



LinkedIn Connection Guide: Who do I connect with?

Who do I connect with on LinkedIn?

This is a question I am asked by coaching clients and workshop attendees a lot....

My philosophy is that every client, every business contact and even every friend was a stranger, once. Then we meet for the first time and we develop the relationship from there.

So on LinkedIn, I encourage you to be open to connecting with new people, especially if you like what they do, if you have mutual friends or if they are in a related industry or city to you.

You shouldn't connect with 'everyone' but keep in mind that every stranger now could be a future friend, colleague or client.

LinkedIn Connecting Framework

This is a framework for you to use, and adjust according to your own personal preferences.

My Personal LinkedIn Connecting Framework

Criteria	Connect?
Do I know them personally?	✓
Do they look interesting?	✓
Are they be a potential client or colleague?	✓
Are they an industry peer?	✓
Do we share mutual contacts who I know, like and trust?	✓
Are they an aspirational contact?	✓
Do they publish useful content?	✓
Are they in my city or a city I visit regularly?	✓
Have they interacted with my content?	✓
Do they look spammy?	✗
Do they look fake?	✗
Are they completely unrelated to my business or interests?	✗
Is their LinkedIn Profile incomplete or inactive?	✗



LinkedIn Connection Guide: Who do I connect with?



Let's connect on LinkedIn

For more tips, templates and videos please connect with me,
Adam Franklin on LinkedIn:

www.linkedin.com/in/adamfranklin

Are you my next coaching client?

I'm looking for **5 consultants or professional advisors** who want to use LinkedIn to **grow a lucrative pipeline** of high-value B2B clients.

I'm launching a pilot **LinkedIn Launchpad Program** to start next month.
And I'm looking for a few specific people. If you're a consultant or advisor and you..

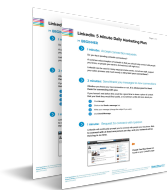
1. Are already working with high-value clients, and getting them results.
2. Are making at least \$10k a month.
3. Have capacity to work with 3-5 new clients, starting next month.
4. Have at least 500 connections on LinkedIn.
5. Are friendly and coachable.
6. And you can find 30 minutes a day to allocate to the work...

Please request a **LinkedIn Growth Session** call with me:

www.bluewiremedia.com.au/growth

You may also like these free templates (email opt-in required)...

LinkedIn 10 Minute Daily Plan



www.bluewiremedia.com.au/linkedin-daily-marketing-plan

LinkedIn Profile Checklist

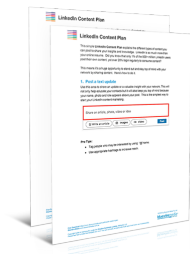


www.bluewiremedia.com.au/linkedin-profile-checklist



LinkedIn Connection Guide: Who do I connect with?

LinkedIn Content Plan



www.bluewiremedia.com.au/linkedin-content-plan


You can also watch my **free, on-demand LinkedIn Masterclass webinar.**

Bluewire Media & Adam Franklin present this 'no-pitch' LinkedIn business masterclass...

WIN 'HIGH-VALUE CLIENTS' ON LINKEDIN TODAY & INTO 2020, (PLUS OPEN Q&A)

[Claim My Spot Now!](#)

ON DEMAND
Any-time access



Presented by
ADAM FRANKLIN
CEO of Bluewire Media
Author of Web Marketing That Works

Starting now.

In this 45 min webinar you're going to learn...

- ✓ How to **win new business on LinkedIn** today and into 2020.
- ✓ How to **optimise your LinkedIn profile** to appeal to your ideal clients.
- ✓ How to **find your ideal clients** on LinkedIn.
- ✓ Also **Ask Adam Anything** - it's an open forum for Q&A.
- ✓ **"No pitch"** - nothing for sale.
- ✓ **BONUS: 6 LinkedIn PDF** resources when you register.
- ✓ Total length: **45 minute webinar**

[Click here to register for free](#)

Finally, if you're ready to learn the complete playbook, you may also like to enrol in my flagship course **LinkedIn Leads for High Value Clients**



[Click here to check it out \(or join the waitlist\) >>](#)