



# Achieve Lead Generation Success

Top 10 Features You Need To Know

[Twitter/ContactWSI](#) – [LinkedIn/in/greggtowsley](#) – [YouTube/ContactWSI](#) – [Facebook/Towsley](#)

The Facebook logo, featuring the word 'facebook' in a white, lowercase, sans-serif font on a dark blue rectangular background.

The Twitter logo, featuring the word 'twitter' in a light blue, lowercase, sans-serif font.

The LinkedIn logo, featuring the word 'LinkedIn' in a black, lowercase, sans-serif font with a blue square containing the letters 'in'.

The Digg logo, featuring the word 'digg' in a blue, lowercase, sans-serif font with a stylized 'd'.

The YouTube logo, featuring the words 'YouTube' in a white, lowercase, sans-serif font on a red rounded rectangle.

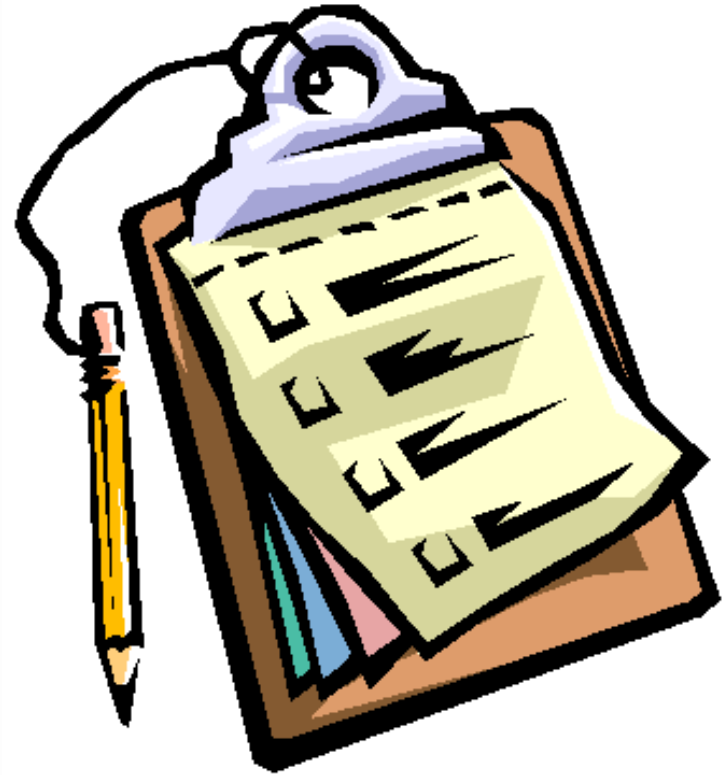
The Del.icio.us logo, featuring the text 'del.icio.us' in a black, lowercase, sans-serif font with a small blue square icon.

The Flickr logo, featuring the word 'flickr' in a blue, lowercase, sans-serif font with a red 'r'.

The MySpace logo, featuring the text 'myspace.com' in a white, lowercase, sans-serif font on a dark blue rectangular background.

# Top Ten LinkedIn Features

1. Building Your Profile
2. 'Niche' Words
3. Updating Status
4. Join TopLinked.com
5. Ask Questions & Answer Question
6. Create and Answer Polls
7. Update Profile Often
8. Create and Join Groups
9. Add Contact Every Day
10. Use LinkedIn Widgets



## Build a Killer Profile

- 100% Profile Completeness
- Set Public Profile Settings
- Edit Contact Setting
- Import Existing Contacts (Outlook, Yahoo, Gmail)
- Be Interesting!





# Update Your Status

- Promote Events
- Promote Seminar/Webinar
- Post News Articles
- Promote Blogs
- Place You Are Traveling
- Ask Compelling Questions

Today

STATUS UPDATES (4)

**Paul Goldenberg [LION]** is currently open to new Talent Acquisition/CRM & Sr. Recruiting positions in LA or national, w/ partial virtual flexibility. Reply privately - Add comment  
1 hour ago

**Michael Kelly** is looking for attendees and people with ERs for the September IWST: <http://www.iwst2009.com/calendar.html>  
Reply privately - Add comment  
2 hours ago

**Lee Scott** You have to buy and read this book. The Social Media Bible - The Business Executive's Guide to Social Media  
<http://ow.ly/nJ8h> Reply privately - Add comment  
3 hours ago

Show more.

