



# LinkedIn for You and Your Business

Board of Directors 12 Boardroom  
Westfield Tower, Level 8, 619 Doncaster Road  
Doncaster Victoria 3108

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# Sue Ellson BBus AIMM MAHRI



- 1982 started work at Westpac
- 1987 started digital literacy and training
- 1994 started consulting – careers, business, marketing, training
- 2001 first website Newcomers Network
- 2003 joined LinkedIn
- 2010 became an Independent LinkedIn Consultant
- 2011 started Global Mobility Network
- 2012 started Camberwell Network
- 2014 elected Victorian Councillor Australian Human Resources Institute
- 2014 became a Mentor for Camberwell Entrepreneurs Network
- 2015 currently teaching, consulting, writing

# What has changed in the last 20 years?

- hidden job market (previously 70%, now 90%)
- recruitment processes (reduction in recruitment agents)
- online job alerts (automatic updates, targeted content)
- value of your network (not security of your job)
- rate of change of technology (keep up to date or be left behind)
- importance of keywords (in house and online)
- Digital Footprint (what is in Google), Digital Literacy, Digital Asset
- brand YOU (manage your own profile and career)
- 95% of decision makers will Google you

# How to find business now

- word or mouth
- networking
- referrals
- strategic alliances
- content marketing (to general and specific markets)
- pay to play

**Don't forget, people will Google you!**

**Describe your value in your clients' search terms**

**Remember to say thank you...**

# LinkedIn



- started in 2003 as a Network > Publishing > B2B Business Platform
- 370 Million Users, 7 million in Australia  
*(3M on Twitter, 14M on Facebook, ? on Google+ but 2.2B worldwide)*
- your name is likely to come up in first page of Google search results
- international resume (or name profile) on steroids
- research and network
- develop relationships and maintain them

# LinkedIn Hangups



- **No privacy** – past history, need to have a digital footprint
- **Don't know who to connect to** – depends on purpose
- **Too much time** – do a cost benefit analysis
- **Too costly** – I use the free account
- **Can't write** – dot point keywords
- **Scared of computers** – need to show digital literacy
- **Need help** – ask a friend or expert

# LinkedIn – Before you start and every 90 days

- **Collect statistics** – views last 90 days (100+), connections (60+), Recommendations (6+), Endorsements (20+ per top 10-15 skills)
- **Save your profile to PDF** - view profile, drop down arrow, date back to front in file name (150623SueEllson.pdf)
- **Export your Connections** - Connections, Cog, Export LinkedIn Connections, Microsoft Outlook CSV (Mac or PC), date in reverse in file name





# Google or Search Primer

- Location
- Name
- Keywords
- Frequency of Keywords
- Activity Online
- Reach Online
- Premium Services





# What is your Purpose?

- Primary Keywords (trade, profession, skills)
- Secondary Keywords (jargon, specialties, descriptors)
- Personal Style (environment, culture, passion)



# Who is your Target Audience?

- be very specific
- where are they found?
- what will they be looking for?



# LinkedIn – Computer Experience

- Keywords
- Frequency of Keywords
- Activity
  - Like, Comment, Share
  - Add or Invite Connections
  - Participate in Groups
  - Follow Companies
  - Publish Posts
  - Endorse and Recommend
  - Tag and Manage your Connections
  - Network and Follow Up



# LinkedIn – User Experience

- Photo (20% of viewing time)
- Headline
- Summary
- Consistent and easy to read
- Include bling but don't be a try hard
- Include contact details and calls to action
- Hell yes or hell no
- Past behaviour predicts future behaviour

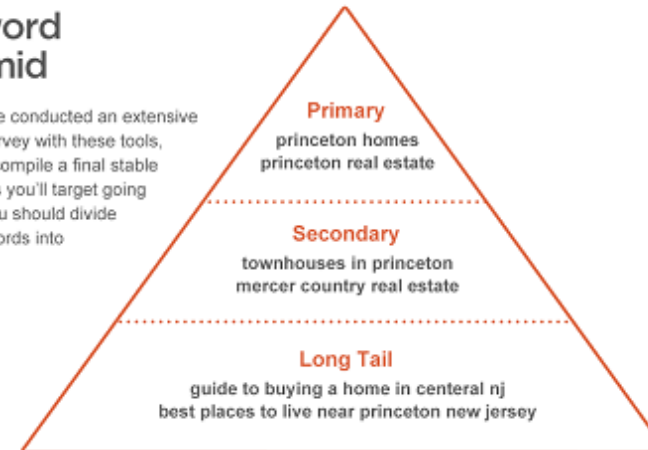


# Priority Keyword Locations

- Headline
- Current Job Title
- Past Job Title
- Education
- Summary
- Experience

## Keyword Pyramid

Once you've conducted an extensive keyword survey with these tools, it's time to compile a final stable of keywords you'll target going forward. You should divide these keywords into three lists:



# LinkedIn – Premium Options

- **Inmails** – contact people directly
- **Search Results** – appear higher
- **Research** – search beyond level 1 and 2 connections
- **Analytics** – more comprehensive – how you were found
- **Preferred Candidate** – when applying for jobs
- **Prestige** – can afford premium
- **Remember** – Purpose, Computer & User Experience and Activity must be done FIRST BEFORE PAYING FOR PREMIUM

LinkedIn Premium Account





# LinkedIn – Further Resources

- <http://www.sueellson.com/presentations/presentations-2015/150210-manningham-business-network-linkedin-and-google-plus-for-you-and-your-business/>
- <http://photofeeler.com>
- <http://www.linkedin.com/pulse/linkedin-frequently-asked-questions-faqs-sue-ellson>
- <http://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- <http://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>
- <http://sueellson.com/publications>
- <http://sueellson.com/presentations>





# LinkedIn – Homework

- Complete your profile
- Explain transferable skills (Grip Test Engineer)
- Stay on purpose (can change later)
- Tell whole story (two dimensional – don't tell, can't sell)
- Ask for information or referrals (not just a sale)
- Seek a mentor or accountability partner to stay focused
- Keep up your LinkedIn activity levels
- Ask for help if you need it



# Complete Evaluation Form and/or

**SMS text 0402 243 271 Name, Email Address, MBN**

1. Free copy of these slides and link to audio recording
2. Free copy of LinkedIn Profile Guide (value \$5.95)
3. Invitation to connect to Sue Ellson on LinkedIn (6,958 Connections)
4. Free notification when *120 Ways to Maximise LinkedIn* Book Released
5. Free ticket in draw to win a written LinkedIn Profile review valued at \$150

