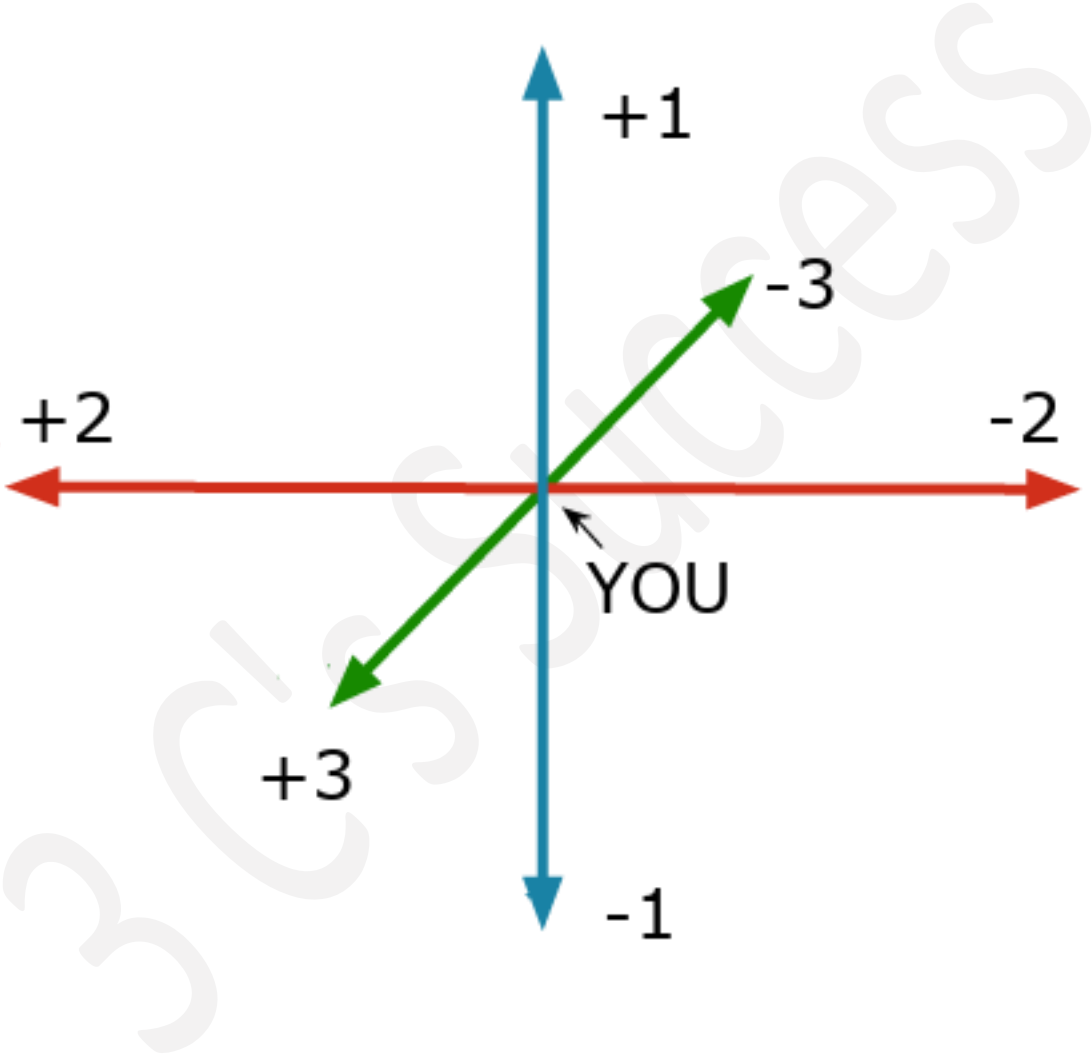# Degrees of LinkedIn

Greetings, I am going to ask a rather simple and straightforward question.
What is the purpose of LinkedIn?

