



# LinkedIn Connection Guide

**A handy framework for deciding who to accept and connect with on LinkedIn.**



## Who do I connect with on LinkedIn?

My philosophy is that every client, every business contact and even every friend was a stranger, once. Then we meet for the first time and we develop the relationship from there.

On LinkedIn, I encourage you to be open to connecting with new people, especially if you like what they do, if you have mutual friends or if they are in a related industry or city to you. You shouldn't connect with 'everyone' but keep in mind that every stranger now could be a future friend, colleague or client.

## LinkedIn Connecting Framework

This is a framework for you to use, and adjust according to your own personal preferences.

Criteria	Connect?
Do I know them personally?	✓
Do they look interesting?	✓
Are they be a potential client or colleague?	✓
Are they an industry peer?	✓
Do we share mutual contacts who I know, like and trust?	✓
Are they an aspirational contact?	✓
Do they publish useful content?	✓
Are they in my city or a city I visit regularly?	✓
Have they interacted with my content?	✓
Did we go to the same college or school?	?
Do we share common interests or hobbies?	?
Do they look spammy?	✗
Do they look fake?	✗
Are they completely unrelated to my business or interests?	✗
Is their LinkedIn Profile incomplete or inactive?	✗



# LinkedIn Connection Guide - Bluewire Media

## By Adam Franklin

Adam Franklin is the author of *Web Marketing That Works* -- an **Amazon #1 best seller**. He is a [professional speaker](#), university lecturer and CEO of **Bluewire Media**.



His blog was named **Australia's #1 business blog** and his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts**.

Adam's work has featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.

## Feel free to connect

For more tips, templates and videos please connect with me: [www.linkedin.com/in/adamfranklin](http://www.linkedin.com/in/adamfranklin)

## Are you my next coaching client?

If want to use LinkedIn to **grow a lucrative pipeline** of high-value B2B clients, I'm looking for my next intake of **5 consultants or advisors** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$15k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn.
5. Are **friendly and coachable**.
6. And can find **30 minutes a day** to allocate to the work...

Either email "**LinkedIn Program**" to me at [adam.franklin@bluewiremedia.com.au](mailto:adam.franklin@bluewiremedia.com.au) or book a **LinkedIn Growth Session** with me via: [www.bluewiremedia.com.au/growth](http://www.bluewiremedia.com.au/growth)

You may also like these free templates (email opt-in required)...

## LinkedIn 10 Minute Daily Plan



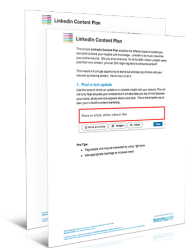
[www.bluewiremedia.com.au/linkedin-daily-marketing-plan](http://www.bluewiremedia.com.au/linkedin-daily-marketing-plan)

## LinkedIn Profile Checklist



[www.bluewiremedia.com.au/linkedin-profile-checklist](http://www.bluewiremedia.com.au/linkedin-profile-checklist)


## LinkedIn Content Plan



[www.bluewiremedia.com.au/linkedin-content-plan](http://www.bluewiremedia.com.au/linkedin-content-plan)

You can also watch my **free, on-demand LinkedIn Masterclass webinar.**

**ON DEMAND RECORDING**  
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Presented by  
**ADAM FRANKLIN**  
CEO of Bluewire Media  
Author of *Web Marketing That Works*

LinkedIn Masterclass - starting now.

In my 45 min 'pitch free' masterclass you'll learn...

- ✓ How to **win new business on LinkedIn** today and into 2020.
- ✓ How to **optimise your LinkedIn profile** to appeal to your ideal clients.
- ✓ How to **find your ideal clients** on LinkedIn.
- ✓ Also **Ask Adam Anything** -- it's an open forum for Q&A.
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- ✓ **BONUS: 9 LinkedIn PDF** resources when you register.
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