

Top 20 Ways To Achieve Your Purpose With LinkedIn

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11am 26 June 2016

**Melbourne Convention and Exhibition Centre
1 Convention Centre Place South Wharf Melbourne**

LinkedIn



433+ million members

7+ million members Australia

Network → Publisher → B2B

LinkedIn



In Australia 2016

**LinkedIn 7M, Facebook 15M, Instagram 7M,
Twitter 5M, Pinterest 4M, Snapchat 3M**

Source: <http://www.businessinsider.com.au/this-is-how-many-people-use-snapchat-linkedin-twitter-and-facebook-in-australia-2016-3>

Number 1

Decide on your purpose and stick to it



<http://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

Number 2

Select your primary and secondary keywords and put them in your LinkedIn profile in the most important positions – Headline, Current Job Title, Past Job Title, Education, Summary, Experience



<http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

Number 3

Complete as many sections as possible in your LinkedIn Profile, Company Profile or Group and be reasonably active

Profile Strength

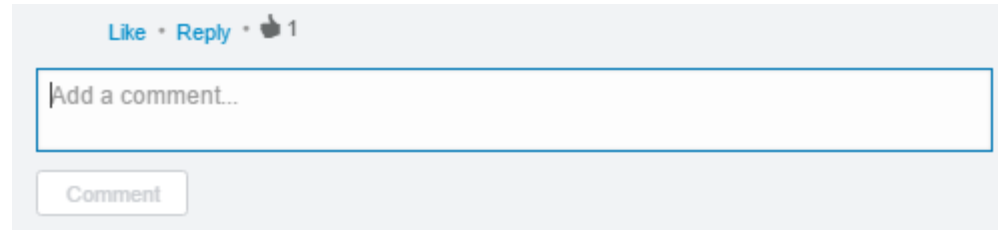


All-Star



Number 4

Always proof read everything you publish, like, comment or share before pressing Save or Send



A screenshot of a social media comment interface. At the top, it shows 'Like · Reply · 1' with a thumbs-up icon. Below this is a text input field with the placeholder text 'Add a comment..'. At the bottom of the input area is a button labeled 'Comment'.

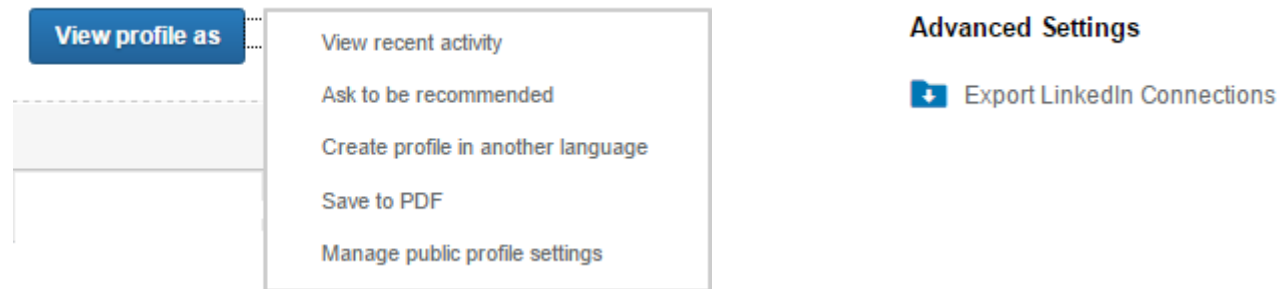
Number 5

Create a Style Guide for your purpose so that your behaviour is always consistent and is search engine optimised for your purpose

**#hashtags @handles keywords images
calls to action – contact details**

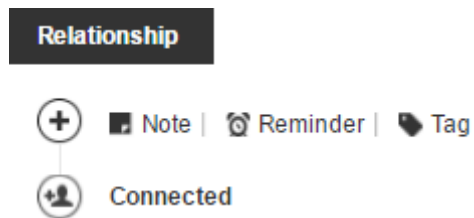
Number 6

Stay up to date with the various features and functions of LinkedIn (visit and click around at least every six months) and incorporate the best features for your purpose



