



For You and
Your Business

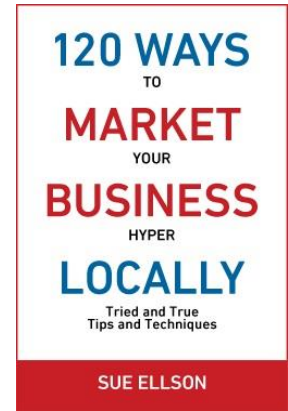
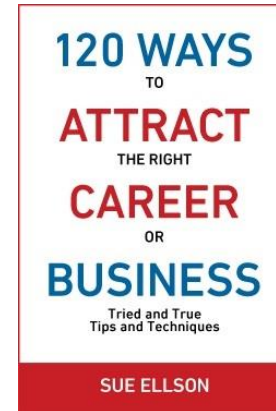
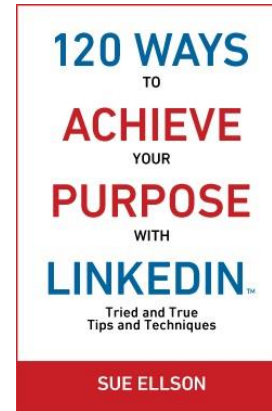
3-4:30pm
Tuesday
30/8/16

Sue Ellson



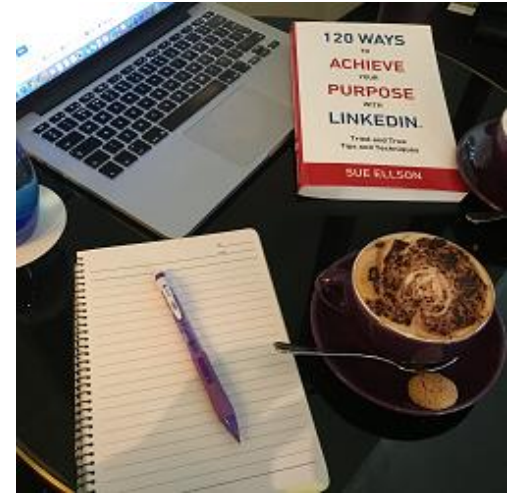
Sue Ellson

- experienced trainer
- professional learner
- consultant in practice
- author and entrepreneur
- independent LinkedIn specialist
- connect <http://au.linkedin.com/in/sueellson>



Workshop Content

- what is LinkedIn?
- before you start
- the big picture
- databases, algorithms, signals
- good behaviour
- bad behaviour
- personal branding
- business branding
- return on investment
- questions
- upcoming events and more information
- how to say 'thank you'



What is LinkedIn?

- network > publisher > B2B platform
- 450 million members worldwide
- 8 million members in Australia
- profile, network, business

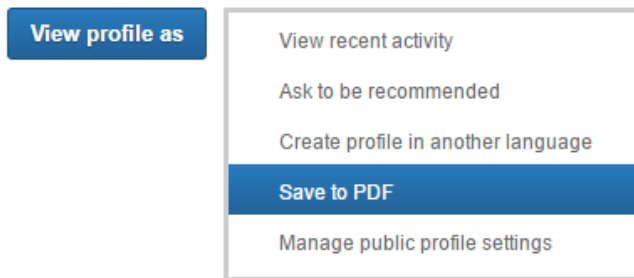


Visit <http://www.linkedin.com/pulse/what-linkedin-why-should-you-create-good-profile-sue-ellson>