For most people the answer is networking, others it's to find opportunities, and lastly, it's for some to provide opportunities. Whatever the reason you have for using LinkedIn, there remains a constant need to find connections in order to succeed at your purpose.

The time necessary to connect with people will vary depending on how you decide to do so. If you are very personal about it, it could take a few minutes per person or even longer depending on the amount of research you do into the connections you find.

Some of you will hire a VA (virtual assistant) to do it for you so you can focus on other tasks. Saving yourself time by spending a bit of money.

Then there is the group of people who are a bit of risk takers and will use 3rd party software to automate the connection process, this is risky because of LinkedIn's user agreement.

And to add on to the time necessary to connect with people, LinkedIn also implements "gating" a gamer term meaning that you have to reach certain markers on your account in order to access more features of the software or platform.

Lastly LinkedIn also implemented stopping points in some of the features, limiting the number of people you can reach out to in a week or month.

Of course, LinkedIn is a business, so many features are also hidden behind a paywall, when you purchase a subscription, you remove certain walls and restrictions. As well there is the limitations that you have based on the number of connections you currently have.

With all of these things in place, it looks like a lot of work to find even one good connection let alone have the time, energy, or money to put into making major headway into finding the perfect connection(s) to further your purpose on LinkedIn.

If I were to tell you that you don't need to worry about ANY of the aforementioned issues with finding and creating connections on LinkedIn and that you could increase the traffic to your LinkedIn profile by 300% on average. Without sending a single message, without creating any content, and it only takes 1 hour a day for 30 days.

The only requirements are working internet and a completed 'All-Star' LinkedIn profile. You would probably have A LOT of skepticism and hopefully a fair amount of curiosity.

After that introduction I think this is the perfect time to bring out one of my favorite quotes. *"I choose a lazy person to do a hard job. Because a lazy person will find an easy way to do it." – Bill Gates.*

That quote is part of what has led to the creation of this guide. There was also the 4 months I spent learning how different parts of the LinkedIn algorithm worked, then the next 2 months of verification.

All of this culminated in learning that there is an easy way to increase the amount of people who view your LinkedIn profile and engage with you.

This guide is free, the reason for that is because it's a tool. While this can help you and it doesn't take a lot of effort, it also is not a replacement for real conversations and effort. This guide will help you to increase your profiles traffic and can lead to many more connections. But if you want to truly succeed at any form of networking, business building, or getting the right opportunities for your skills…

You WILL need to learn how to do the actual conversations, interviews, and relationship building. If you need help with any of those things, well check out the end of the guide when you are done.

Let's get started!

First Steps

In the beginning,

Ok that isn't a great start. Though in reality there is a beginning for you. I would like you to take a moment and head to your LinkedIn profile (or create one if you haven't already) and make sure you have put in all of the information it asks you to.

If it's not filled out all the way, it will actually affect the visibility you have on LinkedIn. In the past there was a little symbol of a blue star to show profiles who had done so (kinda like the blue check on Twitter).

Once you have done that then we move to the educational side of this guide. Everything you put on your profile will either increase or limit your profiles visibility. The more information you put into areas like experience, hashtags, licenses & certifications, skills, recommendations, and even people you follow will make a difference.

This guide won't go into all of that, instead I am going to focus on 2 areas of LinkedIn that when you understand both, you can make yourself insanely visible to the LinkedIn user base.

The first is available in the search function called "connections". While this may seem rather straightforward, I mean connections are just that. People you are connected to. Right?

Well, that's the basic part of it. The more detailed part of this comes down to the rank of the connection.

In LinkedIn there are First, Second, and Third level connections. I get it, for some of you this will be information you already know, but there are those who are just starting out on LinkedIn and don't quite know this yet. So bear with me as I explain this for them.

The name of this guide is directly related to this aspect of LinkedIn. The first, second, and third levels of connections are the *Degrees of LinkedIn*, the degree of distance between you and your connections, as well the degree of distance between you and your connections connections.

