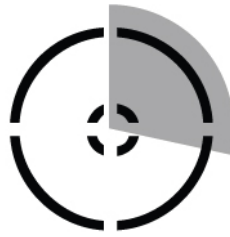




PART 4: BUILD YOUR NETWORK



In Parts **1-3** you set up two core parts of your freelance business: your LinkedIn **profile** and sales **website**. In **Part 4** you'll make them work harder—by expanding their **reach** among the audience you defined in **Part 3**.

Used in the right way, the web and social media can help you reach 1,000 people a month—far more than the 10 or 20 you can expect from offline get-togethers. **Part 4** defines the sites and methods that put your offer in context, bring the right people to you, and provide a platform for content and ideas that demonstrate you know your stuff.

Over the week of **Part 4**, you'll add some bells and whistles to your LinkedIn network with some smart searching and tagging. (Not all Connections are equal.) You'll continue by connecting your various web assets—profile, site, offer, landing pages—to the right social media channels, and sourcing **content** of interest to the customers you want to attract.

It's all about carving out an *authentic identity online*—a “**you-shaped object**” that prospects feel comfortable contacting and connecting with.

(Just an aside: while **Part 4** *is* about reaching out to people, it has nothing to do with “network marketing” or other Ponzi schemes. Rather, it's about building the network of connections that let potential customers know who you are, what you do, and how you fit with their business needs.)

You'll continue searching for 3 Connections on LinkedIn each day, and add 10 individuals to your spreadsheet each day too.