

# BUILDING RELATIONSHIPS VIRTUALLY USING LINKEDIN

DR. JAIRO BORJA



# AGENDA

- MAKE INTRODUCTIONS (BY KEYWORDS)
- KUDOS
- RECOMMENDATIONS
- ENDORSEMENT
- COMMENT ON POSTS
- VIDEO MESSAGING FROM THE APP TO ENGAGE CONNECTIONS
- ALUMNI
- EVENTS
- GROUPS
- THOUGHT LEADERSHIP





# MAKE INTRODUCTIONS



- HAVE CLIENT MAKE INTRODUCTION
- HAVE FRIEND OR COLLEAGUE MAKE INTRODUCTION (CHANGED WORD CLIENT TO COLLEAGUE).
- ASK FIRST DEGREE CONNECTIONS



# EXAMPLE OF INTRODUCTION



## PART 1 TO YOUR CONNECTIONS

SAMPLE WORDING FOR INTRO REQUEST - PLEASE SEE THE SAMPLE EMAIL BELOW AS AN EXAMPLE YOU MIGHT CONSIDER USING: (THE SUBJECT LINE READS - PROFESSIONAL INTRODUCTIONS) “DEAR JOHN, THANK YOU FOR CONNECTING WITH ME ON LINKEDIN. I NOTICED A FEW OF YOUR CONNECTIONS WERE COLLEAGUES THAT WE HAVE NOT YET HAD THE PLEASURE OF MEETING WITH. I WOULD GREATLY APPRECIATE IT IF YOU WOULD MAKE A PROFESSIONAL INTRODUCTION FOR US VIA AN EMAIL THROUGH LINKEDIN. OUR GOAL IS TO SIMPLY INTRODUCE OUR FIRM TO THESE OTHER PROFESSIONALS SO WE CAN BE A RESOURCE TO THEM IN THE FUTURE. THANK YOU IN ADVANCE FOR COOPERATION AND CONFIDENCE. P.S SOME OF MY CLIENTS ASKED IF I COULD MAKE IT EASY FOR THEM BY ATTACHING THE VERBIAGE THAT THEY MIGHT SIMPLY BE ABLE TO FORWARD. IF YOU ARE COMFORTABLE DOING THIS, FEEL FREE TO DO SO.”

## PART 2 FOR INTRODUCTION

“DEAR COLLEAGUE, BY WAY OF THIS EMAIL I WOULD LIKE TO INTRODUCE YOU TO JOE ADVISOR. HE AND HIS FIRM HAVE SPECIALIZED IN WORKING WITH \_\_\_\_\_ FOR OVER \_\_\_\_ YEARS AND HAVE BEEN A VALUED RESOURCE TO ME AND OTHER COLLEAGUES.”



# KUDOS USING LINKEDIN

The screenshot displays the LinkedIn homepage in a web browser. The browser's address bar shows the URL `linkedin.com/feed/`. The LinkedIn navigation bar at the top includes a search bar, icons for Home, My Network, Jobs, Messaging, Notifications, and a profile icon, along with a 'Reactivate Premium' button.

Below the navigation bar, a banner advertises '\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you interested?'. The main content area is divided into three columns:

- Left Column (Profile):** Displays the profile of 'Dr. Jairo Borja, DBA'. It includes a profile picture, a bio stating 'I help individuals and businesses be financially secure. International Best-Selling Author, Speaker and Transformational Leader.', and statistics: 'Who viewed your profile 638' and 'Views of your post 32'. There is a 'Reactivate Premium' button and a 'Saved items' link.
- Middle Column (Post Creation):** A 'Create a post' modal is open. It shows the user 'Dr. Jairo Borja, DBA' and the audience set to 'Anyone'. The text input field contains 'What do you want to talk about?'. Below the input are icons for adding content (text, image, video, document) and a 'Post' button. At the bottom of the modal are two buttons: 'Celebrate a teammate' and 'Share that you're hiring'.
- Right Column (News Feed):** Features a 'Special Report: Coronavirus' section with links to 'Here's who's hiring right now', 'How you can help', 'Coronavirus: Official Updates', 'Japan declares state of emergency', and 'Remote work requires a new outlook'. Below this is a 'Today's news and views' section with links to 'Dimon: 'Bad recession' is coming', 'Millennials caught short in crisis', 'Getting the class of 2020 employed', 'Car insurers cut drivers a break', and 'What's in store for beauty salons?'. A 'Promoted' section is visible at the bottom right.

At the bottom of the page, a Windows taskbar is visible with the search bar and various application icons. The system clock shows '5:08 AM 4/7/2020'.

