Networking for Business Success

- In-Person
- On LinkedIn
- Perfecting Your Introduction 1:1

Top 10 Tips:
Leveraging The Power of Your LinkedIn Profile

STAND OUT AND ENGAGE!

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IDEAS. WORDS. RESULTS.

- Professional Presence
- Recommendations - Trust and Reputation
- Connect Beyond Your In-Person Circle of Influence
- Showcase Your Brand & Value
- Be Found by Potential Customers

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STAND OUT FROM THE CROWD!

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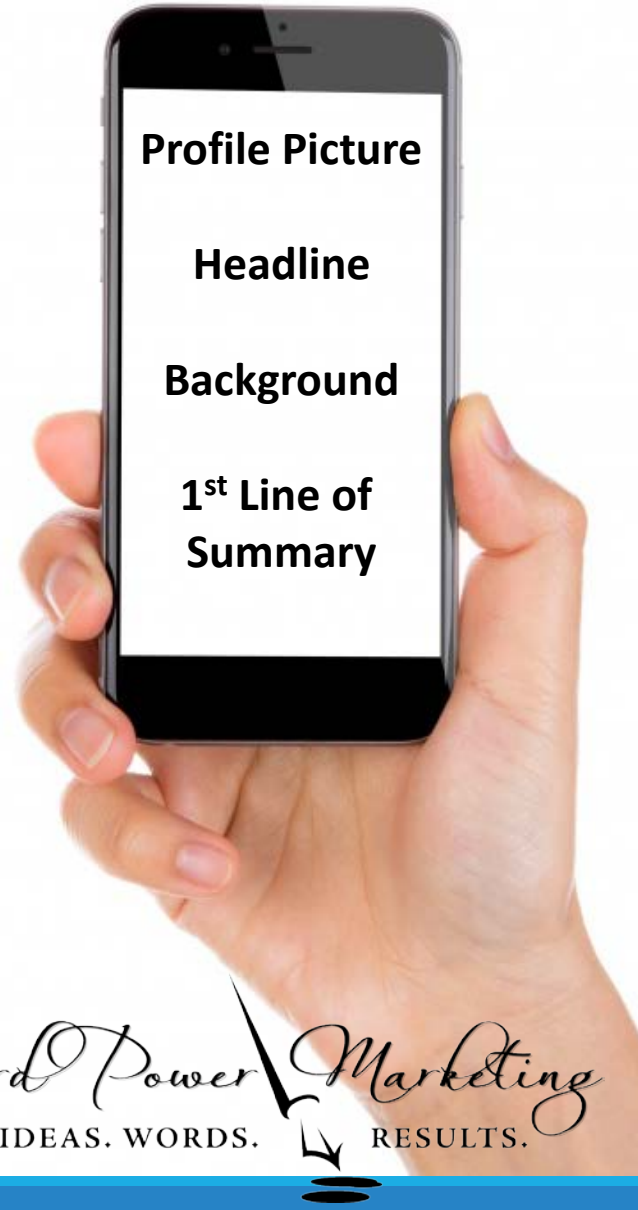
Stand Out
First Impressions Matter

