

How to use LinkedIn to grow My Network?

By Martin Czebotar

4/11/09

What type of network do I want to grow?

- Quality – Contacts that I have a personal knowledge about.
- Quantity – Connections that have been virtually or by brief contact.

Can my established network
provide me with all the information I
may need in my job search or
business endeavors?

Yes = I have a great network.

No = I need to grow my network.

Introduction vs. Invitation

- Introduction – making contact to someone in my extended network, either 2 degrees or 3 degrees away. You have 5 revolving for the free account.
- Invitation – making contact knowing the person's email address or through a group. You have 3,000 to use.

LinkedIn: Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/inviteMany

Customize Links

LinkedIn

People | Jobs | Answers | Companies | Account & Settings

Explore People Search: Harvard - Vice President at Google - Accounting Search People

Earn free nights with WelcomeRewards from hotels.com

Changes to your Inbox

To save space on your homepage, your Inbox will display only if you have unread messages - but your full Inbox is always available from the left navigation bar. [Go >](#)

Network Updates

What are you working on now?

Martin...

Update

People you may know

Richard Czarnecki
Vice President, Technology
Superior Printing Ink

Ian Munro
Senior Policy Advisor at
Government Services, Inc.

ROGELIO NOCHETTI
Successful and Accomplished
Management Consultant
Contractor

Travel Less. Me

Done

LinkedIn: Edit My Profile - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/myprofile?locale=en_US&trk=tab_pro

Customize Links

Recommended 8 people have recommended you

Connections 500+ connections

Websites • None [Add Websites](#)

Public Profile <http://www.linkedin.com/in/mczebotar> [Edit]

Summary [Edit]

I help manufacturing facilities resolve process and design problems at minimal cost.

My areas of expertise are designing production processes and optimizing the work process through Six Sigma techniques, project management, product design, production capabilities and team communications. The results of my work have resulted in an average cost reduction of 20%. I have experience in managing and designing quality control functions as well as designing ISO 9001 systems and audit preparation.

My current efforts are in the quality management area.

email: czebotarmt@yahoo.com (new)
martinczebotar@comcast.net (H)

Specialties:
 Lead auditor, ISO Auditing, ISO pre-audit, Design for Six Sigma, black belt

Results
www.clydesdale.com

Questions & Answers

Expertise in:

- Using LinkedIn (12 best answers)
- Business Development (3 best answers)
- Professional Networking (3 best answers)
- ...and 21 others

[Edit Question & Answers visibility](#)

Martin Recommends

People (10)

Steven Burda, MBA
 Senior Financial Analyst, SunGard Data Systems - Financial Systems

Steve is a detailed manager that delivers...

~~ **Sonia J. Amanik** ~~
 "Sonia is an excellent procurement expert"

Done

Customize Links

LinkedIn

My current efforts are in the quality management area.

email: czebotarmt@yahoo.com (new)
martinczebotar@comcast.net (H)

Specialties:

Lead auditor, ISO Auditing, ISO pre-audit, Design for Six Sigma black belt, Polymer Chemistry, Total Quality Management, Quality Control, Process Control, SPC and Training/Development. Expert with MS Word, MS Excel, MS PowerPoint, Minitab, and Pilgrim Software.

Steven Burda, MBA

Senior Financial Analyst, SunGard C
Systems - Financial Systems

“ Steve is a detailed manager th
delivers...

~~ **Sonia J. Amanik** ~ ~

“ Sonia is an excellent procure
She...

Manage Recc

Applications

Add Application

Tip: Add more to your professional profile by **adding applications** from our featured partners.

[Remove]



LinkedIn: Edit My Profile - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/myprofile?locale=en_US&trk=tab_pro

Customize Links See all applications » **LinkedIn**

Experience + Add Position

Sr. Quality Manager at BASF Fuel Cell [\[Edit \]](#)

Public Company ; 10,001 or more employees ; BAS.DE ; Chemicals industry
October 2008 – Present (4 months)

Involved in the R&D, manufacturing, and ISO quality system for BASF Fuel Cell.

[No recommendations for this position](#) [\[Request Recommendations \]](#)

Principal at ZEB Consulting LLC [\[Edit \]](#)

Management Consulting industry
January 2006 – Present (3 years 1 month)

Consulting services for ISO 9001:2000 certification, ISO auditing, audit preparation, quality assurance, quality control, and Six Sigma methodologies.