# KUDOS USING LINKEDIN

The screenshot shows a web browser window with the LinkedIn homepage. The address bar displays 'linkedin.com/feed/'. The top navigation bar includes the LinkedIn logo, a search bar, and icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Reactivate Premium. A banner at the top reads '\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you interested?'. On the left sidebar, the profile of Dr. Jairo Borja, DBA, is visible, along with statistics for his profile and post. The main content area features a modal titled 'Select an option' with two choices: 'Welcome a teammate' and 'Give Kudos'. The 'Give Kudos' option is highlighted, showing the text 'Show your appreciation to a colleague'. Below the modal, a post by Jacqueline Baptiste is visible, mentioning 'The African American Chamber of Commerce of New Jersey'. The right sidebar contains a 'Special Report: Coronavirus' section with several articles, a 'Today's news and views' section, and a 'Promoted' section at the bottom. The Windows taskbar at the bottom shows the search bar and various application icons.

LinkedIn

Search

Home My Network Jobs Messaging Notifications Me Work Reactivate Premium

\$500/hr Advisory Roles - Many companies are seeking paid Business Advisors. Are you interested? Ad ...

Select an option

Welcome a teammate  
Celebrate a new colleague joining your team

Give Kudos  
Show your appreciation to a colleague

Special Report: Coronavirus

- Here's who's hiring right now  
Top news • 72,302 readers
- How you can help  
13h ago • 2,016 readers
- Coronavirus: Official Updates  
19h ago • 30,567 readers
- Japan declares state of emergency  
53m ago • 10,321 readers
- Remote work requires a new outlook  
14h ago • 23,823 readers

Show all

Today's news and views

- Dimon: 'Bad recession' is coming  
3h ago • 14,159 readers
- Millennials caught short in crisis  
21h ago • 19,348 readers
- Getting the class of 2020 employed  
22h ago • 10,265 readers
- Car insurers cut drivers a break  
20h ago • 5,872 readers
- What's in store for beauty salons?  
15h ago • 883 readers

Show more

Jermaine Pharms likes this

New posts

Jacqueline Baptiste • 1st  
--The African American Chamber of Commerce of New Jersey  
19h •

For Technical Assistance and to apply for the Small Business Administration (SBA) Economic Injury Loan (EIL) contact the following AACCNJ Representatives:

Dina Gonzales- Loan Administrator

Borja Consulting Group

Page notifications 0  
Page visitors 5

See visitor analytics

Recent

- # lifeinsurance
- 2020 Prosperica Leadership ...
- ASIS Young Professionals Co...

Type here to search

5:10 AM 4/7/2020



# GIVING RECOMMENDATIONS



- RECRUITERS AND HIRING MANAGERS READ RECOMMENDATIONS
- GREAT FEEDBACK FROM VENDORS PERHAPS VENDOR WANTS TO WORK WITH THAT PERSON
- GREAT FOR FEEDBACK FROM FORMER INSTRUCTORS OR COLLEAGUES
- ASSIST SOMEONE PROMOTE THEIR BRAND



# GIVING RECOMMENDATIONS



A screenshot of a web browser displaying a LinkedIn profile for Dr. Jairo Borja, DBA. The browser's address bar shows the URL "linkedin.com/in/dr-jairo-borja-dba-788a4316/". The profile header includes the name "Dr. Jairo Borja, DBA" and a brief bio: "I help individuals and businesses be financially secure. International Best-Selling Author, Speaker and Transformational...". Below the header, there are two endorsement sections. The first section shows endorsements from Amy Soricelli and 13 others, stating they are "highly skilled at this". The second section shows endorsements from 94 of Dr. Jairo's colleagues at Berkeley College. The "Recommendations" section is active, showing two recommendations received. The first recommendation is from Carolina Robles, Managing IT Consultants in the USA &amp; Canada | Financial Services | HR Professional, dated November 7, 2016. The second recommendation is from Monica Chahary, Contract Specialist at US Army Corps of Engineers, dated June 4, 2015. The "Accomplishments" section is partially visible at the bottom. The browser's taskbar at the bottom shows various application icons and the system clock indicating 5:15 AM on 4/7/2020.



# ENDORSEMENTS



A screenshot of a web browser displaying a LinkedIn profile for Dr. Jairo Borja, DBA. The browser's address bar shows the URL "linkedin.com/in/dr-jairo-borja-dba-788a4316/". The profile header includes the name "Dr. Jairo Borja, DBA" and a brief bio: "I help individuals and businesses be financially secure. International Best-Selling Author, Speaker and Transformational...". Below the header, the "Skills &amp; Endorsements" section is visible, featuring a "Take skill quiz" button and a list of skills with endorsement counts. The skills listed are Recruiting (99+), Leadership (99+), Career Counseling (99+), Event Planning (99+), Social Networking (99+), Marketing (85), Business Development (56), Higher Education (99+), Marketing Strategy (93), Human Resources (57), and Resume Writing (47). The browser's taskbar at the bottom shows various application icons and the system clock indicating 5:17 AM on 4/7/2020.



# ENDORSEMENTS

A screenshot of a web browser displaying a LinkedIn profile for Dr. Jairo Borja, DBA. The browser's address bar shows the URL "linkedin.com/in/dr-jairo-borja-dba-788a4316/". The profile header includes the name "Dr. Jairo Borja, DBA" and a brief bio: "I help individuals and businesses be financially secure. International Best-Selling Author, Speaker and Transformational...". Below the header, the "Industry Knowledge" section is visible, displaying a grid of skills and the number of endorsements for each. The skills are listed in two columns. At the bottom of the page, a Windows taskbar is visible with various application icons and a system clock showing 5:18 AM on 4/7/2020.

