

Contents

	Foreword by Jeremiah Desmarais, Norvax	1
	Authors Note	4
	Introduction	7
Action Step 1	Identify Expectations	9
Action Step 2	Expand Your Reach	10
Action Step 3	Building Credibility	18
Action Step 4	Get Active on LinkedIn	21
Action Step 5	Prospecting with LinkedIn	37
Bonus	LinkedIn Tools to Utilize	43
Bonus	15 Action Steps	54
Bonus	4 Other Social Media Tools	56
	Wrap Up	58