Prime Real Estate



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Stand Out

1. Put Your Best Face Forward

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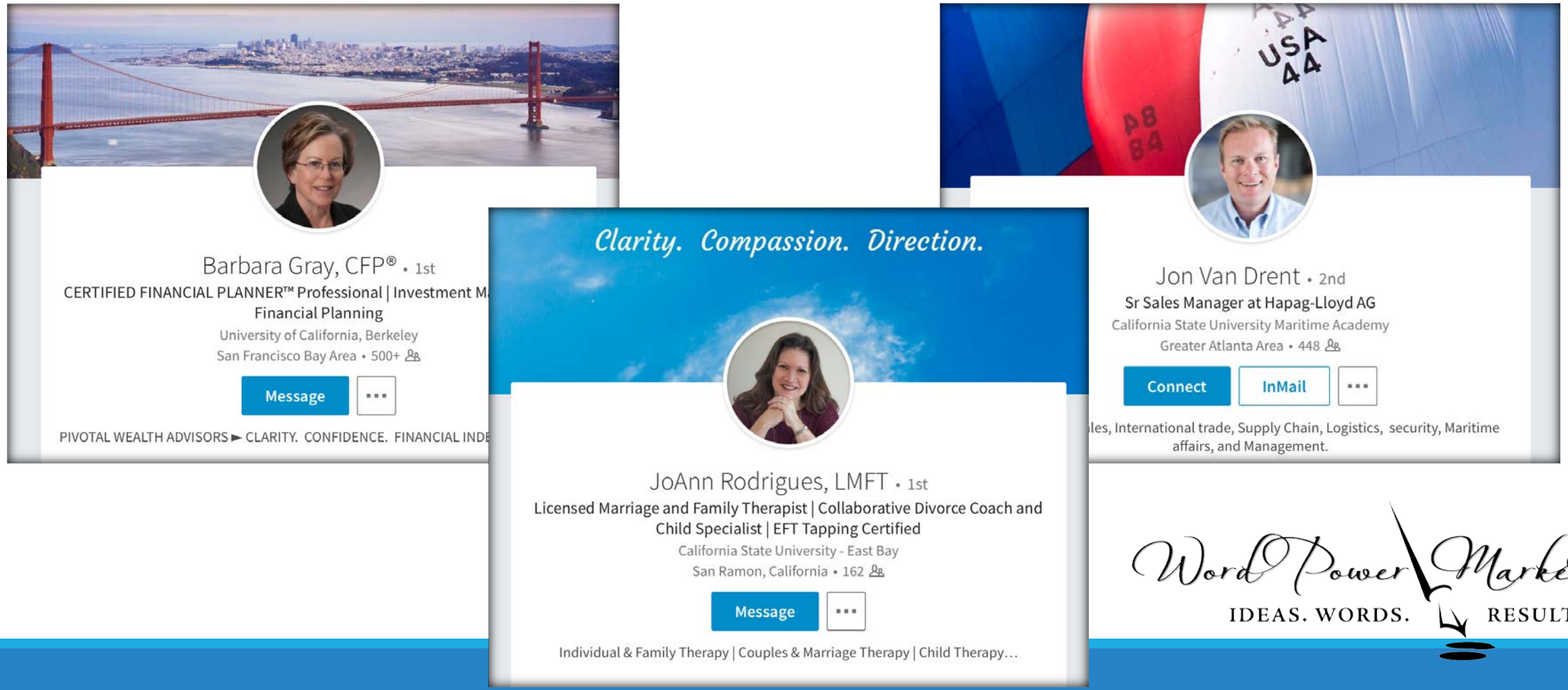
Stand Out