If you have never heard of it, this concept actually comes from the *'6 degrees of Kevin Bacon'* or *'Bacon's Law'*, it's actually rather neat. And is a very insightful look into networking too.

So, to dive in let's look at a diagram for this. Then I will go into detail about it.
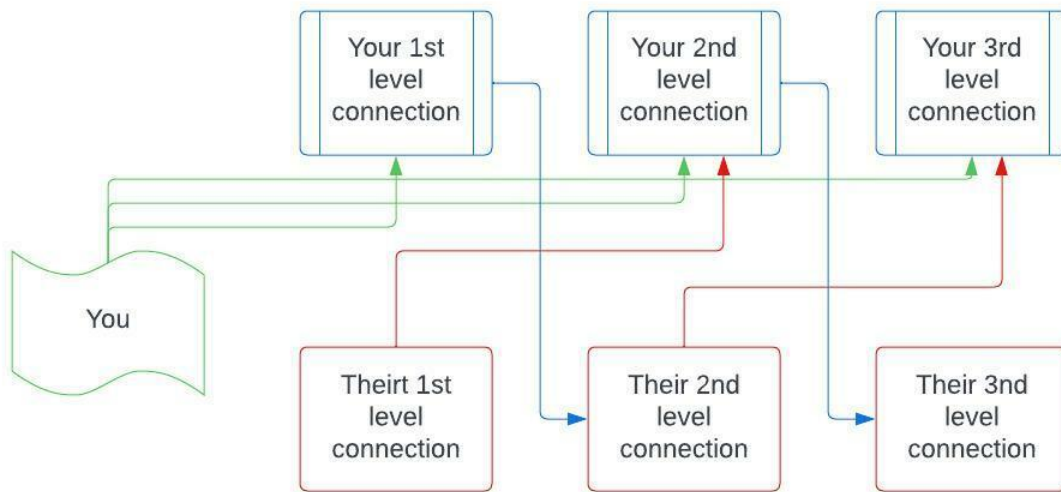
That is a lot of arrows, colors, and information… So, I will try to break this down into words.

When you connect with someone, they become your first level connection and you become their first level connection.

If they, or you, have a first level connection that is not shared, that connection becomes a second level connection.

And lastly any first level connection linked to a second level connection, becomes a third level connection.

Anything beyond that is not shown to you in LinkedIn. Rather convoluted after a while, but understanding first, second, and third level connections can help you understand who is seeing your content and why. As well later it will show you how to become highly visible.

The next thing to look at and understand is a specific feature that can be turned on and off in the *settings&privacy* menu. Depending on your role and purpose on LinkedIn having this feature turned on can help or hinder you as well.

For this purpose we are very happy when people have this feature turned on. That feature is called *"People Also Viewed".* Having this feature turned on will put a banner or bar on the right-hand side of your profile page.