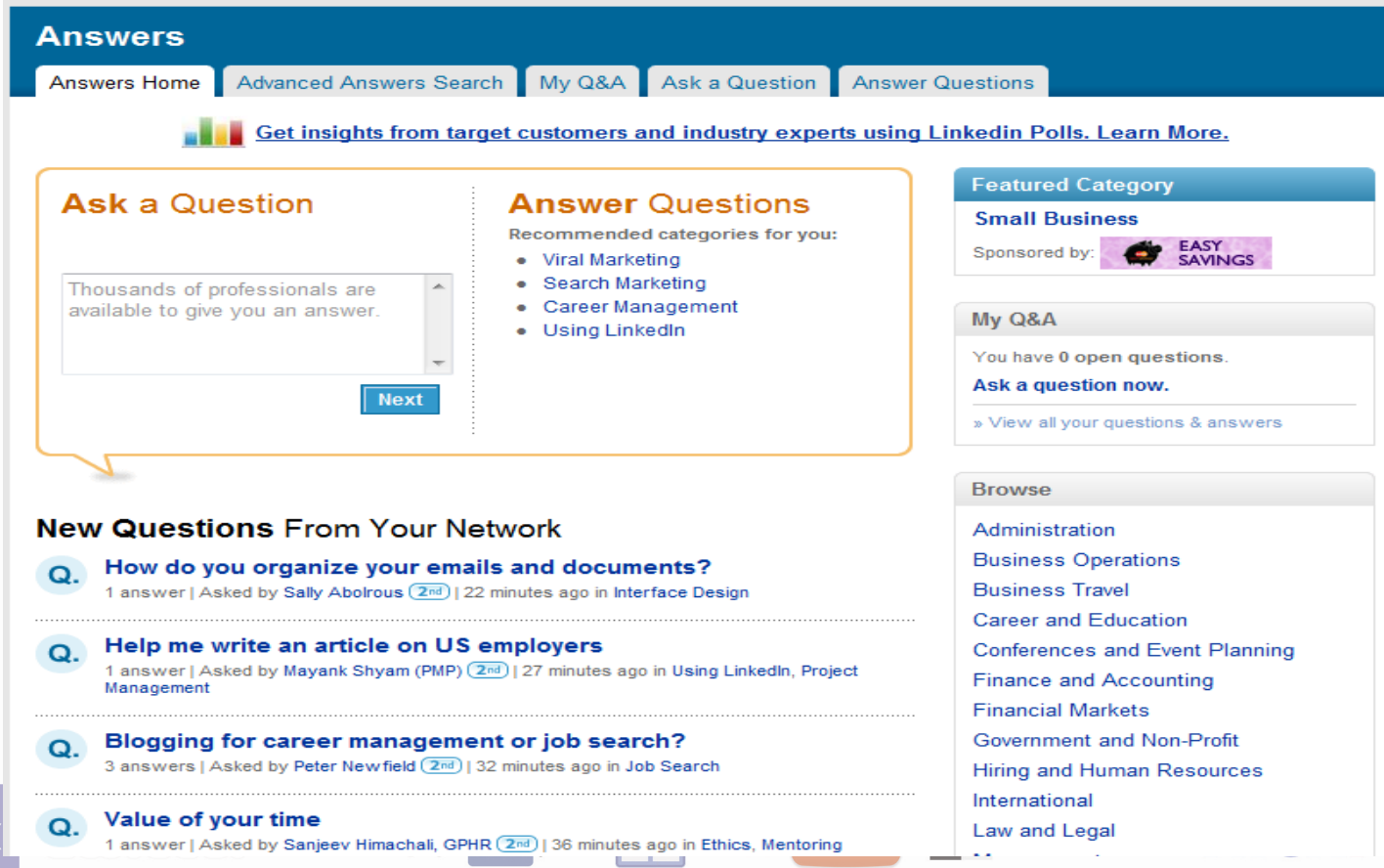
## Join TopLinked

- Visit [TopLinked.com](http://TopLinked.com)
- Join TopLinked LinkedIn Group
- Expand Your Network




