

## ***ROI: 1 Hour on LinkedIn generated \$10K in sales and a bid for \$75K***

My TAB (The Alternative Board) Business Coach, Lucinda Ruch, has been suggesting that I get on LinkedIn for about 6 months, telling me that it could help my business. I never put it on my priority list since I didn't really understand what LinkedIn is nor the value of it. It sounded like just another "To Do" that I didn't have time for and a way to reconnect to old friends. My email is overflowing now.

As a start to the new year, in developing my marketing plans and my new website, we had a guest speaker come to our January TAB Board Meeting and explain how to get your business higher on the search engines. That's when it hit me that by adding WnR into LinkedIn, it will raise my status in the search pages.

One Friday morning, I added my profile in an hour and invited about 180 business associates to join me on LinkedIn. Within two hours, not only did I have several responses but one of them accepted my invitation and sent me a message asking me to call him - he had a lead for me. By the end of the day I had quoted two projects, one for \$9,500 which we have a commitment on and the other for \$75,000. The second one is really promising but still holding for the new ownership to get everything sorted out.

I'm ecstatic!! Roughly \$10,000 sales and \$75,000.00 in potential for an hour's worth of my time is well worth it and a lot easier and faster than my traditional way of visiting, lunches or calling. I'm convinced, I'm going to focus on growing my LinkedIn network!

Kimberly May, President of WnR, Inc    March 2009