Industry Knowledge	
Event Planning · 99+	Higher Education · 99+
Social Networking · 99+	Marketing Strategy · 93
Marketing · 85	Human Resources · 57
Business Development · 56	Resume Writing · 47
Strategic Planning · 42	Nonprofits · 34
Sales · 29	Student Affairs · 22
Community Outreach · 20	Marketing Research · 14
Product Marketing · 14	Trade Shows · 13
Student Recruiting · 14	Admissions · 12
Product Development · 12	Product Launch · 10
Strategy · 8	Budgeting · 7
Change Management · 7	
Tools & Technologies	
Microsoft Office · 8	



# WHY COMMENT ON POSTS?



- DIFFERENCE BETWEEN COMMENTING AND SHARING-LIKE PASSING ALONG AUTOMATIC APPROVAL. WITH A SHARE, YOU HAVE THE ABILITY TO WRITE YOUR OWN COMMENT
- DEEPENING RELATIONSHIPS, MAKE CONVERSATIONS AND STAY IN TOUCH WITH CONNECTIONS.
- LINKEDIN ALGORITHM TWO GOALS- 1) PRIORITIZE CONTENT 2) PROMOTE ENGAGEMENT. RELEVANCY TRUMPS RECENCY
- RANKING SIGNALS FOR LINKEDIN ALGORITHM-1) PERSONAL CONNECTIONS, 2) INTEREST RELEVANCE 3) ENGAGEMENT PROBABILITY



# EXPORTING CONTACTS AND LINKEDIN STRATEGY



- EXPORT CONTACTS FROM LINKEDIN
- SEPARATE PROSPECTS AND REFERRAL SOURCES
- REACH OUT TO 10 PER DAY
- TRACK PROGRESS







## Exporting Connections from LinkedIn

You can export a CSV file of your connections from the Contact Settings page on the LinkedIn desktop site.

**Note:** Only the contact's full name, email address, current employer, and position are exported.

To export LinkedIn connections:

1. Click the  **My Network** icon at the top of your LinkedIn homepage.
2. Click **Your connections** on the left rail.
3. Click  **Manage synced and imported contacts** near the top right of the page.
4. Under **Advanced actions** on the right rail, click **Export contacts**.
  - You may be prompted to sign into your account.
5. Click **Request Archive**.
6. You will receive an email to your **Primary Email address** which will include a link where you can download your list of connections.

If you're using Internet Explorer and you see a yellow pop-up blocker across the top or bottom of the page:

1. Click the yellow bar.
2. Select **Save As**.
3. Save the file in your desired location.





Search



Reactivate Premium

C-Level Professionals - Join The International Association of Executives & Professionals-Apply Now. Ad ...

Manage my network

- Connections 10,889
- Teammates 2
- Contacts 340
- People I Follow 445
- Groups 62
- Pages 1,266
- Hashtags 32

Promoted

- Business Executives**  
Join The International Association of Executives & Professionals-Apply Now. >
- 2021 Masters-Advance Sale**  
Lock In Early! Now taking deposits... >
- Add "Law" To Your Resume**  
Online Master of Legal Studies in 1 year from WashU, no GRE/LSAT required. >

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

No pending invitations

Manage

- Invitation for 3 Surefire Ways to Boost Energy and Increase Productivity declined x

People you may know from Berkeley College

See all

**Charlene Waugh**  
Manager at Berkeley College  
18 mutual connections  
[Connect](#)

**Brienne Matthias**  
Project & Operations Manager  
201 mutual connections  
[Connect](#)

**Safna Begum**  
Student at Berkeley College  
41 mutual connections  
[Connect](#)

**Sasha Persaud**  
Peer Tutor at Berkeley College  
27 mutual connections  
[Connect](#)

**Precious Landeau**  
Student at Berkeley College  
20 mutual connections

**Osvaldo Pena**  
Human Resources Intern at The Borgen Project ...  
63 mutual connections

**Sherquan Jn Baptiste**  
Advocating for Social Justice and Civil Action  
19 mutual connections

**NICAURYS R.**  
Nicaurys  
34 mutual connections



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(2) How to export your connectio

LinkedIn

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linkedin.com/mynetwork/invite-connect/connections/

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in

Search

Home

My Network

Jobs

Messaging

Notifications

Me

Work

Reactivate Premium


VP Level Professionals - Join The International Association of Executives & Professionals-Apply Now. Ad

10,889 Connections

Sort by: Recently added

Search by name

Search with filters




Erwin van de Weerd CPO

Specialist Security at Pinkerton Corporate Risk Management Services | Member of the Board at ASIS Benelux Chapter

Connected 2 hours ago

Message




Bedelia Villafane

Human Resources Manager at International Institute for the Brain (iBrain)

Connected 4 hours ago

Message




Ariel Hernandez, CPP

Field Service Manager at Securitas Security Services USA, Inc.