Before you start

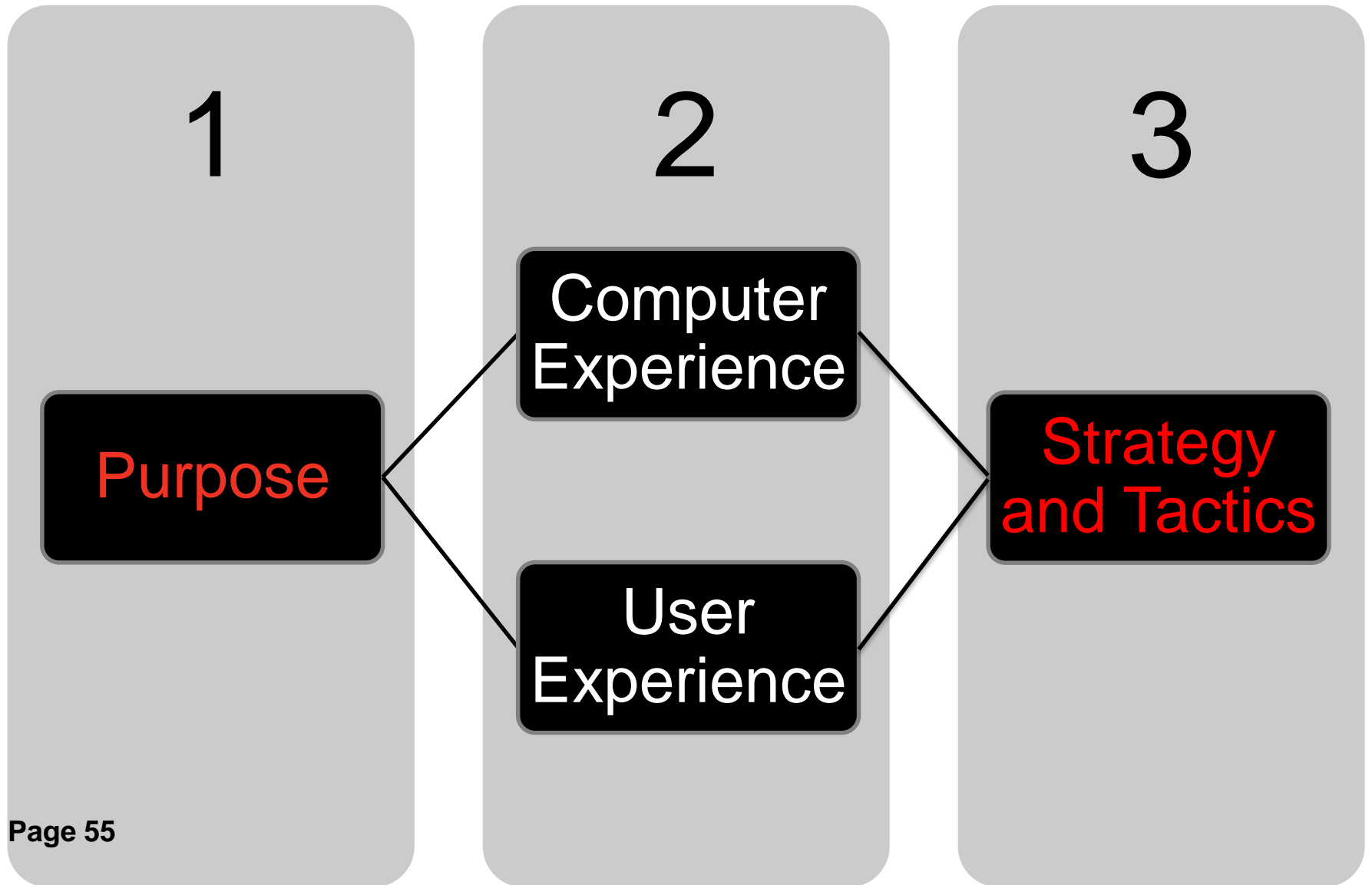
- Sign in to LinkedIn
- views last 90 days (record the number)
<http://www.linkedin.com/wvmx/profile>

- save your profile to PDF (backup)



- export your LinkedIn connections (backup)
<https://www.linkedin.com/people/export-settings>

