

Mary-Rose Hoja presents...



Create Great LinkedIn Profiles

The proven step-by-step system for
developing, promoting & profiting
from your LinkedIn Profile

MODULE 6: How to Approach Recommendations

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Brief review of last module

➤ How to invite

Plan for today

- How to ask for Recommendations
- How to write Recommendations

Recommendations

- Give your Profile:
 - proof and credibility
 - life

Rookie Mistakes

- Not asking for a Recommendation
- Thinking that you have to give a Recommendation to ask for one

When to ask for Recommendations

Ask people for Recommendations when you have just had personal interaction with them

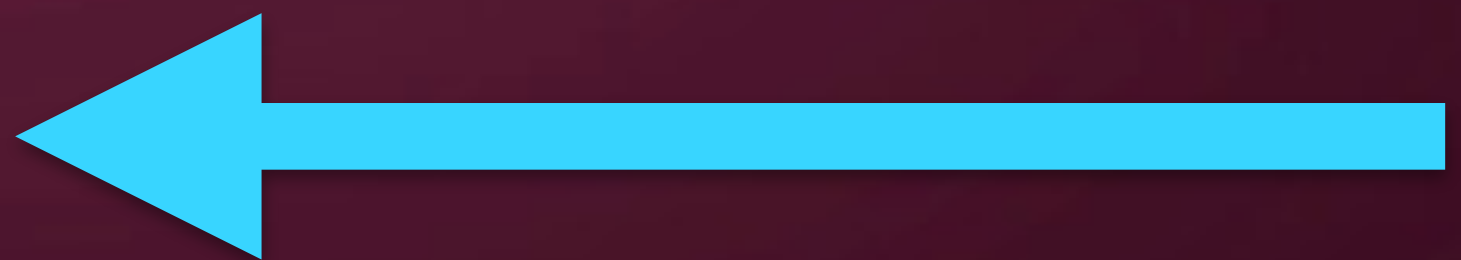
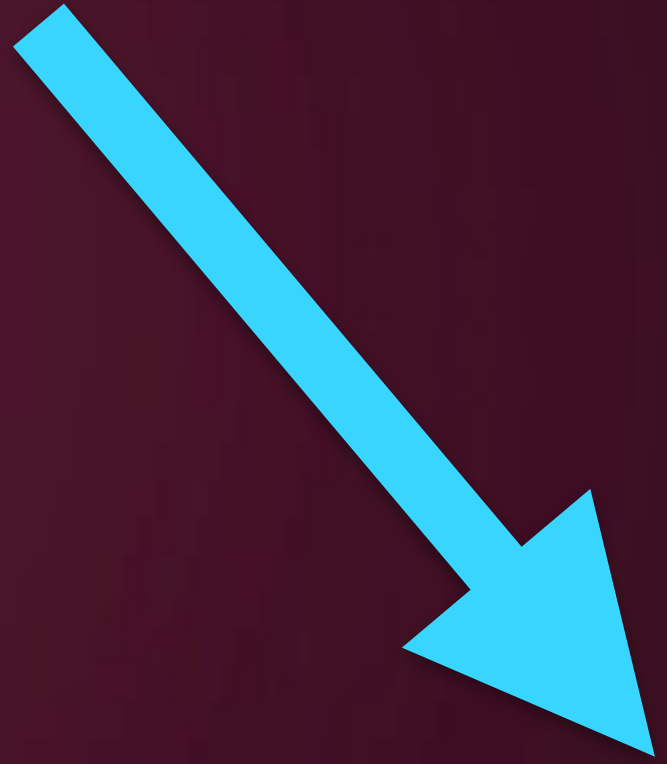
It's best if you have recently given them something of **VALUE TO THEM:**

- workshop
- project report
- article
- recommended them

1. GIVE

2. ASK

3. THANK



Always write a draft for your Recommendations

- Write a draft so they know what you want highlighted
- Focus on value, relevance, proof (the difference your input made)
- What would have happened/will happen if you hadn't been involved?

Always remember to thank!!

1. GIVE

3. THANK

2. ASK



Pro tip: how to stick out with *Thank you!*

- Send a **paper** card that you write and sign yourself
- Do not use online postcards
- Call them
- Texts and email work too, but calling and paper cards **ROCK**

Summary

- Ask for Recommendations after recent contact where you gave value to them
- Draft your own Recommendations
- GIVE - ASK - THANK
- Don't forget to **thank!** And then **give** again.

Homework

- Review who you would like Recommendations from
- Where are they in the GIVE - ASK - THANK system?
- Practice giving, asking & **thanking** for Recommendations

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