[1 visible recommendation for this position](#) [\[Manage \]](#)

Technology Specialist at Parelec RFID solutions a G&W RFID LLC company [\[Edit \]](#)

Privately Held ; 1-10 employees ; Chemicals industry
June 2006 – September 2008 (2 years 4 months)

Involved in the R&D, manufacturing, and ISO certification of electro

Done

LinkedIn: Edit My Profile - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/myprofile?locale=en_US&trk=tab_pro

Customize Links

Education [+ Add Education](#)

University of Maryland College Park [Edit]
BS, Biochemistry
1972 – 1976
You can [provide additional notes](#) on your experience at this school.
You can [add activities and societies](#) you participated in at this school.
[No recommendations for this education](#) [[Request Recommendations](#)]

Parkville Sr. High [Edit]
1969 – 1972
You can [provide additional notes](#) on your experience at this school.
You can [add activities and societies](#) you participated in at this school.
[No recommendations for this education](#) [[Request Recommendations](#)]

Recommended By [+ Get Recommended](#)

Principal at ZEB Consulting LLC
[1 visible recommendation for this position:](#) [[Edit](#)]

"I have had the opportunity to interact on many occasions with Martin in different functions in the consulting area. He has been straight shooter who tells it like it is. His skills are A++. It was a pleasure to be involved with him and I have learned a great deal from his chemical knowledge.
Gene Novitski, CFP® Director, Resource Capital Services" September 16

Done

Additional Information [Edit]

Websites: Add up to 3 websites to your profile.

Interests: Six Sigma manufacturing, ISO Auditing, ISO pre-audit, quality management, professional networking, polymer chemistry, drugs, consulting services, golf, bowling, bridge, Star Trek, Star Wars, The Outer Limits, The Twilight Zone.

Groups and Associations: AICHe, Chempharma, New Jersey Bridge League unit 140 Treasurer, Serve at Elijah's Promise Soup Kitchen, Crop Walk, Church Choir member, Career Networking Group, SPNG, Careers-in-Transition, Somerset Career Forum, ETP Network, Monmouth Networking Group, Right Management Alumni, The Breakfast Club NJ, Logistics Operations Group

 Career Networking Group is visible on your profile. [Change visibility.](#)

 St. Paul's Networking Group is visible on your profile. [Change visibility.](#)

 The Breakfast Club - NJ is a private group. Only fellow The Breakfast Club - NJ

LinkedIn: Martin Czebotar - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/profile?viewProfile=&key=3872849&locale=en_I

Customize Links Bookmark Profile LinkedIn

Senior Financial Analyst ? Sun...
Systems - Financi...

30, 2006

Madhukar (Duke) Rao, Associate Director, Sherwin Williams Co
worked directly with Martin at Sherwin-Williams

Additional Information

Interests Six Sigma manufacturing, ISO Auditing, ISO pre-audit, quality management, professional networking, polymer chemistry, drugs, consulting services, golf, bowling, bridge, Star Trek, Star Wars, The Outer Limits, The Twilight Zone.

Groups and Associations AIChE, Chempharma, New Jersey Bridge League unit 140 Treasurer, Serve at Elijah's Promise Soup Kitchen, Crop Walk, Church Choir member, Career Networking Group, SPNG, Careers-in-Transition, Somerset Career Forum, ETP Network, Monmouth Networking Group, Right Management Alumni, The Breakfast Club NJ, Logistics Operations Group

Honors and Awards Holder of two US patents in printing inks.
Awarded the first Sherwin-Williams Technical Achievement for Emulsion Development
10+ gallon blood donor
Bronze Life Master in Bridge

http://www.linkedin.com/search?search=&sortCriteria=3&keywords="The+Outer+Limits"

Save your search to quickly run it again later. Next >


89 results for "The Outer Limits" [Save this search]

