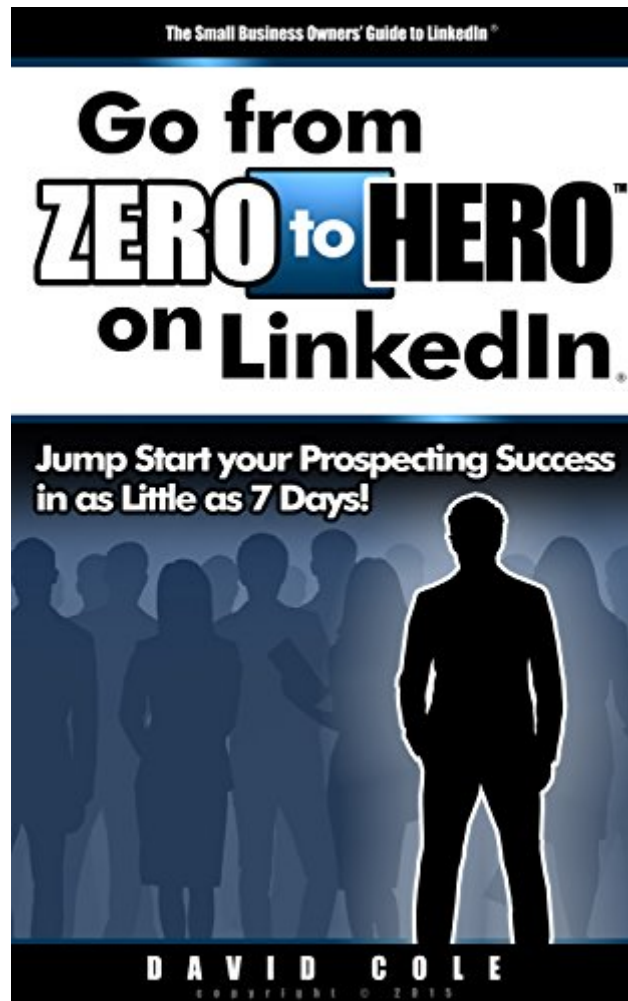


The book was found

Go From Zero To Hero On LinkedIn: Jump Start Your Prospecting Success In As Little As 7 Days



Synopsis

You will make a wise decision to purchase *Go From Zero to Hero on LinkedIn*. This book contains the step-by-step blueprint that I use every day to generate leads for my business. From my own experience, I would encourage you to stay the course, implement every step, and consistently manage your network properly; so you too can reap the rewards of a never-ending stream of qualified prospects.

Book Information

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Customer Reviews

I have been a member of LinkedIn for years but had no idea why or what to do; I just joined because everyone else did. Now I know exactly what to do to maximize the potential of LinkedIn! Dave's book is so easy to read. It provides guidance on how to use LinkedIn as a sales and marketing tool. Dave is very clear and concise when explaining how to set up your profile, including how to write an effective summary and why that is important. He goes into depth about the WHYs of it all... why it's important to connect, why connection numbers matter, why find the "right" people to connect with, why personalize your URL, why add content, why send notes, and even why to bring your business offline. After years of having a stagnant profile that was merely a copy of my resume, I can now see why it is important to change that, and how to do so. Even more, I now understand the point of it all!!

Other similar books give technical advice about how to work within LI. This one answers questions about "why spend time doing it?" and gives simple step-by-step instructions on HOW. It is a true road map for getting the ultimate value out of LinkedIn. If you want to increase your personal or business marketing, this is a "must read!!"

As a seasoned corporate sales person, my consistently poor results from prospecting on LinkedIn have been a constant frustration. The moment I read this book, I applied its methods and continue to follow its principles every week. With a modest ongoing effort, the results have been staggeringly positive. Not only do I gain new LinkedIn connections each week, but I have nurtured those connections into meaningful sales cycles. The success has been so dramatic, I've been asked to present to multiple internal sales teams at my company - giving due credit David Cole's techniques of course. :-)

In the past I'd attended multiple training sessions on using LinkedIn. This book by David Cole is the only source I've found with clear and actionable instructions, which translate rapidly into real results!

This book is outstanding, I'm pretty knowledgeable about LinkedIn and I learned some tidbits I'm going to use to generate more leads in my business - the book should have been called...Secrets they don't want you to know about. This one goes on my monthly reading list.

It's an okay book. Some interesting nuggets, but I'm not sure if I would want to follow the authors advice. What I find interesting is that David Cole doesn't show up on Google or Linked In when searching for his name. On Google, I typed in "David Cole LinkedIn" He doesn't show up. A bunch of other David Coles show up, but he doesn't. Also, I did a search within Linked In, and he doesn't show up unless I type in "David Cole Linked." Now, I understand that some of the other David Coles that show up are my 2nd tiered connections, but most are not. I also did a search while logged out of Linked In. On Google's top 25 David Coles, this David Cole doesn't show up. He must be doing something wrong. With this in mind, I will skip the rest of the book. I take that Linked In doesn't like to have spammy behavior on its website. On the up side, the point about having 500+ links is key. I agree with that. I guessed I figured that out on my own, but it's nice to hear it from someone else.

UPDATE: 1/28/2016 I'm knocking this down to two stars AFTER I looked at the sample Linked In Profile Makeovers that Mr. Cole has on his (very SLOW) website. Nearly all of the samples are self involved resumes on Linked In. That's not how to get people interested in YOU. You need to be concerned about your prospect. All of these makeover samples are filled with "me." "my", "I" and so

on. NOT interested.

Dave Cole's training and advise has helped me dramatically with not only my LinkedIn page, but also my marketing. It has been a night and day difference. The best part is, the book is like a cookbook recipe, the complete recipe! I read, followed, understood, applied and it worked! Awesome!!!!

David Cole is a true expert on LinkedIn. In just one of his training's I was ranked #1 in my industry in my local city. This book is definitely the stepping stone to increasing your contact and reach in the LinkedIn world. This book has allowed me to really take my online expertise to the next level! Awesome training!

Until I read David's clearly written, easy to understand book on mining the wealth of relationship building possibilities within the LinkedIn community, I viewed LinkedIn as a glorified Facebook for the business world. I fully expected I'd pick up a few good ideas for connecting more intentionally with others in my field. Instead, what I found was a practical, step by step handbook which emphasized what I'll call Managed Relational Reciprocity. I was challenged by David to view my LinkedIn connections as a means to get to know my connections on a deeper level by focusing on their strengths, hobbies, goals and vision of how they work, and their core values. David's book had relational advice which challenged me far beyond my LinkedIn network. I was challenged deeply and profoundly to consider how I manage other relationships in my life. Truly, life is not about WIIFM (What's In It For Me). As an aside, I was pleasantly surprised to read a book by someone who writes succinctly, engagingly and uses grammar properly. I realize this may sound trivial but I tire of reading books and articles that should have been through a proof reader (or maybe ten!). Prepositional pronouns were used correctly and commas place appropriately. Thank you, David, for a dynamic book which likely will touch people on a level far deeper than you set out to do.

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