Number 7

Be strategic when you source new Connections, Followers and Group Members and determine which VIPs you will personally keep in touch with more frequently



Number 8

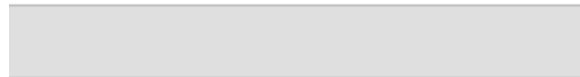
Decide on what you will measure and how often you will record this information so that you can accurately assess whether or not you are achieving your purpose

**Connections 60+, Views per 90 days 100+
Recommendations 6+, Endorsements 20+**

Number 9

Regularly review your viewers, your responses, the leads, the conversions, the analytics, the notifications to source clues as to how you can increase your performance

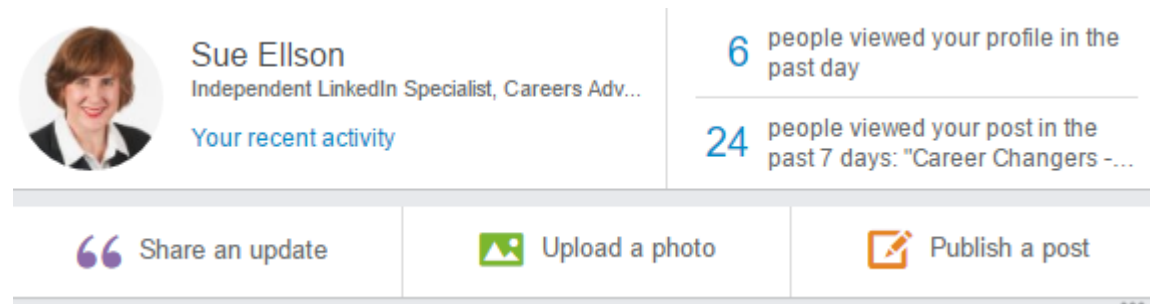
Who's viewed your profile



880 Profile views
Last 90 days

Number 10

Understand the nature of the platform and its power as a network builder, content publisher and research tool and use these features to your advantage



The screenshot shows the top section of a LinkedIn profile for Sue Ellson. On the left is a circular profile picture of a woman with short brown hair. To its right, the name 'Sue Ellson' is displayed in bold, followed by her title 'Independent LinkedIn Specialist, Careers Adv...' and a link to 'Your recent activity'. On the right side of the header, there are two statistics: '6 people viewed your profile in the past day' and '24 people viewed your post in the past 7 days: "Career Changers -...'. Below the header is a navigation bar with three buttons: 'Share an update' (with a speech bubble icon), 'Upload a photo' (with a camera icon), and 'Publish a post' (with a pencil icon). A three-dot menu icon is visible at the bottom right of the navigation bar.

Number 11

Access the relevant Apps, Jobs, Influencers, Channels, Newsfeeds (Personal, Company, Groups) for your purpose

<http://120ways.com/members/>

Special Download Files

Free to join Personal Membership Program

Number 12

Consider the Premium LinkedIn Products – but **ONLY after you have fully maximised all of the Freemium Options and have enough results from your various efforts to truly gain the value from the Premium Products**

<http://linkedin.com/premium/products>

Number 13

Understand the nature of business and the value of integrating your offline and online networking, referrals, thank you's and follow ups. Make a habit of connecting to every new person you meet related to your purpose on LinkedIn and think about introducing people you know to other people in your network on a semi-regular basis



Number 14

**Adapt your processes to the various life stages you go through but also the different purposes that are related to either jobs or enterprises.
Source solutions rather justifications**