Connected 4 hours ago

Message




Nicholas Simone, MBA

Corporate Security | Program Manager | Strategic Visionary | Mentor and Leader

Connected 4 hours ago

Message




Adriana Rozo-Angulo

Director of Operations/Business Transformation

Connected 4 hours ago

Message




Magali Muniz, Ed.S

Visionary | Student Success Advocate | Lifelong Learner | Growth Mindset Educator

Connected 19 hours ago

Message



Jorge Raziel

Speaker | Entrepreneur | Success Engineer: Helping The Purpose-Driven, Freedom-Seeking, Impact-Making Thrive!

Message

Manage synced and imported contacts

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)


Your email address

Continue

More options

Ad

Get the latest jobs and industry news



wepay

CHASE company

Dr. Jairo, explore relevant opportunities with WePay

Follow

About

Accessibility

Help Center

Privacy & Terms

Ad Choices

Advertising

Business Services

Get the LinkedIn app

More

LinkedIn

LinkedIn Corporation © 20

Messaging

4

Windows Taskbar

5:06 PM 5/26/2020



in

(2) How to export your connectio

LinkedIn

linkedin.com/mynetwork/contacts/

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in

Search

Home

My Network

Jobs

Messaging

Notifications

Me

Work

Reactivate Premium

Manage your contacts

These are the contacts you have imported through an address book import

☐ Select all (340)

Delete selected

Source	Name	Contact Information
<input type="checkbox"/>	aanderson@aveteranst	aanderson@aveteranstaffing.com
<input type="checkbox"/>	Abigayle Erickson	Ericksona@bronxda.nyc.gov
<input type="checkbox"/>	Adrienne Blount	Adrienne.Blount@unilever.com
<input type="checkbox"/>	Aida Colon	(201) 577-4703
<input type="checkbox"/>	Other aimee cook	loaimcoo@yahoo.com
<input type="checkbox"/>	Albert Dearce	radearce@themomentumproject.org
<input type="checkbox"/>	Alejandro Saenz	+19738971559
<input type="checkbox"/>	Alicia McFarlane	amcfarlane@daytop.org
<input type="checkbox"/>	Alissa Mayor (Recruiter)	(203) 338-2346
<input type="checkbox"/>	Allan Fiorillo	(917) 647-3586
<input type="checkbox"/>	Allison Best	(908) 463-3308

10,889

Your connections

See all

Advanced actions

Export contacts

Manage contacts syncing

https://www.linkedin.com/psettings/member-data

Messaging

5:07 PM 5/26/2020



in

Back to LinkedIn.com

Account

Manage your data and activity

Privacy

Ads

Communications

How others see your profile and network information

How others see your LinkedIn activity

How LinkedIn uses your data

Job seeking preferences

Blocking and hiding

Get a copy of your data

See your options for accessing a copy of your account data, connections, and more

Your LinkedIn data belongs to you, and you can download an archive any time or [view the rich media](#) you have uploaded.

☐

Download larger data archive, including connections, contacts, account history, and information we infer about you based on your profile and activity. [Learn more](#)

☒

Want something in particular? Select the data files you're most interested in.

☐ Articles

☒ Connections

☐ Imported Contacts

☐ Messages

☐ Invitations

☐ Profile

☐ Recommendations

☐ Registration

Request archive

Your download will be ready in about 10 mins

Don't see what you want? Visit our [Help Center](#).