2. Add an Eye-Catching Background



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Stand Out

3. Promote Your Value in Your Headline

Searchable Keywords | 120 Characters

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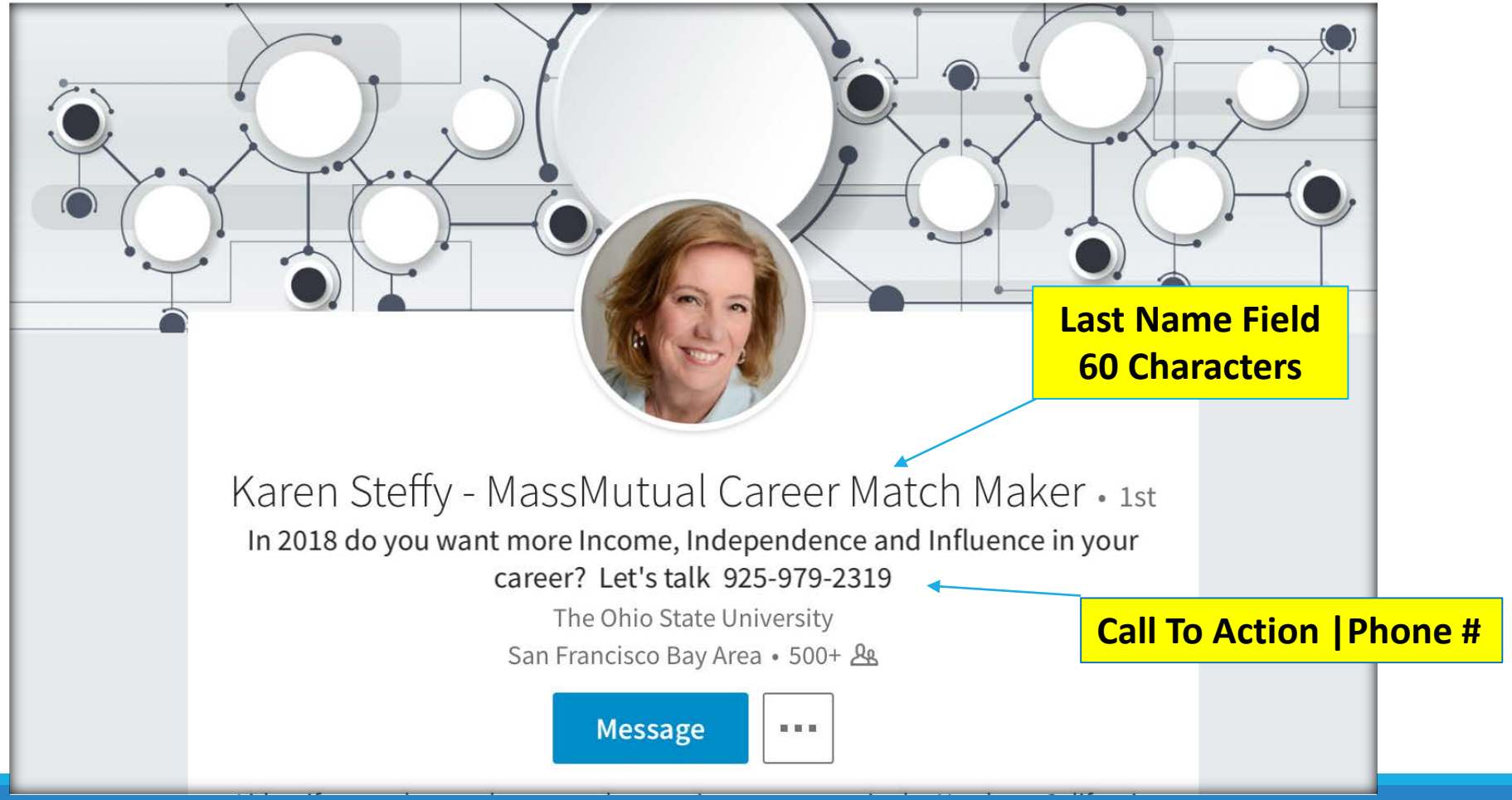
Stand Out

4. Think Outside of the Box



Stand Out

5. Maximize Impact of Summary's 1st Line

Stand Out

6. Write a “Dare To Be Different” Summary

- Write in the 1st person – Connect
- Show your personality!
- Use text symbols and white space
- Add Call To Action With phone #