# Questions Answers & Polls

## Become an Expert and Trusted Resource



**Answers**

Answers Home | Advanced Answers Search | My Q&A | Ask a Question | Answer Questions

 [Get insights from target customers and industry experts using LinkedIn Polls. Learn More.](#)

### Ask a Question

Thousands of professionals are available to give you an answer.

[Next](#)


### Answer Questions

Recommended categories for you:

- Viral Marketing
- Search Marketing
- Career Management
- Using LinkedIn

### Featured Category

**Small Business**

Sponsored by:  **EASY SAVINGS**

### My Q&A

You have **0** open questions.

[Ask a question now.](#)

[» View all your questions & answers](#)

### Browse

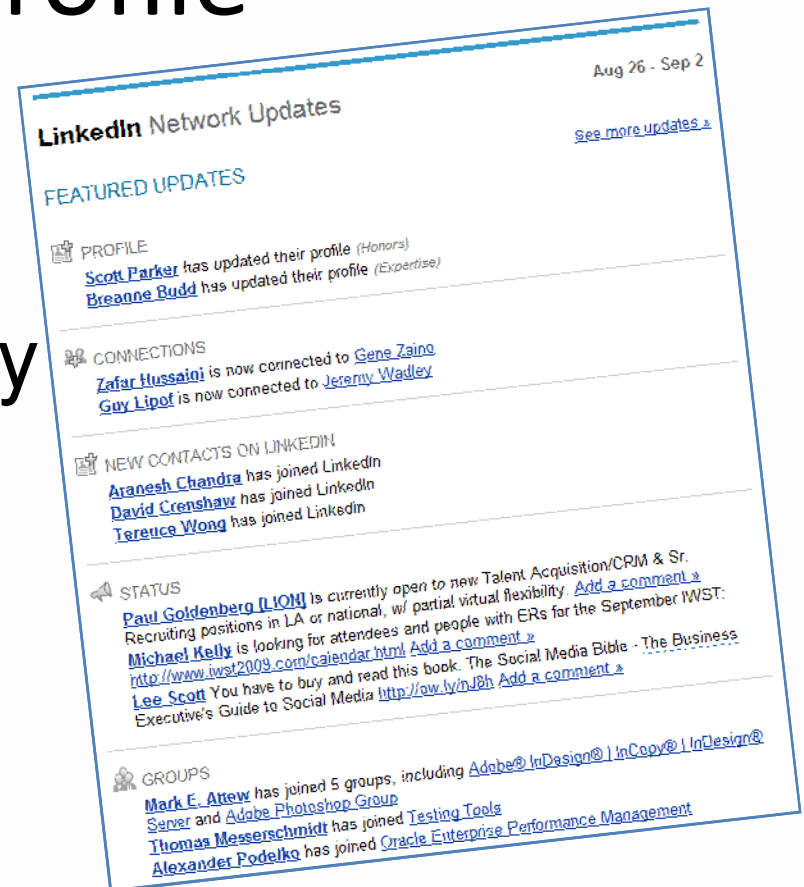
- Administration
- Business Operations
- Business Travel
- Career and Education
- Conferences and Event Planning
- Finance and Accounting
- Financial Markets
- Government and Non-Profit
- Hiring and Human Resources
- International
- Law and Legal

### New Questions From Your Network

- Q. How do you organize your emails and documents?**  
1 answer | Asked by Sally Abolrous (2nd) | 22 minutes ago in Interface Design
- Q. Help me write an article on US employers**  
1 answer | Asked by Mayank Shyam (PMP) (2nd) | 27 minutes ago in Using LinkedIn, Project Management
- Q. Blogging for career management or job search?**  
3 answers | Asked by Peter Newfield (2nd) | 32 minutes ago in Job Search
- Q. Value of your time**  
1 answer | Asked by Sanjeev Himachali, GPHR (2nd) | 36 minutes ago in Ethics, Mentoring