Manage who can discover your profile from your email address

Change

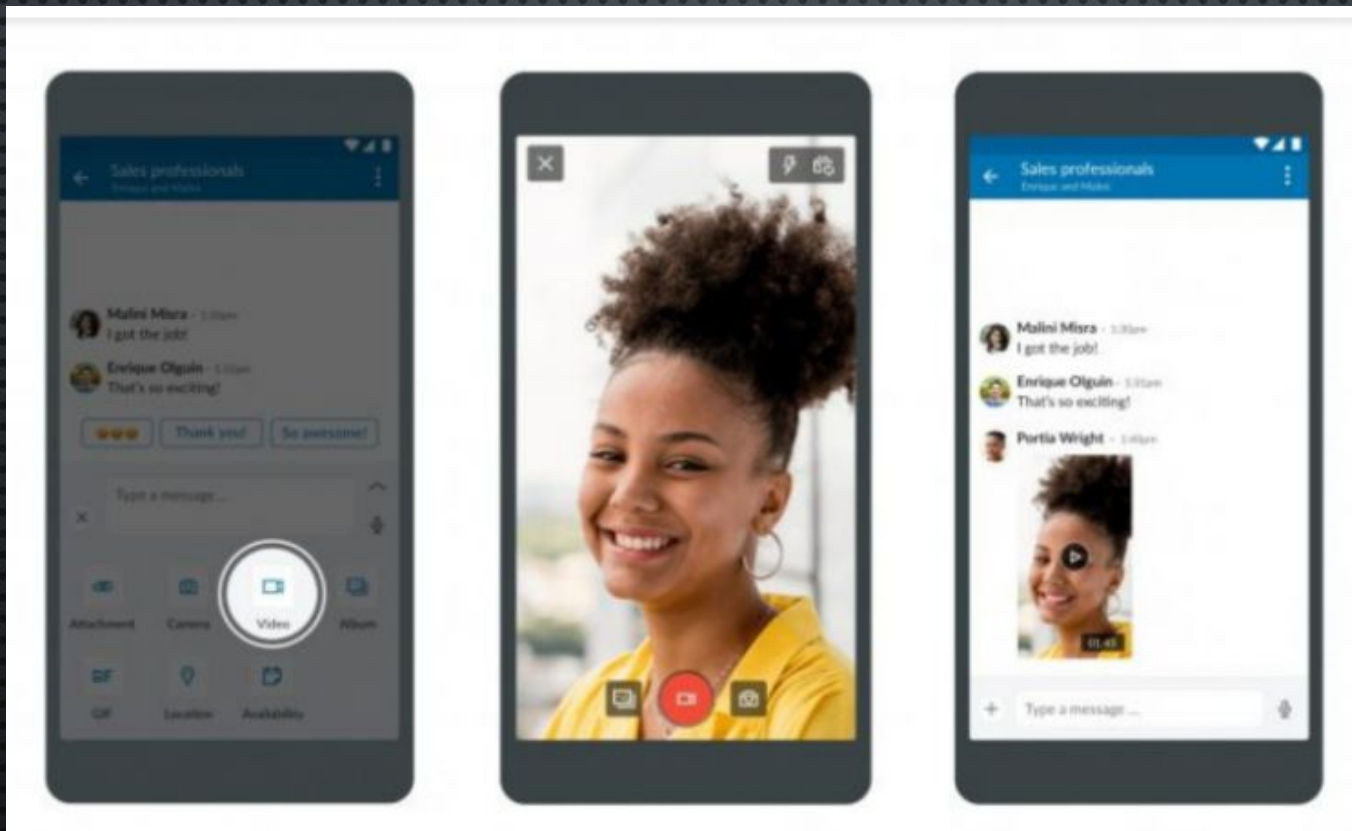
Everyone

Windows Taskbar

System Tray



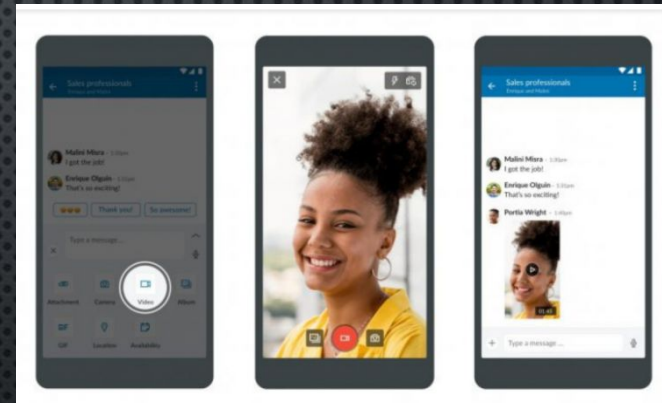
# VIDEO MESSAGING FROM LINKEDIN APP





# REASONS TO USE LINKEDIN VIDEO MESSAGING

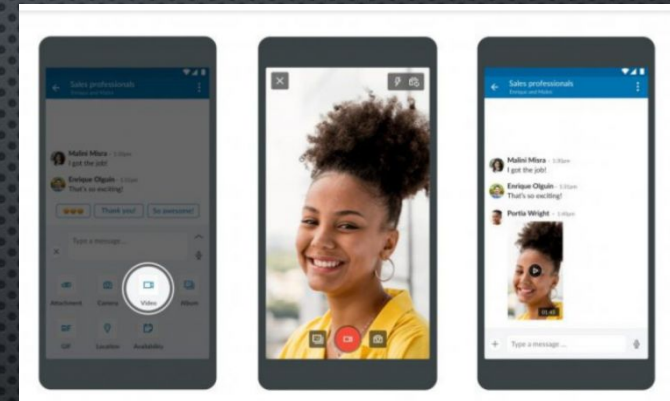
- FOLLOW UP WITH PROSPECTS
- TEAM INTRODUCTIONS
- PRODUCT/SERVICE DEMONSTRATIONS
- CLIENT TESTIMONIALS





# TIPS ON CREATING LINKEDIN VIDEO MESSAGE

- SCRIPT IS HELPFUL
- PROSPECT NAME, COMPANY NAME & WEBSITE
- DATA ON ORGANIZATION
- ANSWER TOP QUESTIONS INTERVIEWERS ASK YOU IN ADVANCE





# LONG ISLAND UNIVERSITY

**Long Island University**

Brookville, New York · 39,037+ alumni · 62,955 followers

Since 1926, LIU has provided high quality academic programs taught by world-class faculty.

