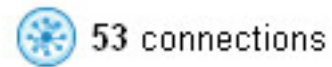


LinkedIn vs Plaxo

When I first heard of LinkedIn I thought to myself “Ok I will try it” and proceeded to fill out the information in my profile. I was amazed to find out that some of my contacts were long time users of LinkedIn as their connection numbers were high.

And they're off!



The race begins. You know that everyone can see how many contacts you have. It would be embarrassing to have only a few. So I pushed and sent invites to some of my contacts and viola! I got up to 35. Whew! Now I can save face.

Months later I am getting invitations to connect, not only to LinkedIn, but something else called Plaxo. What the hell is Plaxo? So I had to do that too. Gee, I sure hope there isn't any more of these things that I have to join and fill out.



On the surface it looked like there would be more contact management copycats coming out of the wood work and there were. One which I will not mention by name tried to sell me my own name as a domain name, but it was a stupid domain extension like (.name).

So I am calling out some of the newbie copycats and telling my respective contacts “**Don't Do It!**” Right now the main players are LinkedIn, Plaxo,

Facebook and MySpace. We don't need any more of this stuff.

While it is a good idea to connect as much as possible on the internet under the guise of “**Networking**” be careful that you are not spamming your businesses relationships especially if you care about them. Your business integrity is held in the balance.



Signup is free at LinkedIn. Go fill out your profile and maintain a list of your contacts. You can invite anyone to become part of your list of contacts. Through your list of contacts you can seek invitations to

connect to the contacts that the people you know have in their contact lists.

In general, [LinkedIn](#) is a “business” networking tool as oppose to Facebook and MySpace which are social in nature. With LinkedIn you can get exposure to enhance your career or simply build relationships for referrals and leads.

According to Guy Kawasaki:

“Most people use LinkedIn to “get to someone” in order to make a sale, form a partnership, or get a job. It works well for this because it is an online network of more than 8.5 million experienced professionals from around the world representing 130 industries.” [Read his blog entry here.](#)



Plaxo is an online address book service founded by Napster co-founder Sean Parker, Minh Nguyen and two Stanford engineering students, Todd Masonis and Cameron Ring. Plaxo is free too with upgrade options.

The strongest reason to hookup on [Plaxo](#) is to sync up your address books from multiple places like your Yahoo contacts, Facebook contacts, Outlook, and more. The problem with social networking online is that you end up re-entering a lot of your contacts in multiple places. Plaxo helps you by having this all in one place. You can even sync up your calendars too!

Many online networkers use Plaxo in the same way they use LinkedIn with the invitation feature which allows you to connect through your sphere of influence. Plaxo has a more social feel than LinkedIn as you can classify contacts as friends or relatives as well. You can also keep separate profiles of yourself for those different types of contacts.

Does Plaxo Compete with LinkedIn?

It does and it doesn't. Wow...another “Same But Different” instance. Plaxo is more about being a central address book and calendar. LinkedIn appeals more to people who are looking to move up in their careers as well as the recruiters in fortune 500 companies who are looking for quality candidates. Both have similar features and now both sync together.

Which one do you like using?

Let us know. Try our little [mini-survey](#). It will only take you 2 seconds. Tell us if you use LinkedIn or Plaxo or both. Do you like one over the other and why?

Posted on July 12th, 2008 by Karl Knelson