

# W.E.R.K. YOUR SOCIAL MEDIA

## WERKWEEK #3 – LINKEDIN LURKIN’



**W.E.R.K.**  
YOUR SOCIAL MEDIA

**THE ART**  
OF ENGAGING YOUR  
AUDIENCE AND SELLING  
SOCIALLY

WWW.WERKYOURWORDS.CO

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## LINKEDIN LURKIN'

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### **“Your Network = Your Net Worth.” – Tajuana Ross**

In WERKWEEK #3, Tajuana Ross, the LinkedIn Professor dropped some serious wisdom on us and even exposed the glorious ProFinder, a LinkedIn tool that allows you to bid on incredible projects without all the competition and hustling involved when strolling LinkedIn.

If you want to find out how to craft a great LinkedIn bio and a ton of other ways to get your entire life on LinkedIn, I strongly suggest you grab Tajuana's bestselling book.

Did I mention she teaches MICROSOFT, the new owner of LinkedIn, how to use the social media platform? Real talk ... she drops gems.

Also, to add a cherry atop of last night's training, here are TWO cold connection requests you can use to get that connection request ACCEPTED:

OPTION #1:

*Your name popped up on LinkedIn as someone I should connect with so I visited your profile and noticed XXX. (same college, old employer, group connections ...) I'd love for us to connect and build on that relationship.*

OPTION #2:

*I noticed you are a **TITLE** and because I work with so many \_\_\_\_\_, I'm reaching out to introduce myself. Once we connect I'll be happy to send you an eBook that will give you some insight on the wonderful world of \_\_\_\_\_.*

### **W.E.R.K. IT NOW (WIN) TASK #6**

For this week, I want you to focus on applying for LinkedIn ProFinder: <https://www.linkedin.com/profinder/>.

Now, it's only available in Europe and the United States right now, but it will be available globally by the end of Fall 2017.

## WERKWEEK #3 WRAP UP

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And WERKWEEK #3 is in the history books, boo! Be sure to join the [WERKPlace Spot here](#) so you can ask questions and get your weekly feedback.

Remember, my team and I will not answer questions via email, Facebook messenger, rolled up piece of paper in a bottle ... none of that. You must post your questions inside the group.

### **W.E.R.K. IT NOW (WIN) TASKS**

Each week, you'll receive one or more WIN tasks to complete before the following week. We will close comments Wednesdays at noon EDT for the prior week's assignment feedback.

**For example, feedback for this week will be accepted until noon EDT next Wednesday. After that, we will disable the commenting capability for the post.**

This week, I assigned WIN Task #6.