Sort by: Relationship View: Basic

 **Martin Czebotar** YOU
Sr. Quality Manager at BASF Fuel Cell
 Greater New York City Area | Chemicals

 **Trey Ikard** 2nd
President - MobiTX, Inc.
 Austin, Texas Area | Wireless

 **Ali Kojori** 2nd
Director at Sanuk Games
 Vancouver, Canada Area | Computer Games

 **Catherine Lough Haggquist** 2nd Send InMail Get introduced Add to network
Owner, Biz Books
 Vancouver, Canada Area | Entertainment

 **Brian Nover** 2nd

Succeed sooner: University

Modify Your S

Keywords: "The Outer Li

First Name:

Last Name:

Title:

Current & pa

Company:

Current & pa

School:

- file
- profile
- connections
- contacts
- statistics
- ins
- st by
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- tin

What areas of LinkedIn can I use to grow my network?

- Colleagues from current and former companies.
- Alumni
- LinkedIn groups
(<http://www.linkedingroupsdirectory.com>)
- Professional Associations
- Networking groups
 - CIT, CNG, the Breakfast Club NJ

LinkedIn: Home - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/inviteMany

Customize Links

LinkedIn

LinkedIn® People | Jobs | Answers | Companies | Account & Settings

Explore People Search: Harvard - Vice President at Google - Accounting Search People

Home

Groups

- A Golf & Business Networking...
- Avery Dennison Alumni Network
- BASF Worldwide
- See all »

Profile

- Edit My Profile
- View My Profile
- Recommendations

Contacts

- Connections
- Imported Contacts
- Network Statistics

Earn free nights with WelcomeRewards from hotels.com

Changes to your Inbox

To save space on your homepage, your Inbox will display only if you have unread messages - but your full Inbox is always available from the left navigation bar. [Go »](#)

Network Updates

What are you working on now?

Martin...

Update

Today

STATUS UPDATES (10)

People you may know

- Richard Czarnecki**
Vice President, Technology Superior Printing Ink
- Ian Munro**
Senior Policy Advisor at Mi Government Services, Ont
- ROGELIO NOCHEBU**
Successful and Accomplis Management Consultant ar Contractor

Travel Less. Meet

Done

LinkedIn: My Contacts: Colleagues - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/reconnect?displayCategories=

Customize Links

Home

Groups

- A Golf & Business Networking...
- Avery Dennison Alumni Network
- BASF Worldwide
- See all »

Profile

- Edit My Profile
- View My Profile
- Recommendations

Contacts

- Connections
- Imported Contacts
- Network Statistics

Inbox

Applications

Add Connections

Add Connections

Invite Contacts Import Contacts Colleagues Classmates

Colleagues

Find past or present colleagues

Get connected and never lose touch again. Find the people you know that are not already connected to you on LinkedIn.

Current Position(s)

BASF Fuel Cell Colleagues Last checked: 4/03/2009

Find new View all

ZEB Consulting LLC Colleagues Last checked: 1/18/2009

Find new View all


Done

LinkedIn: My Contacts: Colleagues - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/reconnect?displayCategories=

Customize Links

 **Martin Czebotar**
Sr. Quality Manager at BASF Fuel Cell
[What are you working on?](#)

Past Position(s)

Parelec RFID solutions a G&W RFID LLC company Colleagues Last checked: 4/03/2009
[Find new](#) [View all](#)

Sun Chemical Colleagues Last checked: 4/03/2009
[Find new](#) [View all](#)

Avery Dennison Colleagues Last checked: 4/03/2009
[Find new](#) [View all](#)

Sherwin-Williams Colleagues Last checked: 4/03/2009
[Find new](#) [View all](#)

Done

LinkedIn: My Contacts: Classmates - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/edurec?display=&trk=tab_clas

Customize Links

Home
Groups
Profile
Contacts
Inbox
Applications

Add Connections

Add Connections

Martin Czebotar
Quality Manager at SF Fuel Cell
What are you working on?

Add Connections

Invite Contacts Import Contacts Colleagues Classmates

Classmates

Find past or present classmates

Get connected and never lose touch again. Find the people you know that are not already connected to you on LinkedIn.

Select a school from your profile:

- University of Maryland College Park, 1972-1976
- Parkville Sr. High, 1969-1972
- + Add another school to your profile and find classmates who are already on LinkedIn.

