

## Introduction

This guide was written to be used as a hands on resource for the LinkedIn MBA. The guide walks you through brief exercises that will help you build a “Killer” profile. It also helps you begin the process of building your credibility.

LinkedIn is a great tool to use to enhance your profile and to grow your business. The LinkedIn MBA guide and this work book will help you establish a foundation to your future LinkedIn activities.

When you are ready to take the next step and learn the strategies to communicate your message to tens of thousands of LinkedIn members on a daily basis we suggest you read “LinkedIn Marketing Secret Formula.

Warm Regards,

Sean Nelson  
Atlanta, GA