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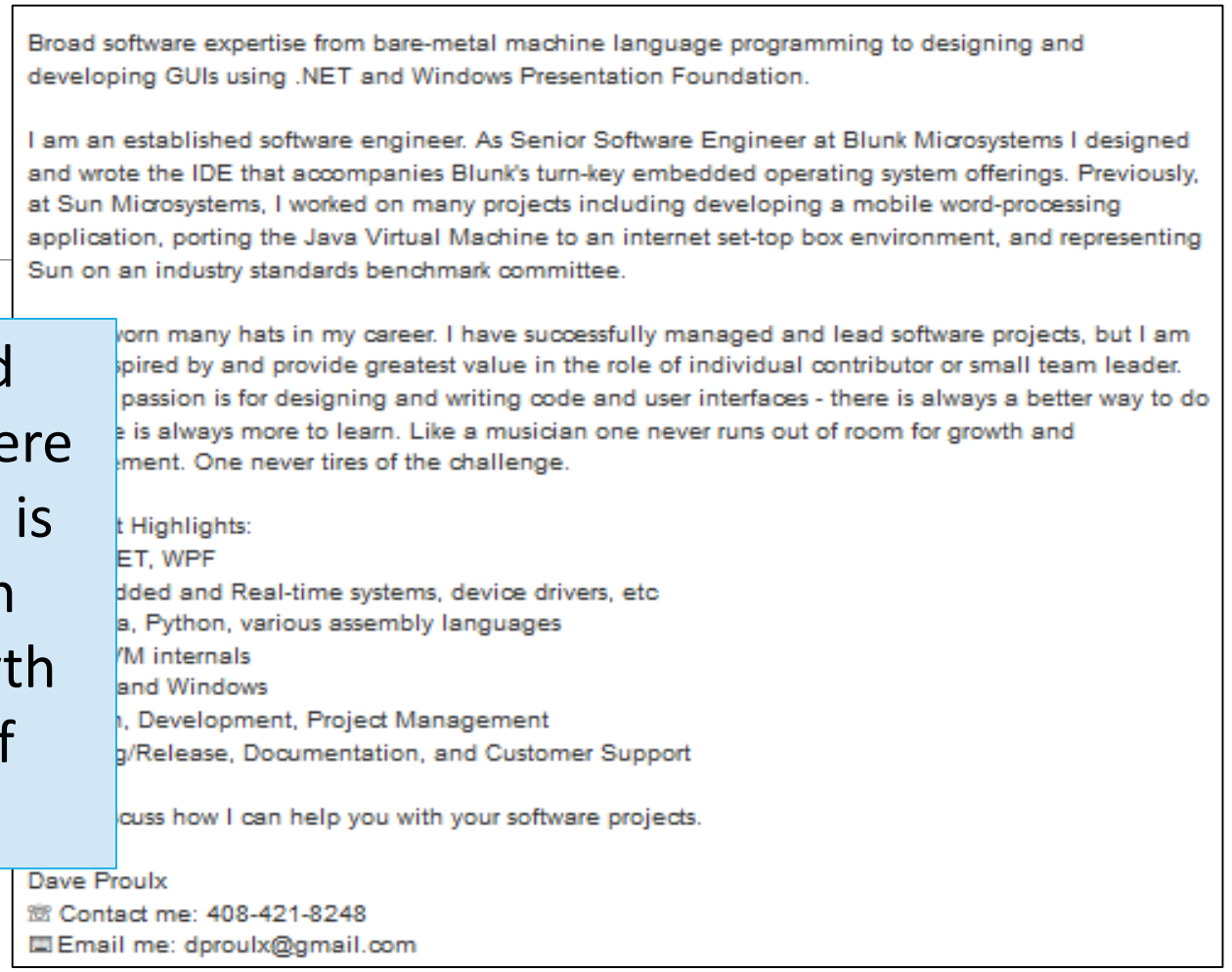
Stand Out

"My true passion is for designing and writing code and user interfaces - there is always a better way to do it. There is always more to learn. Like a musician one never runs out of room for growth and improvement. One never tires of the challenge." – David J. Proulx



Broad software expertise from bare-metal machine language programming to designing and developing GUIs using .NET and Windows Presentation Foundation.

I am an established software engineer. As Senior Software Engineer at Blunk Microsystems I designed and wrote the IDE that accompanies Blunk's turn-key embedded operating system offerings. Previously, at Sun Microsystems, I worked on many projects including developing a mobile word-processing application, porting the Java Virtual Machine to an internet set-top box environment, and representing Sun on an industry standards benchmark committee.

vorn many hats in my career. I have successfully managed and lead software projects, but I am spired by and provide greatest value in the role of individual contributor or small team leader. passion is for designing and writing code and user interfaces - there is always a better way to do e is always more to learn. Like a musician one never runs out of room for growth and ement. One never tires of the challenge.

t Highlights:
ET, WPF
dded and Real-time systems, device drivers, etc
a, Python, various assembly languages
/M internals
and Windows
, Development, Project Management
g/Release, Documentation, and Customer Support

cuss how I can help you with your software projects.

