



Business Growth 3 Ways

SHOULD YOU ACCEPT AN INVITATION TO CONNECT WITH SOMEONE YOU DON'T KNOW ON LINKEDIN?

We've all gotten invitations to connect with someone on LinkedIn that we do not know. The question then, is do you connect with them or not? LinkedIn tells us not to connect with anyone that we do not know, but that's not how networking works. Networking is the process of expanding your circle of contacts to learn new ways that you can help each other. That's not to say that you should connect with everyone, though. Some people just don't make sense to connect with. So, before you hit "accept" or "ignore" on your next invitation, take a minute to consider these things about the person asking to connect with you.

1. Consider the invitation to connect

- Was the invitation personalized or did they just send the default message?
- Does the invitation give an indication of why they want to connect?
- Are there typos or grammatical errors in what they wrote?

2. Consider the LinkedIn profile of the person

- Do they have a professional profile image?
- Is their profile filled out or do they only have minimal information?
- Where are they from?
- Do they have any endorsements or recommendations?
- Do they have any recent activity on LinkedIn? Are they publishing, posting, liking and commenting?

3. Consider your mutual connections

- Do you know anyone in common? And, what do you know or think of those mutual connections?
- How many connections do they have?

And most importantly, consider whether you would be willing to spend 15 minutes on a phone call to get to know this person better. If you aren't interested in spending at least 15 minutes to have a conversation, there's no reason to have them in your network.

**For additional help with your social media marketing, check out the
BG3 online school at <http://bg3.teachable.com/>**

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