the pages that follow.

1. What do you need to change about your online presence in order to build a bigger brand and attract more prospects?
2. Look at your LinkedIn profile. How thoroughly built-out is your profile? If your information and descriptions are lacking, improve them. If you have fewer than 500 connections, make a plan as to how you will reach that number without getting in trouble with LinkedIn.

EXERCISE WORKSHEET #1: Modeling Other Social Media Profiles

Think about sales pros who do an outstanding job with social media. Using their social media profiles, answer the following questions:

Other sales pros' names	What stands out about their social profiles?	How do their social profiles inspire you to change yours?
1.		
2.		
3.		
4.		

EXERCISE WORKSHEET #2: Building a Better LinkedIn Profile

1. What are the strengths and weaknesses of your current LinkedIn profile?

2. What are some items you could include in your "About" or "Summary" section?

3. What are some items you could use in your job description sections?

4. Sales pros need to be easy to reach. Is your contact info on LinkedIn detailed and complete? If not, what info will you add or change?

5. How many LinkedIn contacts do you have? How many more would you like? What do you have to do (within LinkedIn's rules) to increase your contacts?

EXERCISE WORKSHEET #3: Actual Language for Your Profile

Write your new LinkedIn “About” or “Summary” section, according to the guidelines in this module:

Write a new LinkedIn job description for your current position, according to the guidelines in this module: