

Let's get



With 259 million members worldwide, you literally have the world at your fingertips!

Every person you know is valuable, think of who they know!

What is the purpose of LinkedIn?

To showcase your skills and experience to prospective employers and or clients in a professional manner. Think of it like your digital resume and interview. Spending 30 minutes a week improving your LinkedIn is valuable.

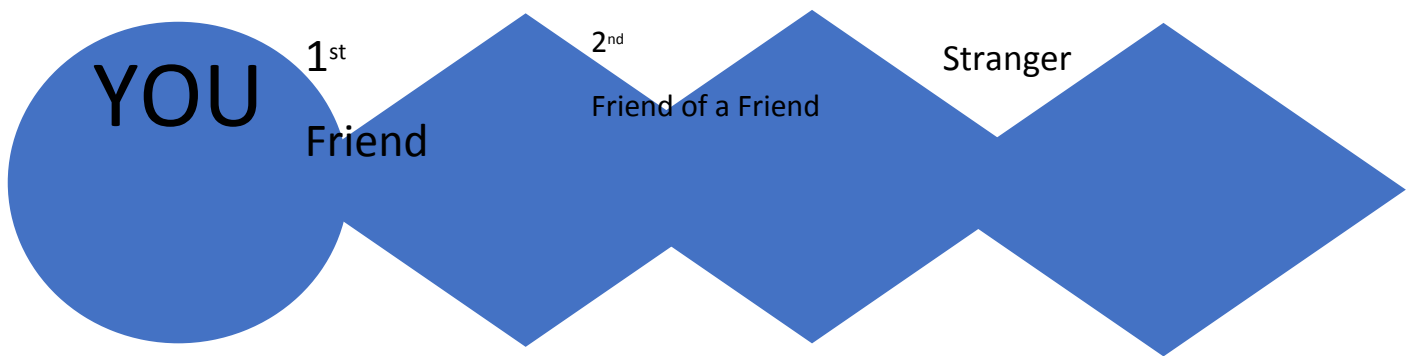
Profile Standards

-
- Professional profile picture (not one with your dog)
- Professional name
- Keep it current
- Make your profile public
- All job skills/responsibilities
- Writing your summary: 2-3 sentences of your education and skills and what you're passionate about. Include a statement of what you're looking to achieve so others can connect to you and also help you. Be direct. Use keywords that people may search for.

Connections

- 500+ connections, allows you to connect to others more easily & provides credibility. Increased invites and views.
- Who should you connect with?
 - Competitors to get closer to people of interest, your target market
 - People you went to school, trained, or work(ed) with
 - Friends/family, this will help you get recommendations, which builds up your character and credibility
 - Basically anyone that knows you
- Who's connecting with you?
 1. People trying to sell you something (only connect if they could be valuable to you)
 2. Competitors (Yes, always) Rise above, they just gave you access to their people.
 3. Hackers (No)
- How do you search for target market? Search for people, add a location filter, choose 3rd connections (because you don't know them)

Personalize your connection requests by specifying the purpose, be direct. "I would like to connect with you because.... I value you, we are in the same industry, we could do business together, to see if you're a vendor I would want to use" and beyond.



How to use LinkedIn for Marketing

To Premium or not to Premium? Master the free version first. Before you pick a Premium membership have a practical, tangible plan. If you're paying for something you should know how you'll get a ROI from it. What tasks are we going to track to make sure it's worth the time/money. It could be different for everyone. By having a plan, you can really figure out what you're going to do once they start charging you after your first month free.

The image displays four LinkedIn Premium membership plan cards, each with a distinct color header and a list of benefits. Each card includes a 'Select plan' button at the bottom.

- Career (Green header):** Get hired and get ahead
 - Stand out and get in touch with hiring managers
 - See how you compare to other applicants
 - Learn new skills to advance your career
- Business (Blue header):** Grow and nurture your network
 - Find and contact the right people
 - Promote and grow your business
 - Learn new skills to enhance your professional brand
- Sales (Purple header):** Unlock sales opportunities
 - Find leads and accounts in your target market
 - Get real-time insights for warm outreach
 - Build trusted relationships with customers and prospects
- Hiring (Orange header):** Find and hire talent
 - Find great candidates, faster
 - Contact top talent directly
 - Build relationships with prospective hires

Remember this: What makes you valuable? Where did you learn it?

Tips and Tricks

LinkedIn isn't just for a job. Activity only shows up on your profile if you have recent posts. Create and execute a consistent plan to post on LinkedIn. Add your website and offers. Share valuable articles, quotes, pictures, or basically anything you would feel comfortable showing your boss at any given time.

1. Ask for Recommendations

- Once a week ask for 5 recommendations, not everybody will do it. A recommendation is a testimonial. Ask for a variety that would display your skill and value to help others understand who you are and why they would want to work with you.

2. Join a Group

- Expand your connections, improve your knowledge base, get involved

3. Follow Companies

- It makes you look good
- Be intentional with the companies that you follow
- Share their posts- Eliminate the need to always create your own

NOTES
