



LinkedIn Success Stories: A Companion Guide to Ultimate Guide to LinkedIn for Business

Ted Prodromou

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Despite being the largest and fastest growing professional business network, LinkedIn is one of the most underutilized websites on the internet. Most business professionals assume LinkedIn is just a resume site used primarily by jobseekers and recruiters.

Little do they know, LinkedIn is a feature-rich website with tools to help business professionals establish their professional presence, find a job, hire the best talent for their company, prospect for new customers, expand their professional network and establishing themselves as industry experts.

Some business professionals "get" LinkedIn and are killing it while their competitors are unaware of the power of LinkedIn.

In this guide, I interviewed business professionals so they could share their LinkedIn success stories. They aren't doing anything unusual or difficult. They are just using basic business networking strategies to build relationships with prospects and deepen relationships with existing customers.

LinkedIn is allowing them to expand their businesses exponentially by leveraging the power of the world's largest database of successful business professionals.

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