The Big Picture

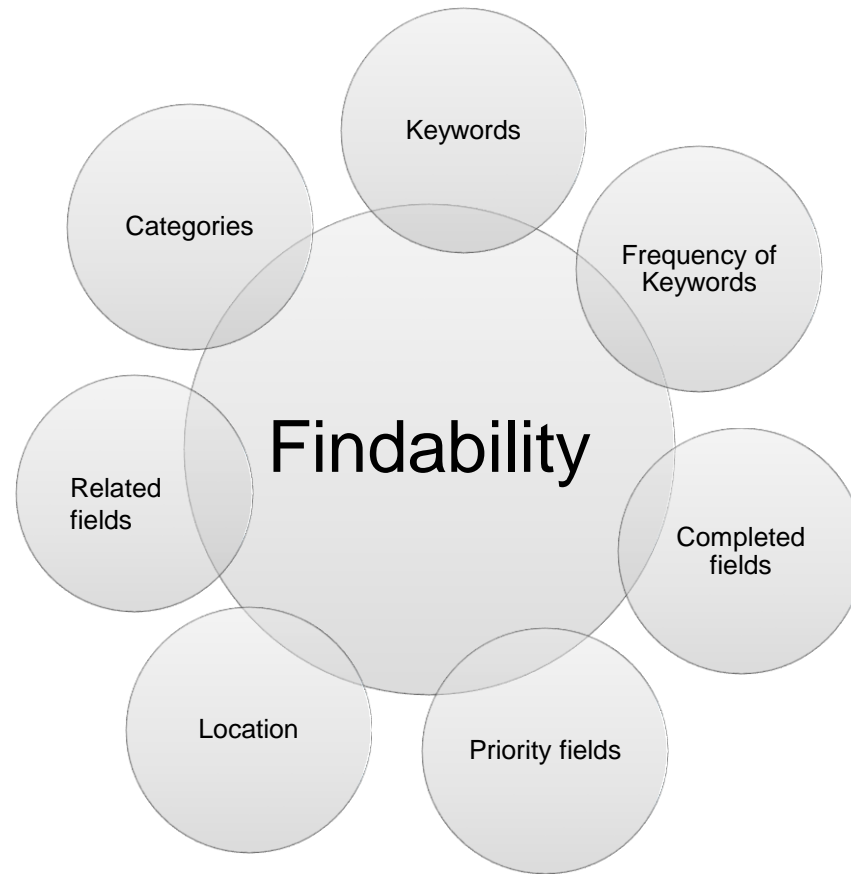


Exercise

1. Write down 12 words that you would like to be found for in search results
2. Smile at someone else, silently give them the list of words and ask them what they were looking for when they used your words in their search query
3. Discuss the difference between reality and perception



Databases

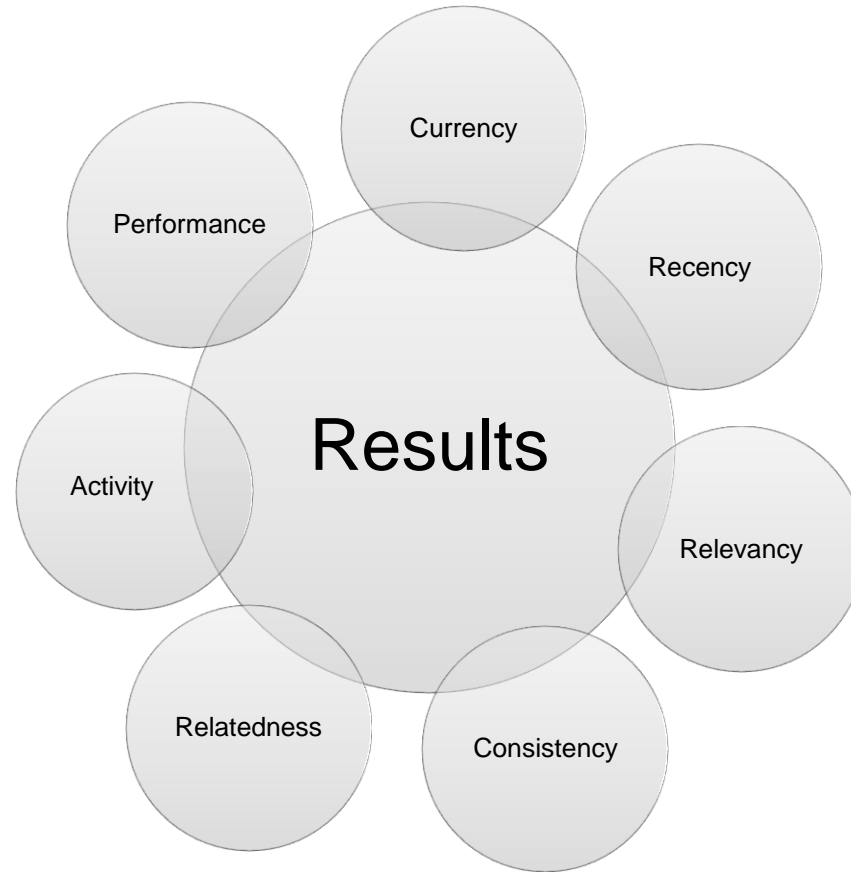


Exercise

1. Describe the last two changes you have made to your LinkedIn Profile with someone else in the room



Algorithms



Exercise

1. Describe one good thing that has happened as a result of your profile on LinkedIn and why you think that happened

(if you can't think of something, explain what you would like to happen)