It will list up to 10 people who have visited that person's profile. To show what this looks like, I have once again added a picture for you.
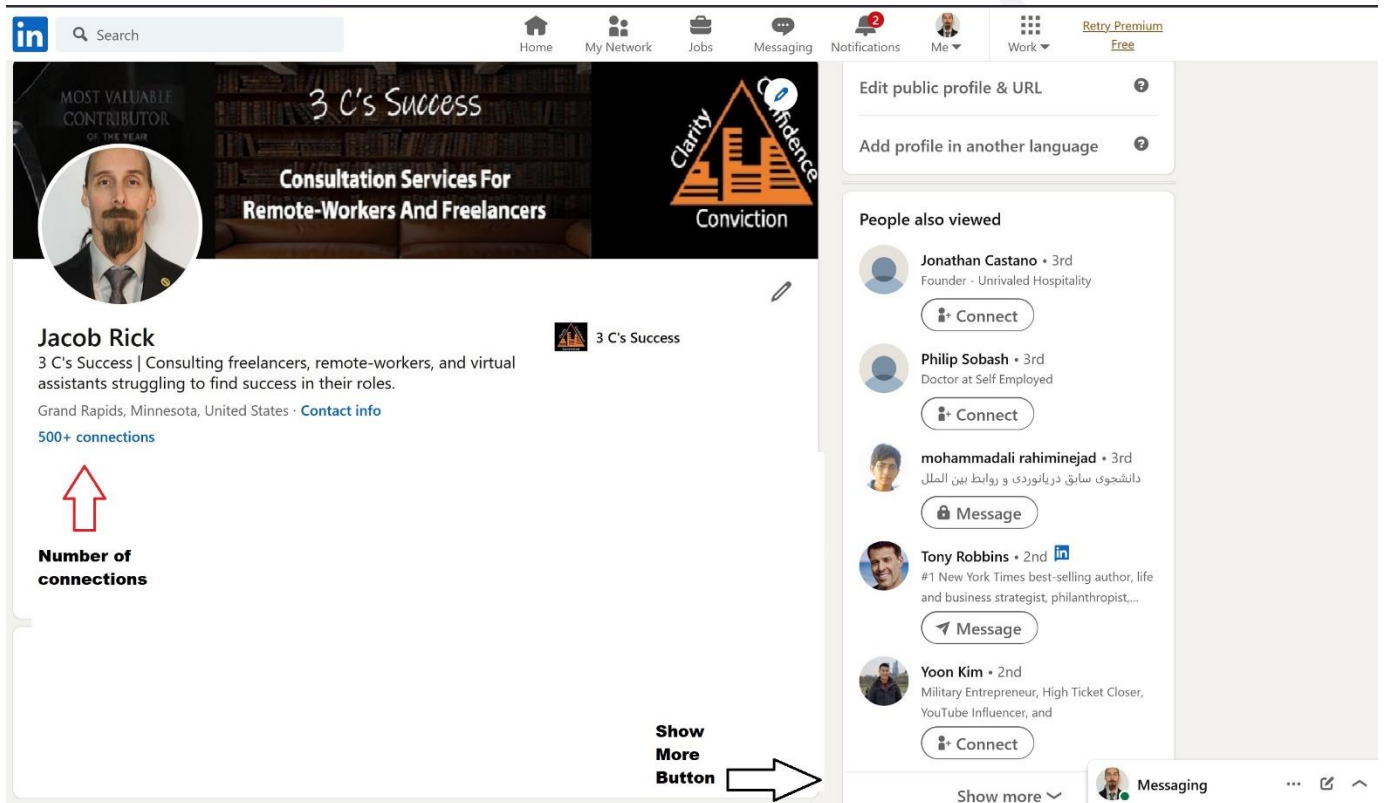
The image isn't the best, but as you can see on the right-hand side, it says people also viewed. This only shows 5 people if you could click on the *'Show more'* button at the bottom it would show another 5 people.

Those are the people who have looked at my profile on LinkedIn, at the time of writing this it seems I might have to send a connection request to Mr. Tony Robbins.

Now, we've talked about the 2 important aspects of LinkedIn that will help you become insanely visible on LinkedIn. The next thing to do is to explain the process and set up expectations for once you start.

For those of you who don't like math and might still have nightmares from school tests, I apologize. There is math involved, and the math will help illustrate exactly why this works.

Don't worry, I won't be testing you and you won't have to do any math yourself. Though I know some of you will be double checking my numbers out of habit.

If you notice in the second image there is a red arrow pointing up at the 500+ connections that I have on my profile. That number is the first part of the puzzle of how to succeed here.

The 500+ connections listing has a number of features within LinkedIn, but for the purposes of this section we will be using it to showcase how that benefits you. The connections shown on my page are my first level connections. This number doesn't include second or third level connections.

Let's get into the math now and how it works for you.

How Does This Work

As you have seen I have 500+ connections on m LinkedIn profile. I also have the *'People also viewed'(PAV for short)* function turned on. And presuming you are on LinkedIn we probably have some second and third level connections.