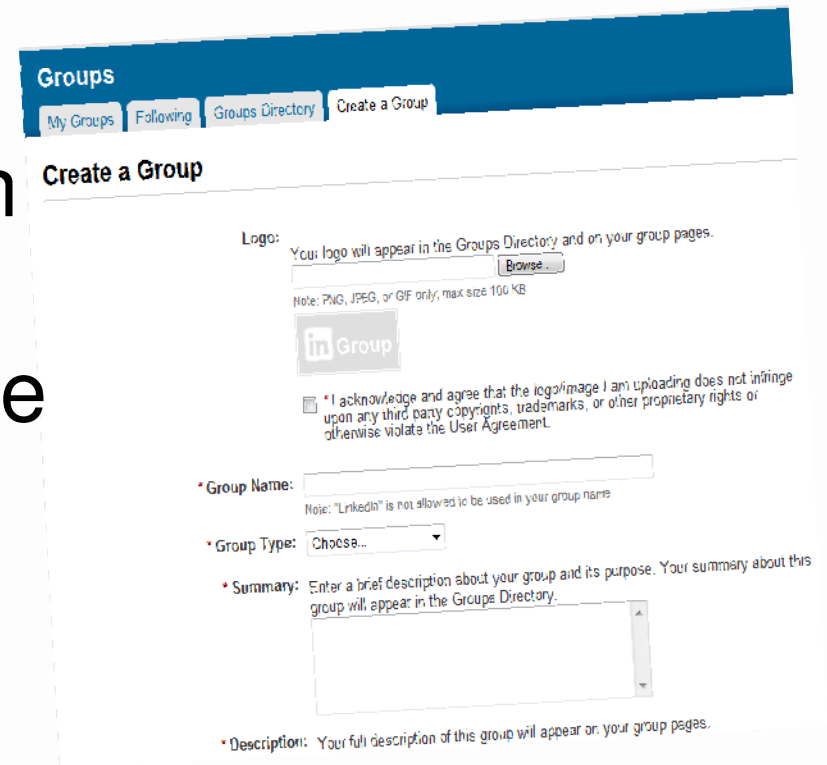
# Update Profile

- Stay Top of Mind
- Test Headlines
- Change Picture Regularly



# Join Groups

- Start Your Own Group
- Listen to the Conversation
- Post Comments
- Attract High Quality People to your Network

A screenshot of the LinkedIn 'Create a Group' form. The form is titled 'Create a Group' and is part of the 'Groups' section. It includes a 'Logo' field with a 'Browse...' button and a note: 'Your logo will appear in the Groups Directory and on your group pages. Note: PNG, JPEG, or GIF only, max size 100 KB'. Below the logo field is a checkbox for a disclaimer: '\* I acknowledge and agree that the logo/image I am uploading does not infringe upon any third party copyrights, trademarks, or other proprietary rights or otherwise violate the User Agreement.' The form also has a 'Group Name' field with a note: '\* Group Name: Note: "LinkedIn" is not allowed to be used in your group name'. There is a 'Group Type' dropdown menu with 'Choose...' selected. A 'Summary' field is present with a note: '\* Summary: Enter a brief description about your group and its purpose. Your summary about this group will appear in the Groups Directory.' Finally, there is a 'Description' field with a note: '\* Description: Your full description of this group will appear on your group pages.' The form is set against a blue background with navigation tabs for 'My Groups', 'Following', 'Groups Directory', and 'Create a Group'.