Done

LinkedIn: My Groups - Mozilla Firefox







File Edit View History Bookmarks Tools Help

http://www.linkedin.com/home?myGroups=&trk=hb_side_grps

Customize Links

My Groups | Following | Groups Directory | Create a Group

My Groups (47)

-  **delaware state bridge association**
i STATUS: Your membership is pending approval.
Send message to the group manager | Withdraw request
-  **A Golf & Business Networking Group**
Discussions | News | Updates | Members | Settings | Share | Leave Group
-  **Avery Dennison Alumni Network**
Discussions | News | Updates | Members | Settings | Share | Leave Group
-  **BASF Worldwide**
Discussions | News | Updates | Members | Settings | Share | Leave Group
-  **Carbon Fiber Professionals**
Discussions | News | Updates | Members | Settings | Share | Leave Group
-  **Career Networking Group**

http://www.linkedin.com/groups?updates=&gid=36448

Groups

Featured Groups



UCLA Anderson Alumni Network
We encourage all alumni from the UCLA Anderson School of Management to join this group to maximize the advantage of the UCLA Anderson network.



Business Development Institute (BDI)
The BDI Group on LinkedIn is a global strategic networking platform for marketing, communications and media professionals that greatly extends our member's reach beyond the physical conference.

Search Groups

- All categories
- All categories
- Alumni Group
- Corporate Group
- Conference Group
- Networking Group
- Non-Profit Group
- Professional Group
- Other...

LinkedIn: Motorola Alumni - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/groups?gid=23027&trk=fulpro_grplo&goback: Google




Customize Links

Search People

Groups My Groups | Groups Directory | Create

Motorola Alumni

A group for all current and former employees of Motorola, Inc can network

 **Join Group**  Share  Flag group as...

About this Group

Created: September 24, 2007
Type: Corporate Group
Members: 9,556

Owner: Clayton Salch, MBA

Group Members in Your Network

- 1st** **Bruce Kane**, bruce.kane.linkedin @ gmail.com | Professional Services Consultant (Microsoft Exchange) | LION / open networker
Charlotte, North Carolina Area
- 1st** **Mark Gessner**, BSEE/MBA Marketing & Sales, Consulting - 11,700+ contacts
Greater San Diego Area
- 1st** **Babhui Lee 李白輝**, Director, Procurement Engineering, Total Cost Management, Global Procurement at Flextronics (LION)

Browser address bar: <http://www.linkedin.com/home>

Customize Links LinkedIn

[+ Submit a new article](#) [See Discussions](#) | [See more News »](#)

TIP Learn more about using LinkedIn by reading Guy Kawasaki's post, [Ten Ways to Use LinkedIn](#)

ING DIRECT
Save your money
Member FDIC

2.50% APY No Fees. No Minimums.

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[Help improve LinkedIn.](#) Send us your feedback.

Done

LinkedIn Dashboard - Microsoft Outlook

File Edit View Go Tools Actions LinkedIn Help

file:///C:/Program%20Files/LinkedIn/Outlook%20... New Send/Receive Find

Dashboard Grab Search

Mail

Favorite Folders

- Inbox

All Mail Folders

Personal Folders

- Allen And Associates
- Bridge Board Unit 1
- Crop Walk
- Czarnecki file
- Deleted Items
- Drafts
- Inbox
- Job Fairs
- Job Searches
 - Interviews
 - Positions NQ
 - sent mail for job

Mail

Calendar

Contacts

Tasks

LinkedIn Dashboard

Updated: 9:40 PM Refresh | Preferences | Help | Share

Contacts

Contacts to Invite

No suggestions at this time.

[Click here](#) to get more suggestions online.

Contact Updates from LinkedIn

All LinkedIn connections are up-to-date.

Contact Updates from email Review All

jjean1776@yahoo.com	jjean1776@yahoo.com	Review ×
micielopj@yahoo.com	micielopj@yahoo.com	Review ×

Communication

Keep-In-Touch Reminders

Birthdays and Anniversaries

Austin Brey's birthday is [Send Gr](#) next Thursday (7/3)

Needs a Reply?

You appear to be up-to-date on your email.

Needs Follow-Up?

Jason Alba
Tuesday

RE: Questions for Results-Only Work Envi...