Signals



Good Behaviour

1. Complete your profile in full
2. Choose an ethical strategy and do it
3. Be responsive to comments, shares, messages
4. Contribute or curate content
5. Add value – endorsements, recommendations, acknowledge others
6. Build relationships – follow up with VIPs three times per year



Bad Behaviour

1. Spam sales messages
2. Scripts and automation
3. False endorsements
4. Lying of any sort
5. Unrealistic requests or demands
6. Any form of negativity (even if you are right)



Personal Branding

- be authentic (not always selling)
- be considerate (solutions not criticism)
- be helpful (and share!)
- be accountable (aware of perceptions)
- follow up (say thank you)
- be proactive (always changes)
- seek professional advice (compliance)



Business Branding

1. good quality logos
2. description with keywords (2,000 characters)
3. all specialties
4. more than one administrator
5. employees link, select, follow and share
6. link to company profile on your website
7. style guide for all content shared at least monthly



Business Branding

1. follow relevant Companies
2. participate relevant Groups
3. keep up level of online activity
4. utilise external resources and reviews
5. respond appropriately
6. be aware of perception - will you acknowledge others?
7. choose your enterprise strategy – page 143



Return on Investment

1. Statistics – views, followers, connections, group members
2. Interaction – likes, comments, shares** on Updates and Posts (+views)
3. Referrals – to website, emails, networking
4. Rank – <http://linkedin.com/wvmx/profile/rankings>
5. Index – <https://www.linkedin.com/sales/ssi>
6. Endorsements – <http://linkedin.com/profile/view>
7. Recommendations – <http://linkedin.com/profile/view>
8. NOT TRAFFIC – CONVERSIONS!

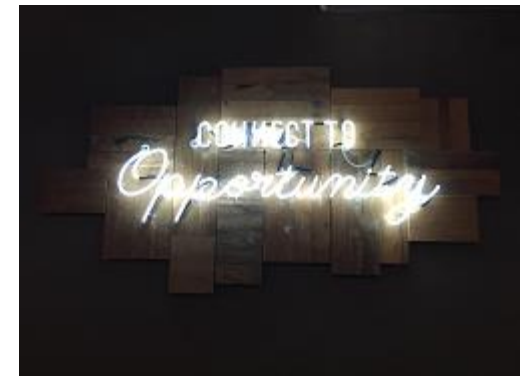


Various pages

LinkedIn Masterclass for Professionals

- update part of your LinkedIn Profile in the Masterclass
- have a clear idea of what you can add to your LinkedIn profile in the future
- understand the importance of keywords, signals and ethical etiquette
- learn the best strategies and techniques you can implement for your purpose
- dovetail your LinkedIn strategy with your other online content
- network with the other participants – both in person and online

Friday 7 October 2016
9:30am – 1:30pm \$220
(includes books)



https://shortcourses.rmit.edu.au/course_page.php?course=S345336

Upcoming Events and Information

LinkedIn Profile Polisher Workshops

- update and search engine optimise part of your LinkedIn Profile
- gain specific ideas of what to update in the future
- learn the latest tips and tricks to help you achieve your purpose with LinkedIn
- network with the other participants – both in person and online

Tuesday 6 September 2016

10am and 1pm

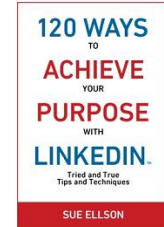
Tuesday 13 September 2016

10am, 1pm, 7pm

(includes books)

\$70 before 31/8/16 \$90 after

LinkedIn
Profile Polisher
Workshop



<http://linkedinprofilepolisherworkshop.eventbrite.com.au>

More information

- sueellson.com/publications
- sueellson.com/presentations



Say Thank You

- email info @ [michaels.com.au](mailto:info@michaels.com.au)
- email sueellson @ sueellson.com
- email festival @ [business.vic.gov.au](mailto:festival@business.vic.gov.au)
- Google 'Sue Ellson' and choose 'Write a review'
- connect to <http://au.linkedin.com/in/sueellson> and add a recommendation on LinkedIn
<http://linkedin.com/recs> (for RMIT Training)



Goodie Bag

- invitation to connect on LinkedIn
- Top 20 Tips from first two books
- link to audio, video and photos

