

Connection Requests: Customer/Client

1.

Connect

Personalize your connection Request

2.

1st level Connection

Send a follow up Message

3.

1st message sent

Send a second follow up message

Can you access their network?

Centers of influence

1.

Open Network?



ADD Your Criteria
to the search

2.

Results?



Who Matches
Your Criteria?

3.

Find someone to
connect with



Ask To use COIs
name or for intro

4.

Write out an
intro message



Offer to Help
Your COI



Be a Center of Influence

Your Network

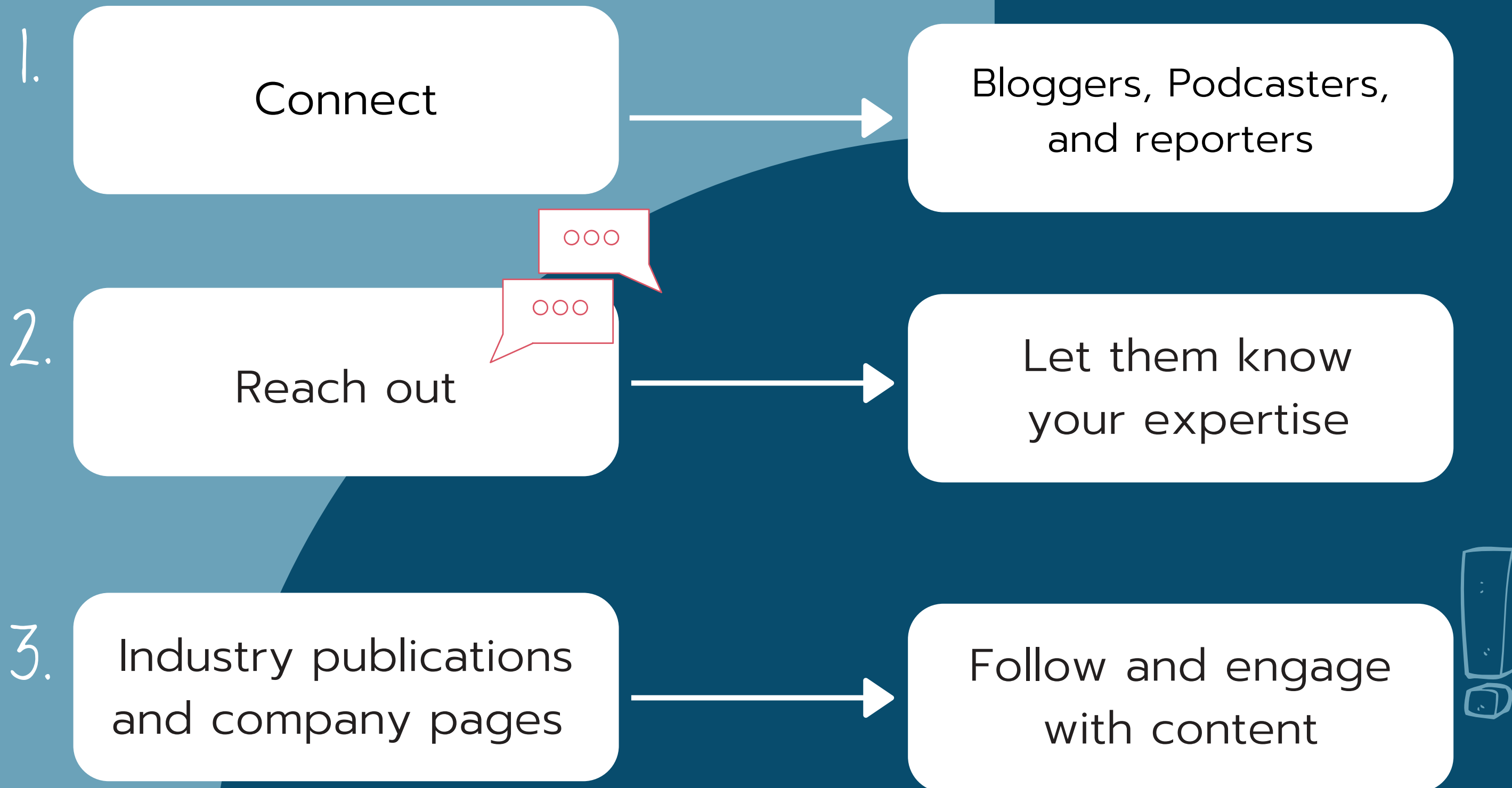


Introduce connections
to one another

Be strategic

Add value
to your connections

Influencer and media network



Who has moved?



Personalize a note

Ask to catch up

Send handwritten card

Call them

Mention
People!

In posts



Encourage them to
share the post

Stay Top of mind

Send a quick, relevant message

See who is active on Homepage

Engage on their posts