Let's say you look at my profile page, I imagine you might have done so already, tomorrow when I hop on I will see a new name pop up in that *'PAV'* section, that would be you. Throughout the next 24 hours all 500+ connections I have pop on and look at my profile, they would see you in the *'PAV'* section as well.

So just by looking at my profile you have put your face in front of 501 people. Neat right?

But you are industrious, you don't stop with just my profile, you look at another 99 profiles over the course of your day. That's 100 profiles today, let's say each of those profiles also have 500 connections.

Well that means you have 500 people on 100 pages that could see you tomorrow.
100 x 500 = 50,100 people could see you tomorrow. That's a lot of people.

Again, though you aren't lazy, you decide to follow this process for an entire month, 30 full days you look at 100 profiles a day. Let's do that math!

30 * 100 = 3000 profiles
3000 * 500 = 1,500,000 connections from those profiles
adding up to a grand total of 1,503,000 people who have the ability to see your face pop up in the *'People also viewed'* section of LinkedIn in just one month.

"Now hold on a moment, what's so good about showing up in the *'PAV'* section of LinkedIn, it's not like you are sending a message or anything. How does this help you?"

I'm so glad you asked that question! The answer is "PSYCHOLOGY".

Take a look at television, radio, streaming apps, and even your phone apps. How many times do they play the same advertisement? It's like you hear it over, and over, and over, and ov… you get the idea.

This constant repetition and reminder trigger a response in people to look at what is being repeated. If only to find a way of turning it off so they can ignore it. But! It get attention!

That's what you are going for with this process. Imagine if you are seen by 1.5 million people on LinkedIn in a month, how many people do you think are connected to each other, and how many times will they see your face repeatedly popping up as they click through profiles?

Imagine if it's only 10% of profiles linked from 1.5 million, that's 150 thousand people. And imagine again that 10% of them decide to click on your name to see why the heck you keep popping up.

That means in one month you managed to get 15,003 people that are NOT connected to you in any way to check out your profile!

Man… How do you think getting 15 thousand people to look at your profile would affect your opportunities?

If you recall at the beginning of this guide, I mentioned that I really liked Bill Gate's lazy quote. And I'm here to live up to that quote. I'm going to share a little trick that helps me do this in the most efficient way possible.

One of the quirks about LinkedIn is that you don't actually have to look at a profile for it to register that you 'looked' at it. You just need to open a window with that profile. For windows users "generally" if you click the wheel on your mouse down it acts as a button that will open any link you are hovering over. It will open it up in a new tab. For Mac users if I'm not mistaken you will have to create a key command to make a one button command to open a new tab.

If this doesn't work you just need to right click on the link and choose open in a new tab. Once you have the profile or profiles open in a new tab you can just close the tab and LinkedIn will believe you "looked" at that profile.

With this neat little trick, you can easily open 100 or more profiles in about an hour. One hour out of your day for a month I would think you can put that much time into this.

I did also say at the beginning of this guide that this is just a tool, and it doesn't replace real conversations and effort. After all you are looking at potentially thousands of people and their opportunities.

The next step is connecting with them, having those conversations, and getting accepted to an opportunity.

I hope that you can find some use within this guide. The reality is that results WILL vary, I mentioned that there is a 300% average increase in traffic. That is with people who follow the guide with honest effort.

I've seen as little as 20% and as high as 1000% increase in traffic for people who have used this guide. For some it happened within a week, for others it took a little over a month before any noticeable changes were made.

This guide also does not guarantee you will get an opportunity, it is ONLY meant to increase your visibility on LinkedIn.

With that being said, if you do need help to start a conversation, or to overcome interview struggles, even help with how to compose messages. There are tools out there, I am one of those tools.

Reach out to me on -
Linkedin: https://www.linkedin.com/company/3-cs-success

Facebook: https://www.facebook.com/3CsSuccess
Website: Https://www.3cssuccess.com

I may not be the right person to help you, but I will definitely be able to direct you to the right resources.

Thank you for your time and downloading this guide.