

## Full Press Release Book “How to REALLY use LinkedIn”

Discover the true power of LinkedIn and how to leverage it for your career or business.

*Author: Jan Vermeiren, founder of Networking Coach and author of the bestseller “Let’s Connect!”*



“How to REALLY use LinkedIn” not only gives insight in the power of LinkedIn as a lever to reach your goals, but also HOW to do that and without spending too much time.

Whether you are looking for a new job, new customers, suppliers, partnerships, expertise inside or outside the organization or information to get your job done faster: LinkedIn is the perfect tool to help you. And “How to REALLY use LinkedIn” your guide to effectively achieve results.



Jan Vermeiren is the founder of Networking Coach and author of the books “Let’s Connect!” and “How to REALLY use LinkedIn”, the CD “Let’s Connect at an event” and the “Everlasting Referrals Home Study Course”. According to HR Tribune he is one of the top 10 speakers in Belgium.

Jan and his team don’t only give **presentations, training courses, workshops and personal coaching concerning networking and referrals**, but also advice organizations how to stimulate networking at their **events** and how to integrate networking in their **sales and recruitment strategy**.

The Networking Coach team works for large international companies like Alcatel, Deloitte, DuPont, EDS, IBM, ING, SAP and Sun Microsystems as well as for small companies and freelancers.

## **Description of the book**

It is vital in any economic situation to have a network to be able to fall back on, or build upon. New opportunities are now open to you, thanks to the Internet. The most valuable website giving you networking support on a professional level is LinkedIn.

Over 34 million people (and this number is growing) now have a profile on LinkedIn and also a few Connections. The question that most people ask is: what does this website have that I can use to my advantage? And also: how can I use LinkedIn in a way that gives me results without my having to spend too much time on it?

“How to REALLY use LinkedIn”, written by networking expert Jan Vermeiren , shows you why LinkedIn is such a powerful tool for everybody to use. Not only that, it also presents a short and effective step-by-step plan for people to apply to get immediate results. And you don’t need any special expertise to begin.

This book contains advanced strategies for finding new customers, a new job, employees, suppliers, experts and people to help you get your job done faster. It gives the answers to frequently asked questions and an overview of little-known LinkedIn features. There’s also a list of free tools that help you save time when using LinkedIn. All this makes it the perfect manual to REALLY get going with using LinkedIn.

## **Summary**

Millions of people have a Profile on LinkedIn and some Connections, but don’t know why and how to use this free website.

Other than other books about LinkedIn “How to REALLY use LinkedIn” doesn’t start from the website, but from the insights that a network helps to achieve one’s goals faster. A goal can be: find a new job, new customers, new employees, suppliers, partnerships or the right expertise to get your job done faster.

By obtaining more insights in the 5 fundamental principles of networking and by combining these insights with goal setting, it quickly becomes clear what the power of a network is and how LinkedIn can be used as a powerful lever.

The true power of LinkedIn is that it not only helps you find the right people, but also your mutual contacts. In order to be able to reach the people who are the right ones for you, you need a foundation, a basic network. “How to REALLY use LinkedIn” not only describes a simple, but very effective 4 step strategy to quickly lay this foundation, but also how to craft a good Profile, what the added value is of being a Group member and how to effectively and efficiently expand your network.

Then you will discover advanced strategies to find a new job, new customers, new employees, suppliers, partnerships or expertise to get your job done faster. Members of network and referral organizations and people who are responsible for (professional) organizations also receive advanced strategies to get the most out of LinkedIn.

The author, Jan Vermeiren, doesn't fear some hot discussion topics. He shares openly his opinion about them and answers the most frequently asked questions he and his team at Networking Coach have received in their presentations and training courses and in a LinkedIn user survey he set up. On top of that he shares little known, but important features and behavior of LinkedIn.

At the end of the book there is a list of tools and extra resources which will save the reader time when working with LinkedIn and other network platforms.

### **Some of the questions that are answered in the book**

- Why should I use LinkedIn?
- What is LinkedIn anyway?
- How do I start using LinkedIn?
- What are the 5 fundamental principles of networking and how do they affect your results on LinkedIn?
- What does a good Profile look like (and what are “don'ts” when crafting my Profile)?
- How can I use LinkedIn to find a new job, new customers, new employees, suppliers, partners or expertise?
- How can LinkedIn help me to get my job done and faster?
- What is the one tool outside of LinkedIn that makes a huge difference?
- I'm happy with my current professional situation. Why should I use LinkedIn?
- Do I have to connect with as many people as possible (even people I don't know) or just the opposite?
- How to deal with invitations to connect from people I don't know?
- How to avoid people not accepting my invitations?
- How do I get more visibility (personal branding)?
- How do I avoid spending too much time working with LinkedIn?
- ...

