

Expand your network in 15 minutes – for FREE!



What do you do with business cards received at networking events or in the course of a day's work?

A lot of people take them back to their office, put the cards in a desk drawer and never touch them again. **Fight the urge to just set those cards aside!**

Instead, try leveraging the fact that you personally connected with someone and **use the cards to expand your on-line network.** It's really quite simple! Just use these quick and easy tips.

- Gather that stack of cards and **open your [LinkedIn](#) account.**
- Check to **see if your new contact has a profile** on the site (just enter their name in the search field; top of your profile).
- If they have a profile, click the link to **"Connect"** (if they don't participate just add their info to your regular email contact list/or address book). You'll need the email address of your new contact to make the connection, found on their business card.
- LinkedIn uses a non-personal note that goes with each invitation to connect; delete that text and **add something personal** like "Great to meet you this morning at the chamber breakfast, I'd like to stay connected with you here on LinkedIn" or "Thanks for the great information you presented at the conference...let's stay connected here on LinkedIn". It doesn't have to be a long, wordy message – just something to help refresh their memory about how you met.
- When you are officially connected you can **recycle the business cards.** Your desk will be cleaner AND you will have a larger network of contacts – it's all good!

Repeat steps 2-5 until you have worked through that stack of cards and successfully expanded your online network. You can also hop over and **follow your new contact's business pages on Facebook, Twitter or Google+.**

Really want to stand out? Provide LinkedIn **recommendations** to contacts you have done business with. Taking a few minutes to write kind words about people that do great work is always appreciated.

Don't forget to log onto your social media accounts on a regular basis to **update your status;** look for opportunities to **engage with the people you are connected with.**

[Click here for additional marketing and networking tips.](#)

Phone: 360-325-3127

www.pattirowilson.com