[Visit website](#)

✓ Following

Ken & 15 other connections work here

[See all 2,925 employees on LinkedIn](#)

- Home
- About
- Jobs
- Alumni**
- Videos
- Ads

39,037 alumni

Start year 1900 End year 2020

Search alumni by title, keyword or company

< Previous Next >

**Where they live** + Add

35,120 | United States

25,300 | Greater New York City Area

**Where they work** + Add

784 | NYC Department of Education

511 | Long Island University

Messaging



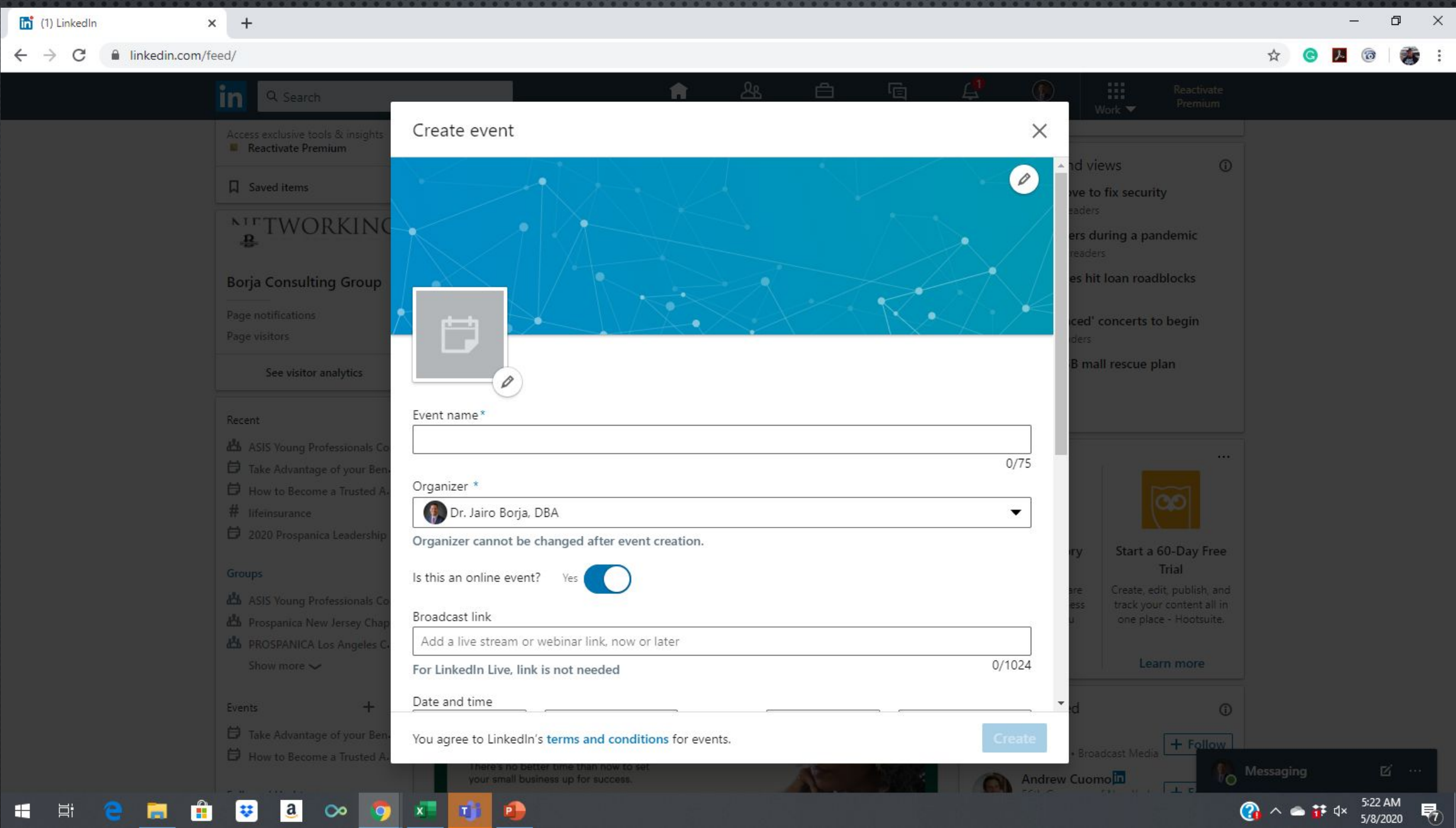
# HOW TO REACH OUT TO ALUMNI

- Hi, my name is ----\_\_\_\_\_ and I'm a senior accounting major at \_\_\_\_\_ university. I found your contact information through our alumni office. I'd love just 20 minutes of your time to meet for a coffee and hear more about what you do at \_\_\_\_\_ on a daily basis, your career path and what it's like to work in the field. I've attached a copy of my resume just so you have a frame of reference of my education and experience.









## Create event



Event name\*

0/75

Organizer \*

 Dr. Jairo Borja, DBA

Organizer cannot be changed after event creation.

Is this an online event?

Yes



Broadcast link

0/1024

For LinkedIn Live, link is not needed

Date and time

You agree to LinkedIn's [terms and conditions](#) for events.