## **What do influential managers and management gurus from all around the world say about “How to REALLY use LinkedIn”?**

“Finally someone explaining why LinkedIn is useful. As a typical Gen X'er, I was starting to get frustrated to hear more and more people talking about the advantages and the fun of being Linked In. Once I got it, I immediately made a profile and started connecting. And if I can do it, so can anybody else!”

*Hubert Vanhoe, Vice President, USG People Belgium*

“Put simply, “How to REALLY use LinkedIn” is a must read for anybody who wants to grow their business through networking. Even if you’re already a member of a referral or network organization, Jan Vermeiren offers powerfully advanced strategies on how LinkedIn can help you get even more out of your membership!”

*Ivan Misner, NY Times Bestselling author and Founder of BNI*

“I have been using LinkedIn for a while now, but other than connecting to people I personally know, I did not use it. This book really gives you structured insights and “off the shelf” tips to increase the effectiveness and the power of your network, and a big help in reaching your goals easier and quicker. Thanks for sharing your expertise, Jan. Strong recommendation to all the people that want to start using their network more efficiently!”

*Frank Opsomer, Sales Manager Partner Sales Organization BeLux, Sun Microsystems*

“It is great to read a book that is this practical and gives examples to help you reach your networking goal. Thanks Jan!”

*Mary Roll, Career Services Manager International MBA Program, Vlerick Leuven Gent Management School*

"This enlightening look at a new form of social media and next-generation communication provides meaningful ideas in an easy-to-read format. Perfect for any age!"

*Dr. Nido Qubein, President, High Point University and Chairman, Great Harvest Bread Company*

"This is an informative and well structured book that everyone who understands the value of networking and building the right connections should read. This book is a must and should be at the top of anyone’s reading list this year!"

*Paul Bridle, Leadership Methodologist*

“For a marketer networking is a major part building block to do a job. With new social networks coming along it is imperative that these skills are used wisely. This book has helped to sharpen my Linked-in social networking skills and helped focused how to profile myself better to get most out of my network!”

*Mic Adam, Director - Executive Center of Innovation, Unisys*

“Online business networking is a very hot topic. However, many people don’t know how to really deal with websites like LinkedIn. “How to REALLY use LinkedIn” gives more than an answer. Highly recommended! “

*Astrid De Lathauwer, Chief Human Resources Officer, Belgacom*

“I found the big hype around social networking frustrating and confusing until I read How to REALLY use LinkedIn. Thank you, Jan, finally a resource that shows me how to get the best out of social networking while giving my best to all my contacts!”

*Garth Roberts, CSP*

“The information in “How to REALLY use LinkedIn” is a powerhouse book of tips, tactics and approaches for raising your personal profile that simply work. LinkedIn is the buzzword in business networking these days and this book shows how to REALLY use it!”

*Dr. Tony Alessandra, author of The Platinum Rule and The NEW Art of Managing People,*

“Great things come from simple and pragmatic methods and that is what Jan Vermeiren succeeded with his latest book. "How to REALLY use LinkedIn" will not only give you clear strategies to increase your network efficiency with the use of LinkedIn, but it will also tell you the real sense and purpose of networking. A must for every professional!”

*Vincent De Waele, Business Transformation Director, Mobistar*

“This book is an eye-opener – once you’ve read it you’ll see how easy business (or job searching) becomes. By providing clear insights and a simple, but super effective strategy Jan Vermeiren shows how everybody can tap into the power of online business networking and more specifically LinkedIn. “How to REALLY use LinkedIn” is a must-read!”

*Jill Lublin, International Speaker and Best Selling Author of Get Noticed...Get Referrals, Guerrilla Publicity, and Networking Magic*

"If you take networking seriously, use LinkedIn. If you take LinkedIn seriously, read this book!"

*Edgar Valdmanis, GoldClub Networker, Business Network International (BNI)*

More endorsements from managers and networking and management gurus from all over the world: [www.how-to-really-use-linkedin.com/en-testimonials.html](http://www.how-to-really-use-linkedin.com/en-testimonials.html)



## Details of the book

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Available on [www.amazon.com](http://www.amazon.com) and via [www.how-to-really-use-linkedin.com](http://www.how-to-really-use-linkedin.com)

## About the author, Jan Vermeiren

Jan Vermeiren is the founder of Networking Coach and author of the books “Let’s Connect!” and “How to REALLY use LinkedIn”, the CD “Let’s Connect at an event” and the “Everlasting Referrals Home Study Course”. According to HR Tribune he is one of the top 10 speakers in Belgium.

Jan and his team don’t only give **presentations, training courses, workshops and personal coaching concerning networking and referrals**, but also advice organizations how to stimulate networking at their **events** and how to integrate networking in their **sales and recruitment strategy**.