# Add Contacts Everyday

- Add Contacts Tool
- Search Link Minded Professionals
- Connect in Groups
- Past Colleagues
- 2<sup>nd</sup> Tier Connections
- Monitor Your Network Status

## Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 7,040,700+ professionals — here's how your network breaks down:

1	<b>Your Connections</b> Your trusted friends and colleagues	822
2	<b>Two degrees away</b> Friends of friends, each connected to one of your connections	192,000+
3	<b>Three degrees away</b> Reach these users through a friend and one of their friends	6,847,800+
<b>Total users you can contact through an introduction</b>		7,040,700+

10,272 new people in your network since August 31

## The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can contact directly — try a search now!

40,000,000+

### More About Your Network



#### REGIONAL ACCESS

Top locations in your network:

11%	1. Greater Los Angeles Area
10%	2. San Francisco Bay Area
7%	3. Greater New York City Area
5%	4. Greater Boston Area
3%	5. Greater Chicago Area

✓ Your region: Greater Los Angeles Area

Your connections are in 107 locations but your network gives you access to **982 additional locations**, including:

- United Kingdom
- Israel
- Singapore

**Fastest growing locations** in your network:

1. Portugal
2. Greater New York City Area
3. Greater Los Angeles Area



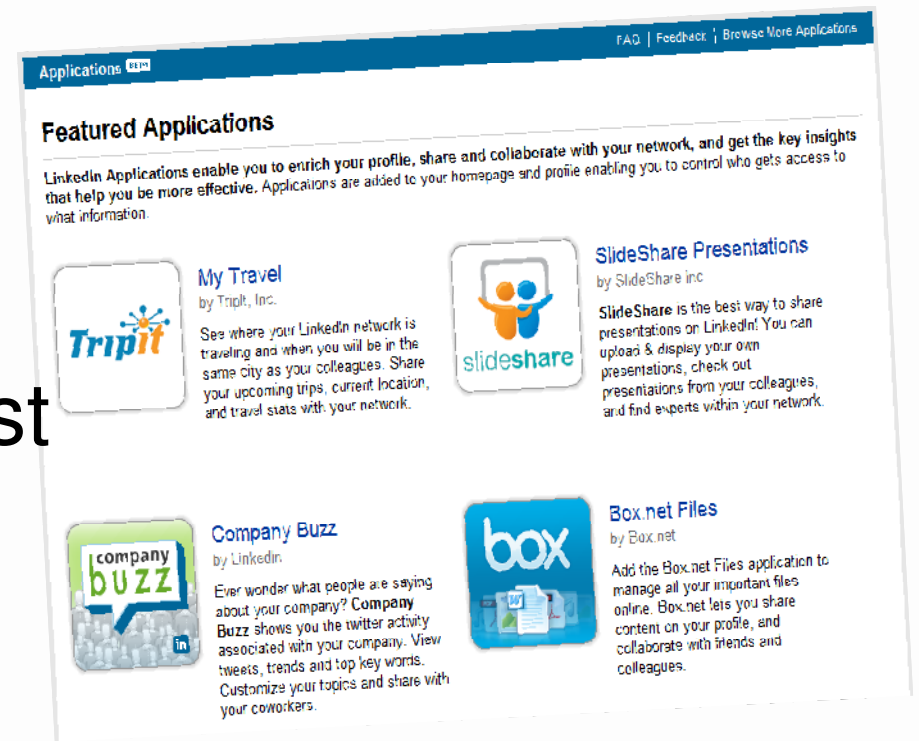
#### INDUSTRY ACCESS

Top industries in your network:

17%	1. Information Technology and Services
14%	2. Computer Software
8%	3. Staffing and Recruiting
5%	4. Internet
5%	5. Marketing and Advertising

# LinkedIn Widgets/Applications

- Connect Your Blog
- Add Presentation
- Add Video
- Update Your Reading List
- Import Your Travel Schedule





# About Us



- Los Angeles, CA
- Specialize in Search Engine Marketing and Internet Advertising
- Join The Conversation!
- Connect with Us!

**Gregg Towsley**

**[LinkedIn/in/greggtowsley](https://www.linkedin.com/in/greggtowsley)**

**[www.WSIQualitySolutions.com](http://www.WSIQualitySolutions.com)**

**310-909-8835**

**facebook**

**twitter**

**Linked in**

**digg**

**You Tube**



**del.icio.us**

**flickr**



**myspace.com**