

# 42 Rules

A gold, circular badge with a serrated edge and a starburst effect, containing the text "Amazon Best Seller".

Amazon  
Best  
Seller

*for 24-Hour Success  
on LinkedIn*

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WITH

DAVID BURNS AND PEGGY MURRAH



**“42 Rules for  
24-Hour Success  
on LinkedIn”  
Book Excerpt**

**By Chris Muccio  
with David Burns  
and Peggy Murrah**



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## Intro

We all continue to hear the same phrases over and over again—I'm too overwhelmed, I'm too busy, I can't put my full attention to that, etc. To be honest, if you ask my family, I am right in there with the "time challenged" too. It seemed that increasing business success and finding more time went hand in hand...or so I thought. One day, when I met my buddy Pete at a coffee shop, he talked about a certain type of success and described it in rather simple terms. He described a little kid, sitting on a dock with his fishing rod in the water. The kid fishes for some time, but nothing happens. So at some point, he gets bored, decides to lay back and takes a nap while leaving his baited hook in the water. When he wakes up, he excitedly finds that he hooked a fish while he was sleeping. The reason why he was successful without having to be actively engaged was pretty straightforward. He prepared himself for success by doing the simple things—baiting the hook and putting the hook in the water.

I think that is a great metaphor for this book and social networking. This book is not about achieving success in 24 hours, rather it is about doing the simple things that set you up for the opportunity to achieve success 24 hours a day. Social networking occurs globally, 24 hours a day, 7 days a week. I know that I have arisen on multiple occasions to find that people I used to work with from outside the USA had found my profile and were interested in reconnecting with me. Now that is what LinkedIn is about; a place to find people and a place to be found. It's all about leveraging a communication tool and it is up to you to determine how you will use this communication platform to create your success. This



might range from the simple connecting with people you've lost contact with, to finding a new job, to finding new talented individuals to add to your business, to creating a new revenue channel.

Given the tough economic times and the hype of social media, social networking and of course, LinkedIn, there is a certain curiosity about this business potential that seems to be only lightly addressed. Since LinkedIn or any social network is a 24-Hour tool, to most effectively position yourself to achieve your success any time of the day or night, you need to be like the little kid who took a nap while fishing. You need to "bait your hook and put it in the water" and, to help you, we offer you our 42 rules. As there are a variety of users with a variety of ideas for their success, some of the rules we offer may apply to you while others may not. These are by no means the only rules, so feel free to share them, discuss them, refine them and create new ones. Most importantly, please keep in mind the most basic rule—simple preparation, just like our little fisherman learned, enhances your chances for 24-Hour success!



## 2

## Answer the Most Important Questions First

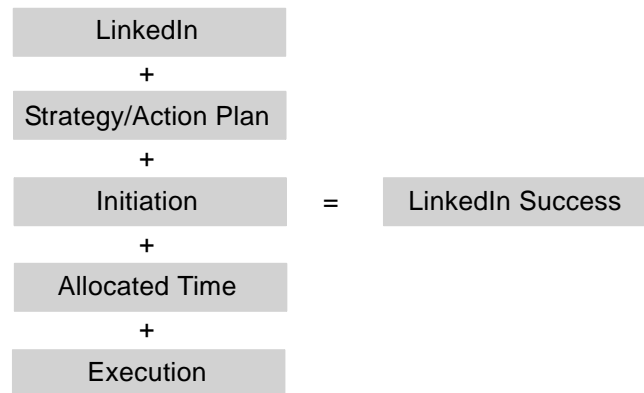
**LinkedIn is a communication tool. It is a place to find people and be found.**

Let's start with a question, *Why are you on LinkedIn?*

On the surface, this seems to be a simple question: only five words and none were more than 10 letters long. But it seems that whenever we ask that question, we're asking something on par with an existential question like, "What is the meaning of life?" because the response we get nine times out of ten is a contemplative silence. So we try to break the uneasy silence by asking another question, "What was your encouragement to register on LinkedIn?" and with that usually a big smile appears and they say, "Oh, I received an invitation to sign up." To which our reply is, "That's great, what are your goals for being registered on LinkedIn?" This time the responses range from that contemplative silence to the ambitious, "Gain more clients."

LinkedIn is a place for business professionals to be "found" and "to find" people. It is a vehicle to communicate. It is a tool to use with your business, in your career management, your education, your social endeavors and probably a whole lot more. Yes, you can turn contacts into clients and yes, you can turn prospects into customers but by itself, LinkedIn is not a magic elixir.

In simple terms, LinkedIn is a conduit; it is a connector. The people who receive the greatest results understand this and use LinkedIn accordingly. If you asked some of the people who have achieved successes with LinkedIn how they would define one formula for LinkedIn success, it would be similar to the following:



So as we begin this book, we pose some questions for you to think about.