Create

# HOW TO CREATE EVENTS ON LINKEDIN

- **TO CREATE AN EVENT:**
- CLICK THE HOME ICON AT THE TOP OF YOUR **LINKEDIN** HOMEPAGE.
- FROM THE PANEL ON THE LEFT RAIL, CLICK THE **ADD** ICON NEXT TO **EVENTS**.
- IN THE POP-UP WINDOW THAT APPEARS, ENTER YOUR INFORMATION IN THE FIELDS PROVIDED.
- CLICK **CREATE**.





Search



Reactivate Premium

Need a Green Card? - 100% Success Rate for NIWs (2018/2017) for Post-Docs, PhDs and Researchers Ad ...

Your groups

Requested

Create a new group



ASIS Young Professionals Council Student Outreach Group

Manager

8 members



Prospanica New Jersey Chapter

303 members



PROSPANICA Los Angeles Chapter

716 members



MBA Leadership Network

504 members



NYC Area Leadership and Personal Growth Forum

115 members



The National D.B.A. Society

142 members



Be A Speaker (learn, share, grow)

5,490 members



Need A Speaker / Be A Speaker

25,008 members



Messaging



# HOW TO FIND/ADD GROUPS ON LINKEDIN

- CLICK THE **WORK** ICON IN THE TOP RIGHT OF YOUR **LINKEDIN** HOMEPAGE AND SELECT **GROUPS** FROM THE MENU THAT APPEARS.
- SCROLL DOWN TO THE BOTTOM OF THE PAGE AND CLICK **SEARCH**. NOTES:



# THOUGHT LEADERSHIP



- ASK OFFER RATIO-VALUE IN RETURN IS MORE THAN INVESTED TIME  
(WEBINAR, INFORMATION FROM ZOOM MEETING THAT WILL SOLVE PROBLEM)



# BEING A THOUGHT LEADER



- SHARING YOUR CONTENT ON YOUR NEWSFEED
- ADDING YOUR COMMENTARY
- COMMENTING ON OTHER PEOPLE'S POSTS
- SHARING CONTENT WITH INDIVIDUALS
- CREATING CONTENT
- VIDEOS AS MENTIONED EARLIER

YOU WANT TO PROVIDE VALUABLE CONTENT AND INSIGHT, FIRST.



# DRIVING TRAFFIC TO YOUR CONTENT

- RECYCLE POST
- SHARE IN GROUPS
- MENTION PEOPLE
- SHARE IT WITH OTHERS
- ADD TO EMAIL SIGNATURE
- SEND A WELCOME MESSAGE





# DAILY CHECKLIST



- WHO'S VIEWED YOUR PROFILE
- OUTSTANDING CONNECTION REQUESTS
- WELCOME NEW CONNECTIONS
- SHARE CONTENT
- ENGAGE ON NEWSFEED AND NOTIFICATIONS
- CONNECT WITH EVERYONE YOU MEET



# WEEKLY CHECKLIST



- CLIENT INTRODUCTION REQUEST
- NETWORKING PARTNER INTRODUCTIONS
- 2<sup>ND</sup> DEGREE INTRO REQUEST
- ENGAGE ON TARGETED 1<sup>ST</sup> DEGREE CONNECTIONS
- COMPANY SEARCH
- JOIN CONVERSATION WHEN APPLICABLE ON TARGETED COMPANY



# ACTION PLAN



- ENSURE PROFESSIONAL HEADSHOT
- SUMMARY
- EXPERIENCE
- VOLUNTEER INFORMATION ALL UPDATED
- SEND OUT 10 MESSAGES PER DAY TO YOUR FIRST DEGREE CONNECTIONS OR PROSPECTS
- COMMENT & SHARE POSTS BUT BE STRATEGIC ABOUT IT.
- GIVE KUDOS ONCE IN A WHILE
- ENDORSE WHEN YOU CAN, ASK/RECEIVE RECOMMENDATIONS
- ALUMNI GROUP/ALUMNI GROUP PAGE
- DAILY/WEEKLY CHECKLISTS
- HOPE THIS HELPS .....





Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Reactivate  
Premium**Dr. Jairo Borja, DBA**

I help individuals and businesses be financially secure. International Best-Selling Author, Speaker and Transformational...

Add profile section

More...

## About

OVERVIEW-Over 15 years of experience in the financial and higher education sector. Over 6 years managing a team of up to six (6) team members who sourced for internships, federal work-study and employment opportunities for students & graduates. Responsible for over 200 events over a 10-year span which included career fairs, panels, guest speakers and various career-focused workshops. I completed my Doctor of Business Administration degree from Walden University with a concentration in Marketing in March of 2019. Methodologies learned at Walden University plus my work experience has prepared me to be an entrepreneur today. I help individuals and businesses be financially secure from start to finish. Licensed to sell life insurance, disability insurance & fixed annuities in New York and New Jersey.

ABOUT ME-I love to help people. I love being a resource for everyone and know when someone has a question regarding their personal finances and business finances, they can contact me. In addition, I believe in the law of reciprocity and it is not just about receiving but also giving. I get excited when someone needs assistance in something and even if I don't have the solution, I know someone that usually does. I am a huge New York Mets Fan, New York Giants Fan, MMA Fan, and Pro-Wrestling Fan. Fun Fact, I have been to 16 WrestleManias. Lastly, I am also an International Best-Selling Author for my book entitled "Networking Your Way to Success: 10 Steps to Building Relationships & Expanding Your Business for Entrepreneurs & Working Professionals."

