

Teaching New Ways to Network Socially

Whether you're a busy professional, a novice to social networking, or both, *TAP for LinkedIn™* helps you start social networking on LinkedIn quickly and confidently. *TAP for LinkedIn™* ties directly into your LinkedIn profile and guides you seamlessly through recommended settings and strategies. In less than an hour, you will be comfortably, confidently and creatively using LinkedIn to unlock new networking abilities for your professional and career advantage.

Confidently Use LinkedIn for Advantage

Think LinkedIn can help you find new career opportunities or build your sales pipeline? Confused on where to start building your online professional network? Don't know what to do with all those LinkedIn invitations you receive? Want to learn how to request introductions and referrals instead of waiting for them? Afraid you'll do something wrong? Try *TAP for LinkedIn™* and quickly learn what you need to know to bring your online professional network to life.

TAP for LinkedIn™ provides insight, guidance and best practices for how best to use LinkedIn for:

- Job seekers
- Sales professionals
- Business executives
- Human resource & staffing professionals

Rapid Social Networking Training and Adoption

TAP for LinkedIn™ helps you quickly adopt and leverage LinkedIn without spending a lot of time or money. Whether tech savvy or not, you learn what you need to know to maximize the business-building benefits of LinkedIn, the most powerful social business intelligence tool available.

Social networking strategies embedded

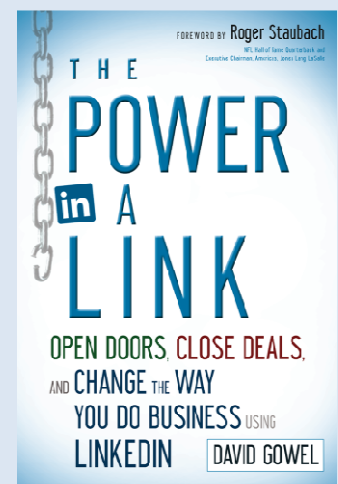
TAP for LinkedIn™ helps you put into action the strategies described in RockTech CEO David Gowel's book, [The Power in a Link](#). Step-by-step guidance of the best practices for using LinkedIn is provided so you learn the importance, process, and etiquette behind each step as well as common pitfalls to avoid.

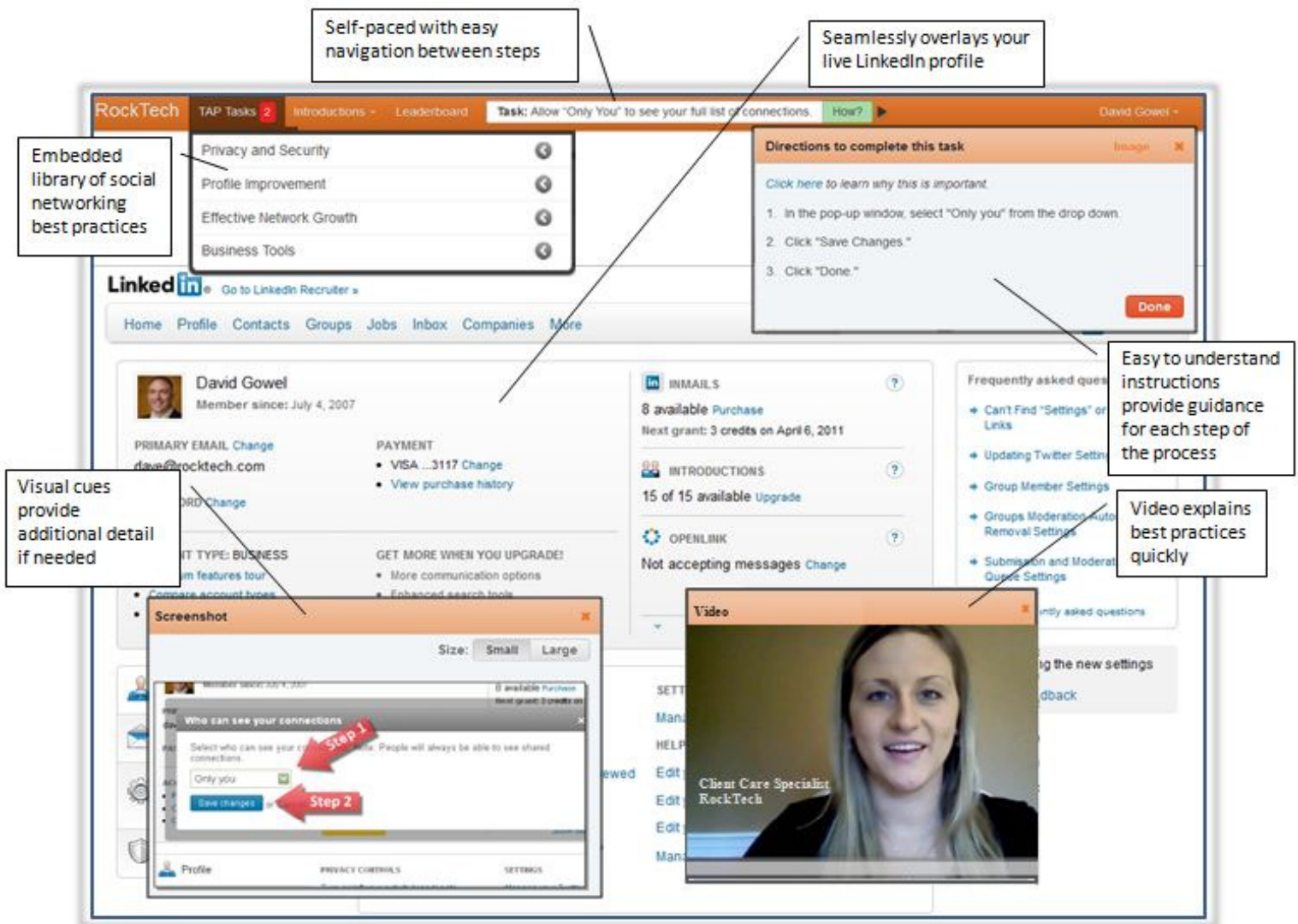
"I learned more about LinkedIn during my half-hour session with TAP than in my previous five years on the site."