Manager of Networks and Quality at Horizon Casualty

Apply Now

Request Referral

Location: Newark, NJ (Greater New York City Area)

URL: <http://www.horizonblue.com>

Type: Full-time

Experience: Mid-Senior level

Functions: Management, Strategy / Planning

Industries: Insurance

Posted: April 2, 2009 by [Jessica Ramos](#) 3rd

Pay Description: Salary + Bonus

Job Code: HCS, N&Q

Posted by



Jessica Ramos

Talent Acquisition at Horizon BC/BS of NJ
(Company HR)



Your connections know friends of Jessica.
[See who connects you](#)

Apply Now

Request Referral

Job Description

Horizon Casualty Services, Inc., a subsidiary of Horizon Blue Cross Blue Shield of New Jersey, is a fast-growing innovative company that provides administrative and medical management services to workers' compensation and automobile insurers. If a dynamic and highly collaborative work

Inside connections to the company

Quality Compliance Specialist Job in Branchburg 08876, New Jersey US - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://jobview.monster.com/GetJob.aspx?JobID=79661652&from=index

JobsInsider LinkedIn

LinkedIn JobsInsider

Jobs **insider** From LinkedIn

- 19 in your network or groups work at Lifecell and can help you get this job

Search for a Job

Keywords:


Advanced Search **Search jobs**

monster

Home Profile & Resume Jobs

Send this job to a friend

LifeCell



POSITION INFORMATION

Find Similar Jobs **APPLY**

Done

Save your search to quickly run it again later. [Next >](#)

19 results for "Lifecell", My network only [Save this search]

Sort by: Relationship View: Basic

Mary Ann Fink 2nd

Training Documentation Manager at LifeCell Corporation
Greater New York City Area | Medical Devices
In Common: 1 shared connection

Robert Yorks 2nd

Senior IT Support Specialist
Greater New York City Area | Information Technology and Services
In Common: 1 shared connection

Bob Polster 2nd

Vice President Operations at LifeCell Corporation
Greater New York City Area | Pharmaceuticals
In Common: 3 shared connections

Send InMail
Get introduced
Add to network



Winston F. Dorian 2nd
Lifecell Corp.

Book a flight on NY's
airline at delta

Modify Your Search

Keywords:
First Name:
Last Name:
Title:
Current & past
Company:
"Lifecell"
Current
School:

LinkedIn: Network Statistics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/network?trk=tab_net

Customize Links




Connections Imported Contacts Network Statistics Add Connections | Remove Connections

Network Statistics

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 16,137,600+ professionals — here's how your network breaks down:

1  Your Connections Your trusted friends and colleagues	2,899
2  Two degrees away Friends of friends; each connected to one of your connections	1,022,600+
3  Three degrees away Reach these users through a friend and one of their friends	15,112,000+
Total users you can contact through an Introduction	16,137,600+

45,337 new people in your network since March 31

Done

The total of all LinkedIn users, who can be contacted directly through InMail.

Total users you can [contact directly](#) — [try a search now!](#) **35,000,000+**

More About Your Network



REGIONAL ACCESS *Top locations in your network:*

- 10% 1. Greater New York City Area
- 6% 2. San Francisco Bay Area
- 3% 3. Greater Chicago Area
- 3% 4. Greater Los Angeles Area
- 3% 5. Washington D.C. Metro Area

✓ Your region: Greater New York City Area

Your connections are in 327 locations but your network gives you access to **1,293 additional locations**, including:

- Italy
- Canada
- Germany

Fastest growing locations in your network:

1. Greater New York City Area
2. Greater Chicago Area
3. San Francisco Bay Area


LinkedIn: Network Statistics - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://www.linkedin.com/network?trk=tab_net

Customize Links LinkedIn

- Italy
- Canada
- Germany



INDUSTRY ACCESS

Top industries in your network:

✔ Your industry: [Chemicals](#)

Your connections are in 122 industries but your network gives you access to **147 additional industries**, including:

- Newspapers
- Restaurants
- Textiles

16% 1. Information Technology and Services

9% 2. Computer Software

5% 3. Telecommunications

5% 4. Staffing and Recruiting

4% 5. Management Consulting

Fastest growing industries in your network:

1. Information Technology and Services
2. Computer Software
3. Financial Services

Done

Q & A

By Martin Czebotar 4/11/09