SERVICES-Small Business Planning, Business Coach, Benefits, Retirement, College Savings, Business Valuation, Life Insurance, Disability Insurance, and Speaker. Topics for speaking include: Networking Your Way to Success, Leveraging Your Network, Leveraging Social Media for Your Business or Career, Building Relationships to Increase Sales, Transformational Leadership. To purchase my book "Networking Your Way to Success" please go to the contact information section of this profile.

PURCHASE BOOK-www.networkingyourwaytosuccess.com

CONTACT INFORMATION-Please contact me by email at jborja@primaryfinancial.net for financial needs. Please contact me at jairo@borjaconsultinggroup.com for teaching, coaching, & speaking inquiries. Telephone Number is (609)755-5796. I am looking forward to working with you.

**Victoria Jenn Rodriguez**

• 1st

Award Winning Inclusion &amp; Culture Disruptor | Talent Engagement Consultant | Leadership Trainer + Motivation Coach

**Adel Wilson, M.A.** • 1st

Founder/CEO, Celebrity Media Group, 2-Time Bestselling Author, Media Coach for Professionals &amp; Business Owners

**Elora Wooldridge, MBA**

• 1st

Assistant Director of Graduate Admissions at Baruch College

**Ana Roman** • 1st

Looking for new opportunities in Digital Marketing

**Albert "Earl" Brown MBA**

• 1st

Executive Director for the Office of Academic Partnerships and Community Relations at Berkeley College

**Julie Vinolas** • 1st

Academic Advisor at Berkeley College



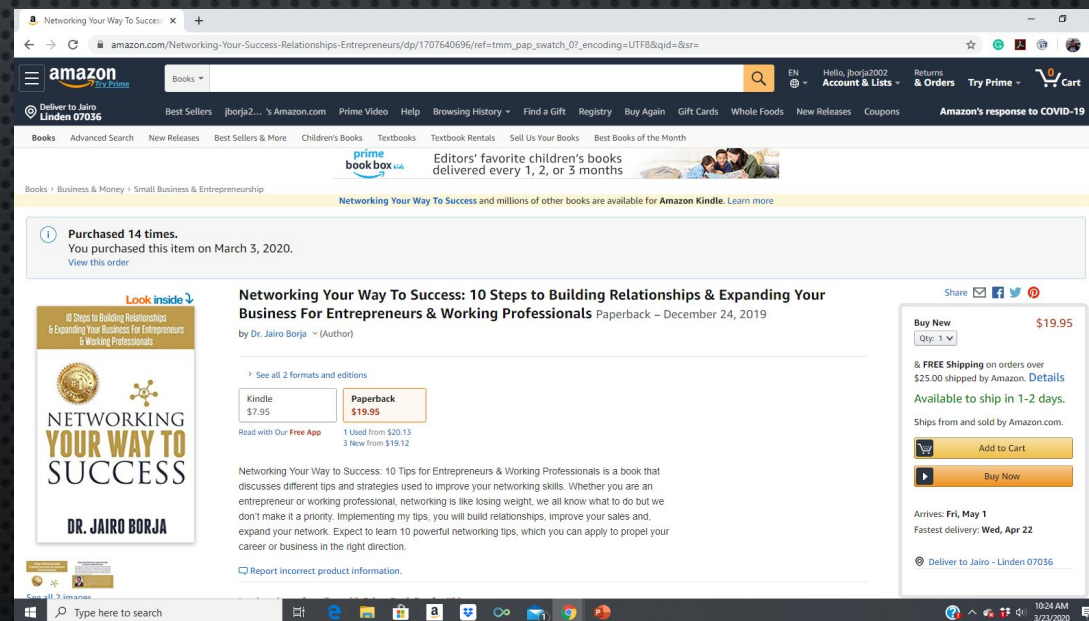
Messaging





# NETWORKING YOUR WAY TO SUCCESS BOOK

[https://www.amazon.com/Networking-Your-Success-Relationships-Entrepreneurs/dp/1707640696/ref=tmm\\_pap\\_swatch\\_0?encoding=UTF8&oid=&sr=](https://www.amazon.com/Networking-Your-Success-Relationships-Entrepreneurs/dp/1707640696/ref=tmm_pap_swatch_0?encoding=UTF8&oid=&sr=)





# CALENDLY

- FREE 15-MINUTE DISCOVERY CALL

[HTTPS://CALENDLY.COM/DRJAIROBORJA/15MIN?MONTH=2020-03&BACK=1](https://calendly.com/drjairoborda/15min?month=2020-03&back=1)

[JAIRO@BORJACONSULTINGGROUP.COM](mailto:JAIRO@BORJACONSULTINGGROUP.COM)

917-548-5292



# QUESTIONS

?



THANK YOU

DR. JAIRO BORJA, DBA