Students In Secondary Or Tertiary Education

Early Career

Mid-Career

Career Changers

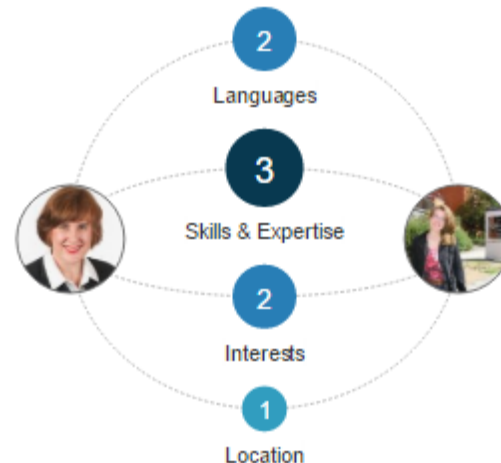
Late Career

Retirement

Number 15

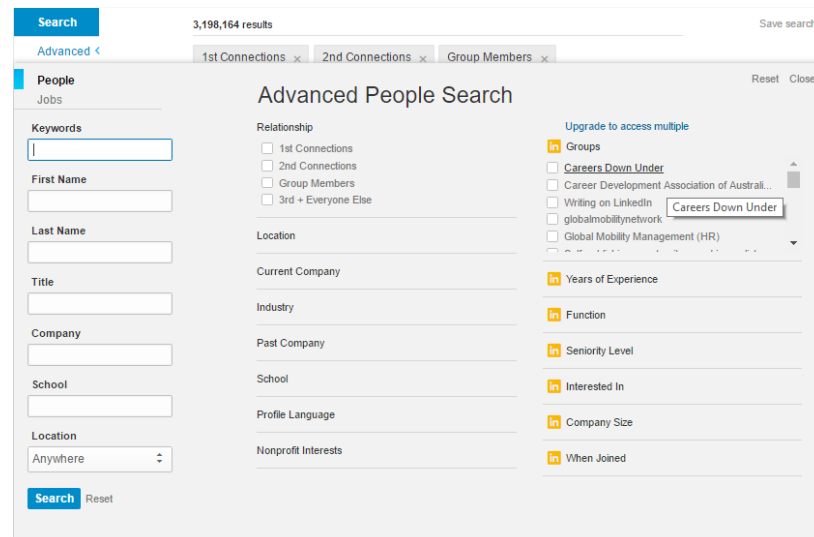
Understand other people if you are in the job market (HR managers, recruiters etc) and your target audience (if you are part of an enterprise) and remember that this is not just about you, it is also about them

In Common with Carmen



Number 16

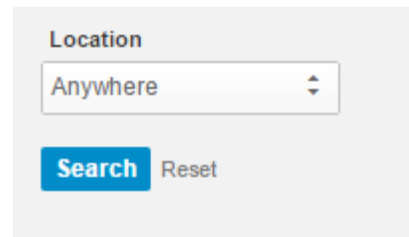
Don't let anecdotes or limiting beliefs stop you from achieving your purpose, but be realistic about the choices you make and take action based on factual evidence, faith and persistence



The image shows a screenshot of the LinkedIn Advanced People Search interface. At the top, it displays '3,198,164 results' and a 'Save search' option. Below this, there are tabs for 'Advanced', '1st Connections', '2nd Connections', and 'Group Members'. The main search area is titled 'Advanced People Search' and includes a 'Reset' and 'Close' button. On the left side, there are input fields for 'Keywords', 'First Name', 'Last Name', 'Title', 'Company', 'School', and 'Location'. The 'Location' dropdown is set to 'Anywhere'. In the center, there are filters for 'Relationship' (1st Connections, 2nd Connections, Group Members, 3rd + Everyone Else), 'Location', 'Current Company', 'Industry', 'Past Company', 'School', 'Profile Language', and 'Nonprofit Interests'. On the right side, there are filters for 'Groups' (with a sub-filter for 'Careers Down Under'), 'Years of Experience', 'Function', 'Seniority Level', 'Interested in', 'Company Size', and 'When Joined'. A 'Search' button and a 'Reset' button are located at the bottom left of the search area.

