

Corbett Public Relations, Inc.

Media Relations • Personal Branding • Social Media Consulting

CorbettPR.com

LinkedIn Connection Criteria

Connecting with the right people on LinkedIn is important. Think twice about connecting with someone who meets one or more of these criteria:

- ✓ *Ideal client or ideal referral source*
- ✓ *Many connections or connected with prospects*
- ✓ *Don't know them*
- ✓ *Competitors*
- ✗ *Don't like them*
- ✗ *Geographic location*
- ✗ *Zero or few connections (under 100)*
- ✗ *No photo, poor photo, logo or two people – They don't care about their image*
- ✗ *Errors, no content or confusing content*
- ✗ *Inactive – Set it and forget it*
- ✗ *Controversy, politics and religion*
- ✗ *Those uninterested in “two way” communication*
- ✗ *Unprofessional – Improper language, images or content*

For more information about training programs and how to unleash the power of LinkedIn for your brand and your business go to: linkedinwinner.com

Grow Your Personal Brand and Business

Strategies and Tactics for Businesspeople, Entrepreneurs and Nonprofits



- *Why you must have a personal branding plan to beat your competition, advance your career and grow your business*
- *How to create a personal brand that resonates*
- *How to use social media and other vehicles to grow your brand*
- *Creating brand fans and ambassadors*



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As seen in

Newsday **FIOS** **FAST COMPANY** **MONEY & MAIN STREET**

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