

LinkedIn

*A Guide To Using LinkedIn For
Reoccurring Revenue Stream Development*

YOUR PROFILE

Your first step is to develop a polished, friendly profile page. This consists of primarily three areas: (1) Profile photo (2) Professional headline (3) Summary.

Profile Photo

If you don't already have one, get a professional portrait (head and shoulders) taken of you, preferably in uniform and **smiling** in front of your clean, shiny junk truck. Feel free to provide to the Director of Marketing, who will touch-up and brand the photo.

Crop into a square and upload to LinkedIn.

Professional Headline

This is what shows up in search results underneath your name. We recommend:

*Owner of JUSTJUNK® <City> • Leading junk removal service • Recommended for Property
& Facility Managers*

Summary

Copy & paste this into the "Summary" section of your profile.

JUSTJUNK® is an award-winning Canadian junk removal service, providing legendary service coast-to-coast. In addition to residential services, we also offer full-service removal for commercial clients.

We specialize in commercial services for Property Managers and Facility Managers across Canada.

What We Offer:

- ✓ Same Day Removal, Guaranteed
- ✓ Licensed and Insured
- ✓ Commercial Account Discounts
- ✓ Flexible Billing Options
- ✓ Environmentally Responsible

At JUSTJUNK®, we remove anything from anywhere. This includes junk removal, trash removal, garbage removal, furniture hauling, appliance disposal, e-waste pickup, and more! Our competitive rates and friendly service set us apart from the competition. Enjoy a fast and easy junk removal experience with JUSTJUNK®.

Connect with me today if you would like to discuss how JUSTJUNK® can help you.

See www.justjunk.com/commercial-services for more information, or click CONNECT now.

SEARCHING & CONNECTING

Once your profile is set up, you can start searching and making connections! Remember, reoccurring revenue stream development is about establishing a relationship and “checking in” frequently by phone, e-mail, LinkedIn, or in-person.

Searching

Searching is easy on LinkedIn – simply click in the search bar at the top of the screen, and type in your keyword (i.e. “Property Manager”). Results may be people, companies, or groups.

Filtering is effective in finding someone in your area. Once you’ve searched, the results will show up with the “filtering” bar on the left hand side. Type in your city (i.e. Kitchener, Ontario) and it will filter out everything else.

The screenshot shows a LinkedIn search interface. At the top, a search bar contains the text "property manager" and a magnifying glass icon. Below the search bar, there are two main filter sections: "All Companies" and "All LinkedIn Members".

All Companies filter includes:

- All Companies
- Economical Insurance (33)
- BlackBerry (28)
- The Co-operators (17)
- Cowan Insurance Group (16)
- University of Guelph (11)
- Show more...
- Enter company name

All LinkedIn Members filter includes:

- All LinkedIn Members
- 1st Connections (0)
- 2nd Connections (99)
- Group Members (0)
- 3rd + Everyone Else (1136)
- Show more...
- Enter location name

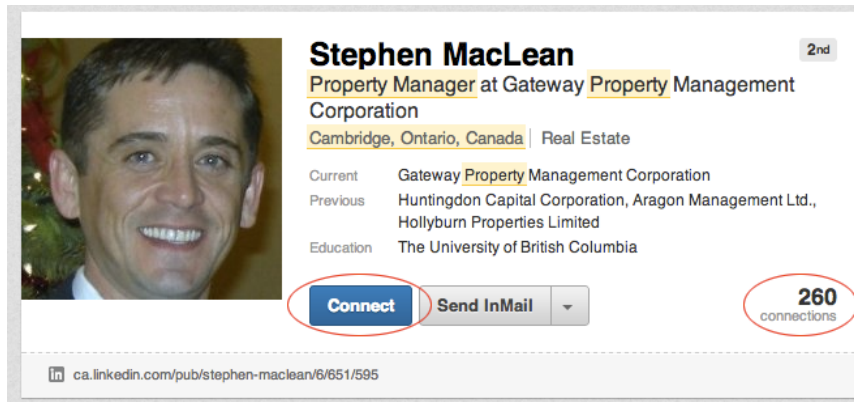
The main search results area is titled "Kitchener, Canada Area" and shows "1,235 results". The results are sorted by "Relevance". The first five results are:

- Stephen MacLean** (2nd) - Property Manager at Gateway Property Management Corporation. Kitchener, Canada Area · Real Estate. 1 shared connection · Similar. Connect button.
- Anna Anderson RPA** (2nd) - Property Manager at KW4Rent Inc. Kitchener, Canada Area · Real Estate. 1 shared connection · Similar. Connect button.
- Sally-Anne Dooman, R.C.M.** (2nd) - Condominium Property Manager at Simerra Property Management Inc. Kitchener, Canada Area · Management Consulting. 1 shared connection · Similar. Connect button.
- Rosemary Carson-Rees** (2nd) - Property Manager at Reitter Management Corporation. Kitchener, Canada Area · Facilities Services. 2 shared connections · Similar. Connect button.
- Anthony Irwin** (2nd) - Vice President of Operations at Comfort Property Management Inc. Kitchener, Canada Area · Consumer Services. 4 shared connections · Similar. Connect button.

The sixth result is partially visible:

- Margot Morel** (2nd) - Senior Property Manager at M. F. Property Management Ltd. Kitchener, Canada Area · Real Estate. 1 shared connection · Similar. Connect button.

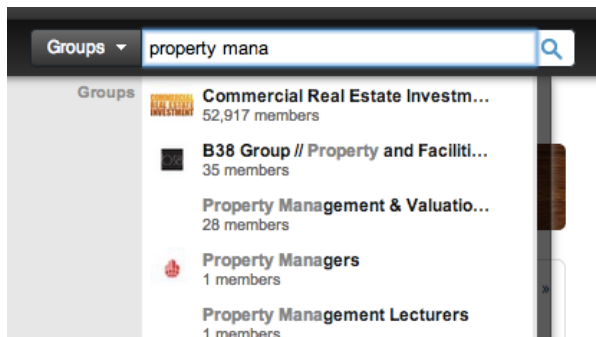
Once you’ve found a few people to connect with, click through to their profile and select “Connect” to send them an invitation to connect – this is also where you include your introductory message.



When writing the message, make sure it is tailored to that individual. Include the same messaging from your summary (4 key value points, how we can help them, etc.) and also make sure to introduce yourself.

Rinse and repeat – note that this individual has 260 connections, all of which can be accessed if he accepts your invitation.

Groups are effective channels to find large numbers of your target demographic. To search specifically for a group, click the drop-down beside the search bar and select 'Groups'. Start searching.



Once you're on a group's page, navigate to a member and follow the above steps to make your connection.

CONCLUSION

Remember to collect the individual's e-mail address, full name, title, phone number, and document it in the shared "**Commercial Business Development Log**". This log allows the Director of Marketing to send **e-mail promotions** to these individuals, and also allows you to track how often you are following up.