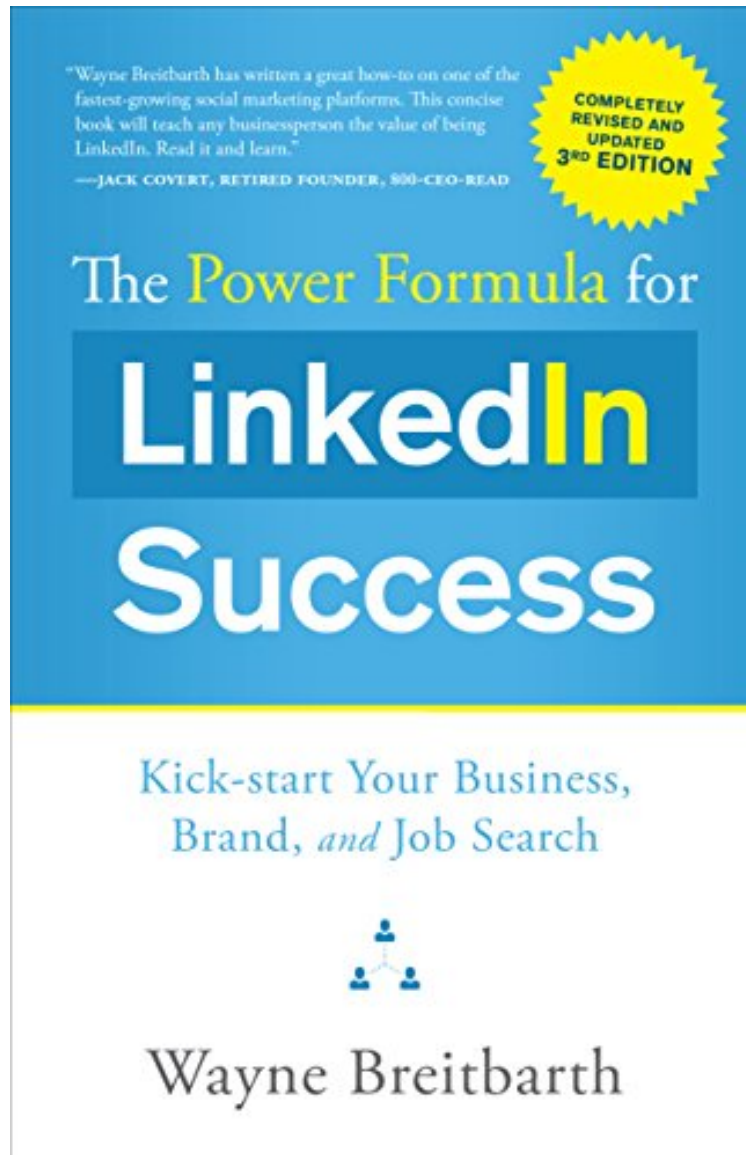


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# The Power Formula for LinkedIn Success (Third Edition - Completely Revised): Kick-Start Your Business, Brand, and Job Search

Wayne Breitbarth

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34 of 36 people found the following review helpful. An easy to follow and understand guide to LinkedIn  
By Ken I recently attended a seminar that Wayne was one of the speakers at. Conveniently just before that I had logged onto LinkedIn for the first time. I honestly thought when he talked about his book he was another snake oil salesman just out to make a buck. I was wrong. He told us that he designed the book to be read on a flight to Dallas. I didn't take the flight but I was able to read the book in just over two days, with three kids in the house that is an accomplishment. The short read doesn't mean the book is lacking in content at all. In fact you could liken it to making juice from concentrate; it's all in there ready for you and not watered down. Each chapter I found myself going back to my profile and updating it with something new. I can't speak to the full pay out of the book yet as I just finished it ten minutes ago, but I can speak to the potential. By following the steps and leveraging the contacts you already have this will become an invaluable tool for anyone. I look forward to the weekly updates from Wayne and I look forward to the new contacts to my network the steps in this book will add. And I know those contacts will lead to new business for me in the future. My best advice for anyone who buys this book would be to lock yourself in your office for a couple days to read the book, take notes, dog ear some pages and keep your profile up so you can update it section by section as you go.

3rd Edition of the world's most popular LinkedIn book. Completely revised and updated. Many LinkedIn books focus solely on creating a killer LinkedIn profile. But LinkedIn is not a passive sport. You can't just sit around waiting for people to find your awesome profile. This book will help you create a top-notch profile AND make REAL MONEY with LinkedIn. Tens of thousands have already used Wayne Breitbarth's LinkedIn secrets to land lucrative new customers, find great new jobs, and, of course, generate more income. And most people have only scratched the surface of LinkedIn's potential. This completely revised and updated 3rd Edition of Breitbarth's bestselling book *The Power Formula for LinkedIn Success* will help you: Set yourself apart from the LinkedIn masses Get people to immediately engage with you after they see your profile Find the right people and turn them into customers Discover insider information about employers, customers, and even your competitors Find a great new job--many times when you're not even looking for one! LinkedIn is one of the most powerful business tools on the planet. You NEED to learn how to use it. And this book is your perfect step-by-step guide.

I know of no one who knows how to use LinkedIn better than Wayne Breitbarth. -Robert Grede, Best-selling author of *Naked Marketing - The Bare Essentials* and *The Spur The Sash--a novel* From the Author As a reformed LinkedIn skeptic, I can understand why you might not have gotten on the LinkedIn bandwagon: not enough time, don't see the value, not looking for a job. But I'm here to tell you there are nearly 400 million people around the world who are using LinkedIn, and that's just too big a market to ignore! Every day individuals and companies are using LinkedIn to quickly and easily: Find prospects that lead to sales Increase their visibility in the marketplace Gain a competitive advantage Uncover insider information about their prospects Drive traffic to their website *The Power Formula for LinkedIn Success* is your step-by-step guide to capitalizing on all this potential. I take a very practical approach and share lots of specific examples, stories, and illustrations that are the direct result of my thirty years of experience in business consulting and business ownership--and I skip the technical jargon and gobbledygook. Why not give it a try. It's an easy read. Someone told me he read the whole thing between Chicago and Miami! Note: Like most Internet resources, LinkedIn is constantly changing. Stay up to date on the latest LinkedIn features and strategies by visiting my website at [powerformula.net](http://powerformula.net), where you can download free resources and sign up to receive my weekly LinkedIn tips. About the Author Wayne Breitbarth--once a skeptic and now an outspoken proponent of LinkedIn--is a seasoned businessman and LinkedIn marketing expert who shares his passion for social media with others through private

business consulting and dynamic presentations to worldwide audiences. He lives in Milwaukee, Wisconsin.