- Why are you on LinkedIn? Do you understand how you can most effectively benefit from it?
- What are you looking to achieve with LinkedIn? Are your goals realistic? Have you created a strategy and supported it with realistic action items?
- How are you showing initiative? You are reading these rules, so that indicates that you have the drive and commitment to learn. What else are you doing to enhance your ability to achieve the goals you've established on LinkedIn? For instance, if you are on it to network, are you networking? What have you been doing to build relationships?
- How much time are you fitting into your schedule to properly participate and execute on your strategy? Unfortunately, this is not the field of dreams (i.e. build it and they will come). Without allocating time in your busy schedule to work your action plan, you may end up more like a billboard in a jungle, bright and shiny but not seen by many people.

To reiterate, success on LinkedIn is not like rubbing the magic lantern and having the genie immediately appear. 24-Hour success should not imply immediate gratification. What 24-Hour success implies is literally setting yourself up for success by doing all the "right" things that will eventually help you succeed. In the wired world we live in, success can occur during the middle of the business day, when you are sitting in front of your computer or while you are sleeping in bed.

## 3

**Get LinkedIn or Get Left Out?**

**Success is not based on what you know, but rather, who you know.**

The old cliché is that success is not based on what you know, but rather, who you know. Understanding your online identity is critical to creating success, and LinkedIn is currently one of the more powerful tools that can help you. The challenge is how to learn the most effective ways to use LinkedIn without wasting time navigating the help functions, the online forums or Googling the gurus.

In typical day-to-day, face-to-face networking, when people are asked about their usage of LinkedIn, it seems that most people share the same experience. They sign up for LinkedIn, gather some contacts, and search out people they may know from schools, prior employers, or from professional associations. Once they've tapped that out, they are lost as to what to do next or how to realize any benefit from being on LinkedIn.

As successful professionals, your time is valuable and what you choose to focus on must provide you with an effective result. Therefore, as you begin reading this book, let's start off with some quick and immediate tips to help you dramatically improve your understanding of the LinkedIn experience and build your base of useful contacts.

### **Focus on Relationship Building**

The cornerstone for your success starts with ensuring your understanding of what successful networking really means. It is not the sleazy concept of dropping off a business card and then racing to someone else to repeat the process over and over again. That type of person merely wants you to hear about them. They could care less about spending time to get to know you. Pretty shallow, right? Why would you do business with someone who doesn't care about you? If that is your idea of networking, don't even bother with LinkedIn.

Networking is about building relationships and getting to know the other person and how you might be able to contribute to their success. Successful networkers build their own credibility through their actions, which in turn builds a comfort level with the other party. This increased level of comfort leads to a stronger relationship. So, would you rather have business dealings with someone who is shallow or someone you've developed a relationship with? Relationship building should be the focus of your perspective and participation in LinkedIn.

### **Commit Time Weekly to Participate**

This sounds like the most basic concept, but it is very important to adhere to it. Unfortunately many people join and collect contacts but invest no time or energy networking, so they gain nothing from the site. This is a clear example of reaping what you have sowed. Remember LinkedIn is just a tool to connect and open doors, but it still takes work on your part. Set aside at least an hour or so each week to invest in building your network.

### **Seek and Give Recommendations**

One of the hardest things some people find is to adequately "brag" about their accomplishments. Whether you want to acknowledge it or not, you have probably compiled an impressive list of career successes. Having someone else "promote" your accomplishments is a very powerful tool. It builds your reputation and strengthens relationships as well as increases the value of your network to everyone connected to it.

LinkedIn offers Recommendations, which is a function that allows someone else to describe you and promote you to the world. Request recommendations from people who know you well and will best describe your strengths, achievements, etc. On the flip side, make sure you spread the recognition of people you know and recommend them. Remember, relationship building is a two-way street.

## 6 Overcome the Overwhelm

**Many people are struggling to understand where to begin and just as many are simply trying to find out how to properly participate.**

By now, based on the hype, we are all somewhat aware of the potential that Web 2.0/Social Networks can offer you. However, after speaking to various groups of people, two things are becoming very apparent; many people are struggling to understand where to begin and just as many are simply trying to find out how to properly participate. In this rule, we will offer you "quick-start" guidance to help minimize your feeling of being overwhelmed, and guide you through the "participation puzzle."

social networking opens up a whole new level of contact with your prospects, your customers, your business partners and your employees. The elegance of social networking is the way it enables constant yet non-intrusive communication regarding literally anything your business needs to communicate about. So the benefits are clear, yet many of us are struggling to come to terms with the following:

**ISSUE - Not Sure How to Participate / Afraid of Being Blackballed** – There are many nuances to participating on various social networking sites, and they too seem to change daily. Most of these sites are communities where people have invested long hours into participating. You may even say, they've invested part of their lives into these sites. Given these investments, they don't take it lightly if someone jumps in and doesn't properly participate.

*QUICK START GUIDANCE* – Netiquette is important here. We advocate taking some time to get the lay of the land. Read through the FAQs, check out the "power users" and use the search engine to read up on what others say about the site.