Dave Proulx
Contact me: 408-421-8248
Email me: dproulx@gmail.com

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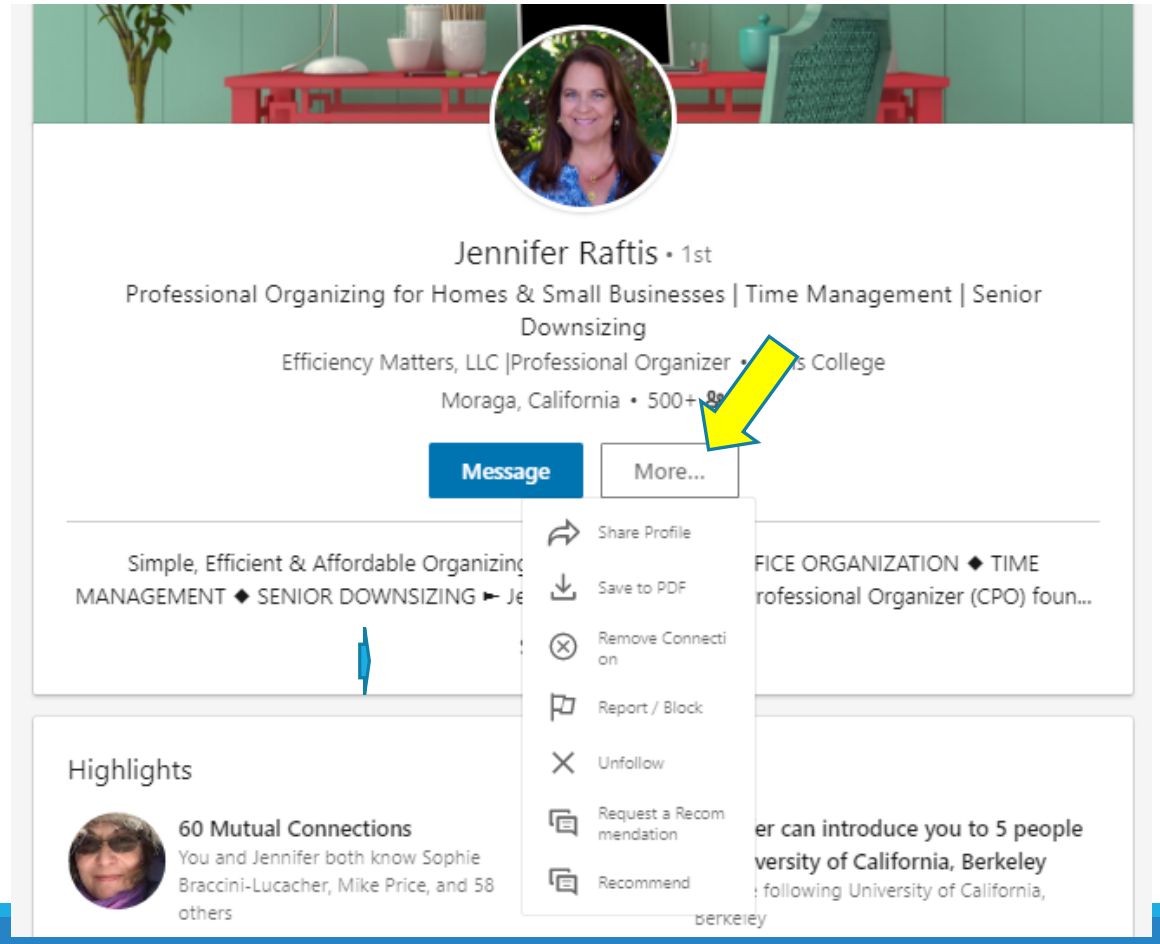
Stand Out