- Brian Reese, Chief Product Officer, TestSoup & Captain, US Air Force

Benefits

- Confidently learn to use LinkedIn
- Establish the right level of privacy and security
- Build an effective professional online presence
- Promote yourself with confidence
- Get found faster
- Expand professional and client networks
- Stay in tune with career changes of people you know
- Engage in timely conversations by monitoring client and prospect career and job changes
- Learn to ask for warm introductions to "the right people" using etiquette and protocol for seeking referrals





Key Features Drive Quick Adoption

TAP for LinkedIn™ ties directly into your LinkedIn profile and guides you through the recommended settings and strategies, so you can start building, improving, and expanding your professional network safely and securely.

- **Unique “adopt while doing” approach**– seamlessly overlays your LinkedIn profile, so you learn how to use LinkedIn as you complete tasks.
- **Embedded social networking best practices**–learn to employ best practices developed from training thousands of professionals. Includes the importance, process and etiquette for getting warm introductions and pitfalls to avoid.
- **Self-paced**– step-by-step guidance for easy adoption.
- **Context specific guidance**– video, text and visual cues provide key-stroke guidance and targeted insights so you learn quickly.
- **Real-time validation**– a live connection with LinkedIn ensures actions are completed successfully.
- **Available any time**– 7x24 online access makes training easy and convenient.

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Practical and Cost Effective

Compared with the alternatives, *TAP for LinkedIn™* is a fast and effective alternative. Real-time interaction with LinkedIn helps you make improvements to your network and validates the steps were completed correctly.

Books, while comparable in price, must be read first before the recommendations can be applied. With books, you can't make improvements real-time to your profile and network until you finish reading. Not to mention, books don't provide validation that you completed the steps correctly.

Online tutorials and DVD courses can be expensive. They don't interact with your LinkedIn profile to help you adopt LinkedIn while learning how to use it, nor can they validate that recommended steps were completed correctly.

Static white papers on "how to use social media," while free, don't always provide credible best practices and quickly become dated. The strategies can be more difficult to implement, and there is no validation you did it correctly.

Special introductory offer
\$29.95 for twelve month's access
Available through March 31, 2012
Regular Price \$99.

Learn More

To learn more or start using *TAP for LinkedIn™*, go to <http://www.rocktech.com/products/tap-for-linkedin-personal-edition/>. To learn how to enable your team to use LinkedIn for competitive advantage, please contact sales@rocktech.com for information on corporate purchases.

About RockTech

RockTech provides expertise in how to use LinkedIn to build an effective professional network using patent-pending software with embedded best practices and real-time interaction with LinkedIn. This provides the first and only solution that improves your profile and grows your network as you use the software. RockTech's application programming interface (API) to LinkedIn enables real time validation with users' LinkedIn profiles to ensure all recommended actions are completed successfully.

"RockTech has assisted us to close deals by using LinkedIn that we may not otherwise have closed, totaling over \$20 million."

Mark Gallagher
Managing Director
Silicon Valley Bank

On-going Value

- On-demand guidance and insight
- Performance-motivating gaming mechanics
- Auto-reminders to keep pace with goals
- Updates for new LinkedIn features

System Requirements

You need a LinkedIn profile. *TAP for LinkedIn™* is accessed over the internet. No computer software is required except for one of the following browsers: Internet Explorer 8 or 9, or the latest versions of Firefox, Chrome and Safari. No installation or integration with any software is required.

"I was surprised at how easy it was to learn to use LinkedIn by using TAP. The TAP is the future of how people will adopt new technologies."

John Sabino
SVP, Commercial Excellence at GE

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