## References

These are some of the **companies and professional organizations** the team of Networking Coach has worked for:

Accenture, Alcatel, Antwerp Diamond Bank, Belgacom, Bosch, Deloitte, Dupont, ECM Congres (European Cities Marketing), EDS, Ernst & Young, Fortis, Getronics, IBM, ING, Johnson Controls, Leaseplan, Mobistar, Nike, SAP, Sun Microsystems, TNT, Unisys, USG People, and many small business owners and freelancers.

These are some of the **universities, alumni organizations and non-profit organizations** the Networking Coach team has worked for:

Aiesec, Ehsal Alumni, RSM Erasmus International MBA Rotterdam, Hogeschool Arnhem Nijmegen Alumni, JCI (Junior Chamber International), Karel De Grote Hogeschool, Markant, Palliatieve Zorgen Netwerk, Provinciale Hogeschool Limburg, PSA Holland (Professional Speakers Association Holland), Solvay Business School Alumni, University of Antwerp Management School and Vlerick Leuven Management School International MBA.

For more references: <http://www.networking-coach.com/en-referenties.html>

**More information can be found on these web pages:**

- **Press Room:** articles, pictures, press release,...: [www.how-to-really-use-linkedin.com/en-press.html](http://www.how-to-really-use-linkedin.com/en-press.html)
- **Table of contents:** [www.how-to-really-use-linkedin.com/en-toc.html](http://www.how-to-really-use-linkedin.com/en-toc.html)
- **Hot discussion topics** and burning questions: [www.how-to-really-use-linkedin.com/en-toc.html](http://www.how-to-really-use-linkedin.com/en-toc.html)
- Little known, but important **features and behavior** of LinkedIn: [www.how-to-really-use-linkedin.com/en-toc.html](http://www.how-to-really-use-linkedin.com/en-toc.html)
- **More articles** about Jan Vermeiren, Networking Coach or the best seller Let's Connect: <http://www.networking-coach.com/en-downloads.html> (and many more in Dutch: <http://www.networking-coach.com/downloads.html>)

There is also a free networking e-course: [www.networking-coach.com](http://www.networking-coach.com)

At Networking Coach we believe in giving back. That's why these 5 charities will receive part of the profits of the book sales:

- Doctors Without Borders
- Cliniclowns
- Kika
- Internationale Beweging ATD Vierde Wereld
- Red Cross

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Blog: [www.janvermeiren.com](http://www.janvermeiren.com)

An excerpt from "How to REALLY use LinkedIn" can be found on the next page. Please use this with the right references.

**Excerpt from “How to REALLY use LinkedIn” by Jan Vermeiren.  
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## **The single most important benefit of LinkedIn**

For me the most powerful concept behind LinkedIn is that it **finds the right people AND the connections you have with them.** It makes the networks of the people we know visible. LinkedIn shows us our second and third degree networks and the paths towards them. This has tremendous value.

Why? Many people already have difficulty keeping track of their own (first degree) network. It is impossible to know who our network knows. LinkedIn makes this visible. This is extremely powerful especially if you start with the end or goal in mind. Many people make the “mistake” to only look in their own network when they are looking for someone to help them. In this way they are limiting themselves tremendously. What if we start with defining the best person, find them and then find out via whom we can get introduced to them?

For example let’s suppose you are looking for a job at Coca Cola in your country (or you want to do business with them as a supplier or partner).

What most people then do is think of who they might know at Coca Cola. Then they can’t think of anyone and give up. Or they call the front desk, ask for the HR Manager and are stalled by the receptionist. Or the HR Manager says she is going to call back, but never does. Frustration!

Let’s now start with the goal in mind. You define the HR Manager as the person who can help you best reaching your goal (a job, a contract or expertise). Then you use LinkedIn and do a search with “HR Manager, Coca Cola, and your country”. The result is that you don’t only find the exact name of the person, but also the connections you share with this person.

When you then look at the mutual connections you have, you might discover that this person is connected with your neighbor. You didn’t know this because Coca Cola never has come up in your conversations. He has never mentioned anything about it and you never told him that you were interested in working for or with Coca Cola. After discovering the connection on LinkedIn and talking to your neighbor about it, you find out that he has worked together with the HR Manager in the past. When he hears about your goal he agrees on writing an email to introduce you to the HR Manager. Five days later you are invited to have a talk with the HR Manager and land the job or contract.

Without LinkedIn you might never have known that they knew each other!



Of course not everybody is on LinkedIn yet, so you won't find every person or function you are looking for. However, LinkedIn is a website focused on business networking.

What this means in practice is that we are able to find many people and access to most organizations. What we see in practice is that the majority of organizations are represented on LinkedIn (as already mentioned in the USA, all of the Fortune 500 companies have an executive level presence). Maybe you don't find the Marketing Manager of a company, but you might find the IT Manager. The Marketing Manager is only one step away from him. OK, it is some extra effort, but still lots easier than before LinkedIn existed.