7. Get & Give Recommendations



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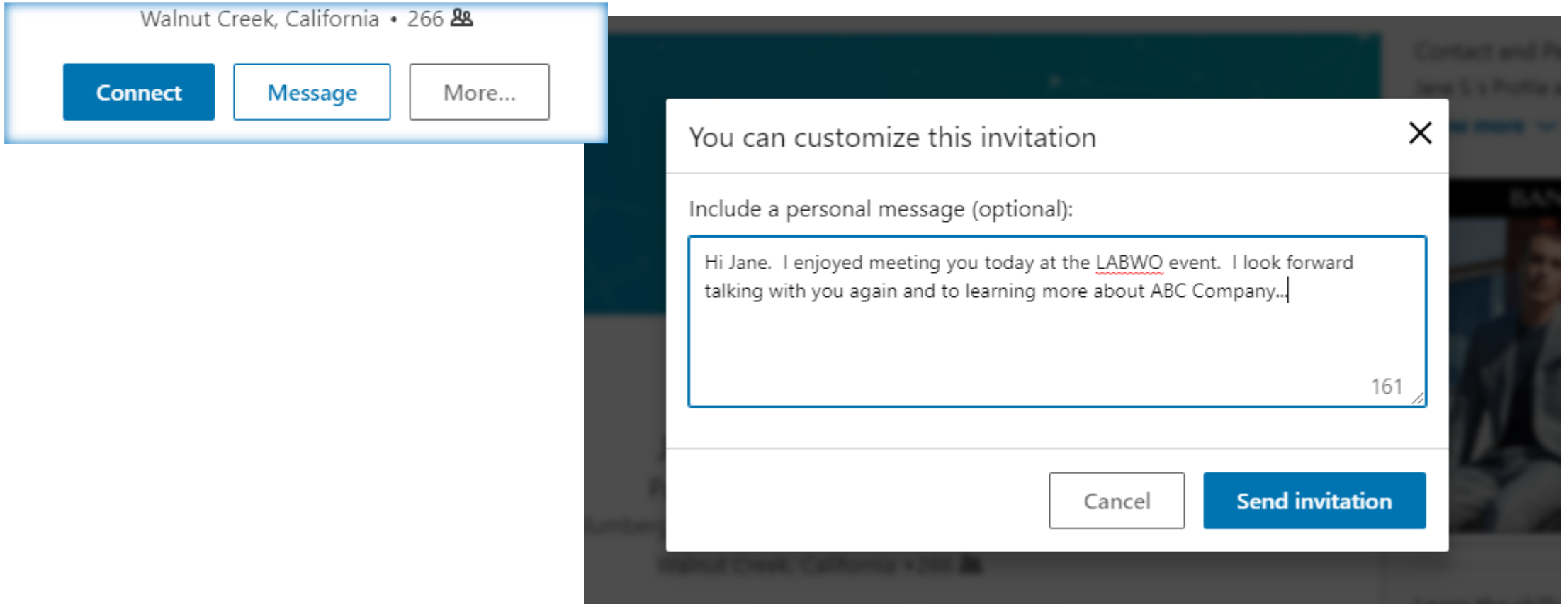
SHOW UP ENGAGE REPEAT

Engage
8. Connect & Make It Personal



Engage

9. Interact with Your Network

191 Likes • 481 Comments • 145 Shares

Like Comment Share

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Engage
10. Join LinkedIn Groups

- Participate
  - Contribute to a discussion
  - Ask a question
  - Share your expertise
  - Offer to help

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No More Excuses

Does this sound familiar?

"I started my LinkedIn profile, but I never finished it."

"I don't use LinkedIn so why bother?"

It is the worlds largest professional network with over 530 million users.

"I don't have time to figure it out."

"I have hard time writing about myself and my business,"

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You'll never get a second chance to make a first impression.

-Will Rogers

Networking for Business Success

- In-Person
- On LinkedIn
- **Perfecting Your Introduction 1:1**

30 Seconds
Speed Networking Introduction

- Name
- Company Name
- Value Statement: “I help people…”
- Don’t Forget to Exchange Business Cards!