

RELATIONSHIP ECONOMICS®

RECOMMENDED TEN (10) STEPS FOR LINKEDIN® EFFECTIVENESS

1. Build a Content-Rich Profile – see template below
2. Download the Outlook Toolbar and learn how to integrate the two
3. Invite your most trusted relationships to join your LinkedIn Network via Outlook or CSV upload
4. Join up to 10 strategic groups from your education and professional background / affiliations
5. Explore LinkedIn Applications to see if you can tie your blog, presentations, or other functionality into your profile
6. Include your LinkedIn public profile (looks like this: <http://www.linkedin.com/in/davidnour>) in your email signature, articles, event announcements
7. Create LinkedIn Events for your upcoming programs and include links where they can learn more (ideally back on your website)
8. Engage your network with daily invites & introductions, questions and answers, and group discussions
9. Recommend only those you wholeheartedly endorse
10. Use ping.fm to update 30+ social networking sites at once!

SAMPLE “CONTENT-RICH” LINKEDIN® PROFILE

Summary:

(what are you focused on / what do you do – in terms I can “get”?) - Founder of Relationship Economics, an Atlanta-based consulting, training and technology firm focused on Strategic Relationship Planning™.

(OK – make me want to read more... What else about you?) - Social networking strategist, international keynote speaker, author of Relationship Economics (Wiley, 2008), and a thought leader on the quantifiable and strategic value of business relationships.

(How did you get here? / AKA your background / source of credibility) - Extensive experience within diverse and rapidly growing organizations, having produced a consistent track record of innovation and marquee strategic relationship-centric best practices

(Specificity drives credibility – give me examples of where you’ve been / what you’ve done) - Previous roles include President, Interim COO, VP of Sales, Senior Management Advisor, VP of Business Development and Marketing, and National Director of Professional Services; Large company experience at IBM, SGI (formerly Silicon Graphics), and KForce Consulting; Startup experience at Procuri (sold to Ariba), Catarra, TIAN Software (sold to SAP), and Accelerating 1to1.

(who you are isn’t what you do! What do you do outside of work – professionally?) - An active member of professional organizations including the Society of International Business Fellows (SIBF), Southern Center for International Studies (SCIS), Association for Corporate Growth (ACG), Institute of Management Consultants (IMC), American Management Association (AMA) and the National Speakers Association (NSA)

(how do you make a difference in your community, i.e. civic, non-profit, etc.) - Former board member of the Center for Puppetry Arts, former Co-chair of the United Way Tech Initiative; passionate about The Bridge, Boy Scouts of America, and the High Tech Ministries.

(any recognition / awards) - Named to 2005 Georgia Trend 40 Under 40, Atlanta Business Chronicle Up & Comers and Who's Who in Atlanta Technology

- **Featured in a variety of publications**, including The Wall Street Journal, The New York Times, The Atlanta Journal and Constitution, The Atlanta Business Chronicle, Georgia Trend, Success, Entrepreneur and Pink Magazines

(education) - A native of Iran, David earned an MBA from the Goizueta Business School at Emory University where he's often a guest lecturer, and his BA degree in Management from Georgia State University

Specialties:

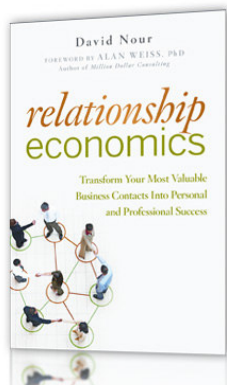
Nour Group specialized in Strategic Relationship Planning and with its Relationship Economics® solutions, solving global revenue growth challenges for its clients. We design, develop, and deploy business relationship and social networking strategies for *Fortune* and *Inc.* 500 clients as well as growth-oriented entrepreneurs.

LEARN MORE...

LinkedIn® Booklet & DVD

75 Page "how-to" booklet covering everything from how to build a profile to how to download the outlook toolbar and join groups, plus a 90-minute DVD which walks you through David Nour's best practices.

<http://www.relationshipcurrency.com/linkedindvdcombo.html>



Relationship Economics (Wiley, 2008)

"If a man is judged by the company he keeps, David Nour's *Relationship Economics* provides a systematic approach to building value in that judgment. The concepts reach well beyond networking to building lasting and productive relationships."

- **Dennis Sadlowski, President & CEO – Siemens Energy & Automation**

<http://www.relationshipeconomics.net/NourBook.html>

Join us on **RENetworks™** - a private, intelligent enterprise social network

Each month we'll cover a different social networking application – from LinkedIn to Jigsaw, Plaxo, Twitter, Blogging, and Second Life. We'll start from the beginning, cover the pros and cons and show you more in an hour than many learn months on their own.

<http://renetworks.intronetworks.com> – left hand side, Sign Up, access code – "realumn" – case sensitive



Social Networking Best Practices Tips

Sign Up for the Relationship Economics Social Networking Best Practices Tips.

<http://relationshippeconomics.net/relationship-economics-book-by-David-Nour.html>