



42 Rules for 24-Hour Success on LinkedIn (2nd Edition): Learning to Generate Results Using LinkedIn for Leads

Chris Muccio, Peggy Murrah

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There are millions of registered users on LinkedIn. Relatively few of them seem to have any real understanding of how to effectively use LinkedIn or how powerful a tool it really is.

Do you know how to use LinkedIn to achieve your business goals?

In 2008, people wanted to know how to use LinkedIn and we wrote the first edition of this book, which became an Amazon Best Seller. Today, there is a clear demand to learn more about what LinkedIn can do and what is needed to effectively use LinkedIn to generate results.

Although the usage of LinkedIn is exploding, there are very few resources that teach what users are craving - solutions to increase their desired business results. In this almost completely new second edition of our book, we share our powerful 4 part methodology and then provide you with planning, tactics, techniques (and success stories) to help guide you toward generating business success through LinkedIn.

'Rules for 24-Hour Success on LinkedIn' is a user-friendly, fast-paced resource designed to help you leverage the power of LinkedIn to build your business strategy, generate positive awareness to your brand, engage your leads and create trust. Who do we tend to do business with? Those we trust.

There is a theory that everyone in the world is connected by no more than 6 people. You know who you are, but who else in this socially-connected world knows you and more importantly, what are you doing for them to generate trust in you.

This book will help you:

Demonstrate your expertise using the most powerful tools that LinkedIn offers In addition to providing over 100 tips, insights and tactics, the second edition also provides a dozen success stories for you to read and understand the paths others have used to generate success. LinkedIn is far from just a job search engine. Don't waste time "guessing" on how to generate your LinkedIn success. '42 Rules for 24-Hour Success on LinkedIn' uses a unique combination of simple strategies, tactics and clever ideas to create clarity in the murky, yet powerful new world of digital lead generation.

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