Number 17

Remember that you are now part of an international market and this can give you both opportunities and challenges. Remember that you need to constantly learn and grow to remain relevant to current market conditions

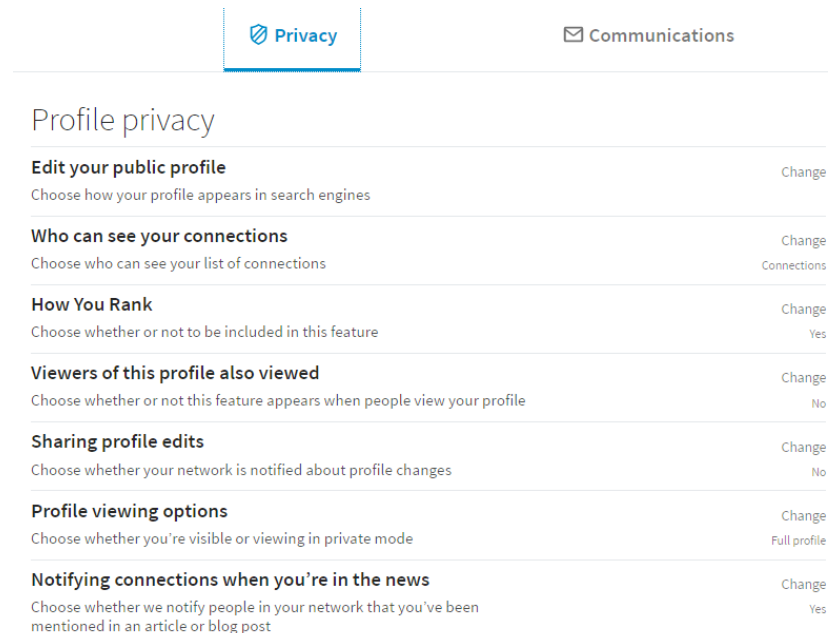


Location
Anywhere

Search Reset

Number 18

Measure what is relevant, review this information and make choices about what you will do next to achieve your purpose



The screenshot shows a user interface for privacy settings. At the top, there are two tabs: 'Privacy' (selected) and 'Communications'. Below the tabs, the page is titled 'Profile privacy'. It contains several settings, each with a 'Change' link on the right. The settings are: 'Edit your public profile' (Choose how your profile appears in search engines), 'Who can see your connections' (Choose who can see your list of connections), 'How You Rank' (Choose whether or not to be included in this feature), 'Viewers of this profile also viewed' (Choose whether or not this feature appears when people view your profile), 'Sharing profile edits' (Choose whether your network is notified about profile changes), 'Profile viewing options' (Choose whether you're visible or viewing in private mode), and 'Notifying connections when you're in the news' (Choose whether we notify people in your network that you've been mentioned in an article or blog post).

Setting	Change Link
Edit your public profile Choose how your profile appears in search engines	Change
Who can see your connections Choose who can see your list of connections	Change Connections
How You Rank Choose whether or not to be included in this feature	Change Yes
Viewers of this profile also viewed Choose whether or not this feature appears when people view your profile	Change No
Sharing profile edits Choose whether your network is notified about profile changes	Change No
Profile viewing options Choose whether you're visible or viewing in private mode	Change Full profile
Notifying connections when you're in the news Choose whether we notify people in your network that you've been mentioned in an article or blog post	Change Yes

Number 19

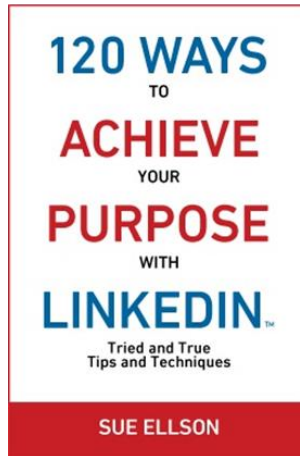
Relax a little but also have a range of risk mitigation strategies in place to manage your branding and reputation, even if you are a very private person.

**If you are in an enterprise, make sure your colleagues understand and comply with the enterprise's
Social Media Policy**

Number 20

Ask and pay for professional help if you need assistance with writing, keeping up activity levels, producing and/or sharing content or understanding the tools you need to use for your purpose – and to be most effective, consider establishing an ongoing review process from an expert (or join the 120 Ways Publishing Membership Program <http://120ways.com/members>)





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More information Stand A3

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SMS or email me

**First name, email address and ‘RYCM’
for a copy of the top
20 Tips and Techniques from both books**