**ISSUE - Trying to Figure Out How to Get Positive Attention** – Getting attention is probably the most important thing you can do in this Web 2.0 world and also the most competitive. Not only are you competing for attention from the social media world, but you are competing with the offline world as well. We've already estimated that there are hundreds, if not thousands, of sites out there with thousands of users on each site. In addition to that, there are 225 billion pages of editorial content pumped out every year. Given this, how valuable is attention? Think of Paris Hilton. What exactly does she do? One thing is for certain and that is—she gets attention. According to Forbes, last year she made a cool \$6.3 million, received 3,600,000 web hits and was mentioned in almost 18,000 press clippings. Clearly attention is valuable.

*QUICK START GUIDANCE* – We advocate following the *CAP* principle (see Rule 5)

**ISSUE - You Don't Have the Time to Devote to This** – It goes without saying that in today's fast-paced information age, everyone is multi-tasking and there is little time available for anything new. Need we say more on this topic? Can you identify with the phrase "I'm in overwhelm—have to get out of it fast?"

*QUICK START GUIDANCE* – So is this a deal breaker?

Actually *No*—you can make time if you step back and think about this logically. Remember your first step? You were being strategic as to which sites you participated in. Some sites are more time-intensive than others. However, if you laid out your goals for these sites and supported them with realistic action plans, then all you need to do is "measure" your execution and continually tweak it to be more effective. Thus what you might be looking at is spending 15 minutes a day on LinkedIn, or five minutes a day on Twitter or an hour a week launching videos on YouTube. The point is if you understand what you are focusing on building, you can maximize your results without sacrificing more time.



## C 42 Things You Can Do with LinkedIn

Early in the book, we asked you how you were looking to utilize LinkedIn. To help you answer that, we have provided a variety of perspectives from Executives to Small Businesses to Job Seekers to functional things you can do. So without further ado, here are 42 things you can do with LinkedIn.

1. Answer the question of why you are on LinkedIn
2. Update and expand your profile
3. (Better yet) Do an extreme makeover on your profile!
4. Create your "3-second elevator pitch"
5. Customize your URL
6. Leverage the power of SEO by filling in your specialties with effective phrases
7. Write recommendations
8. Ask for recommendations
9. Find an expert
10. Ask and answer questions
11. Ask for an introduction from one of your direct connections to someone they are directly connected to
12. Educate people on how and why you want to be contacted
13. Become adept at using the Search Function
14. Join and participate in a couple of relevant groups

15. Organize a group based around an area of interest to you
16. Continue to grow your connections and build a quality network
17. Set up the Outlook Toolbar
18. Leverage the LinkedIn Widgets

Functional Uses:

19. Market your company
20. Use LinkedIn for Market Research
21. Gather business intelligence on your competitors
22. Career Management
23. Job Search
24. Recruiting
25. Keeping in Touch
26. Find Business Partners, Vendors and Clients
27. Revise existing business processes
28. Establishing an introduction that leads to Meeting Face-to-Face

Three ways for IT professionals to use LinkedIn with their Internal Customers:

29. Connect with and build relationships within your company
30. Communicate what you are working to your users
31. Generate recommendations from your users – builds internal credibility

Three ways Executives can use LinkedIn:

32. Job search (just like everyone else)
33. Research and land board positions
34. Conversely, they can attract key employees, partners and suppliers

Three ways Small Businesses can leverage the power of communication:

35. Use the LinkedIn database to understand more about your prospects and how people you currently know can assist in connecting you
36. Notify your contacts of significant news, prospects, closings, sales, opportunities, etc.

37. Stay current on what your business partners, vendors, former colleagues and potential new recruits are up to in their professional lives

Three ways for Job Seekers to leverage LinkedIn:

38. Check out LinkedIn jobs
39. Use LinkedIn to find relevant headhunters to talk to
40. Use LinkedIn to expand the network of people you already know and keep them abreast of your search

And in closing...

41. Play by the rules—don't abuse, don't invent, don't circumvent
42. Lastly, regardless of the preceding 41 things, make time for your wife or significant other. We won't go into what can happen if you don't

For more information and tips, please remember that you can always go to <http://www.LinkToProsper.com/24hoursuccess>.



## About the Authors



**Chris Muccio** is an award-winning entrepreneur who draws upon insightful experiences from his successful career in Corporate America to guide business leaders on the most effective strategies to uncover profit and growth opportunities resulting in rapid and sustainable improvements within their business. His insight on social networking is highly sought after.

**David Burns** has been the founder of three companies, two of which were in the telecommunications industry. In these endeavors, he was instrumental in raising over \$15 million in private equity as well as raising senior debt and working capital revolvers. David started his career with Ernst and Young, LLP where he worked on audits of both public and private companies.

**Peggy Murrah** is the owner of a highly successful web design and virtual assistance business, providing her clients with resources to succeed in the online world of business. Through her ongoing networking, she created strong business relationships with entrepreneurs across diverse industries, and facilitated many mutually beneficial connections among them.

**Getting “42 Rules for 24-Hour Success on LinkedIn”**  
(<http://happyabout.info/42rules/24hr-success-linkedin.php>)

“42 Rules for 24-Hour Success on LinkedIn” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at:  
<http://happyabout.info/42rules/24hr-success-linkedin.php> or at other online and physical book stores.

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