

Small Business Festival

Aug – Sept 2017

festival.business.vic.gov.au



LinkedIn Business Brand Booster Blueprint for Migrants (and Women)

24 August 2017 11:00am - 12:30pm

RMIT University, Building 8, Level 11, Room 68, 368 - 374 Swanston Street
Melbourne Victoria Australia 3000


Sue Ellson BBus MIML MAHRI CDA (Assoc) ASA MPC

<https://www.linkedin.com/in/sueellson>

<http://sueellson.com> <https://120ways.com>

sueellson @ sueellson.com



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LinkedIn Masterclass for Professionals

Overview

LinkedIn, started in 2003, has continually grown and evolved to be the world's best network for professionals, with over 420 million members internationally and over 8 million members in Australia.

This LinkedIn Masterclass for Professionals goes way beyond filling in boxes on a screen. It will show you both strategic and tactical techniques that you can implement to showcase your skills, knowledge and networks in order to build your personal (and business) brand, showcase your capability and attract the right career or business aligned with your purpose.



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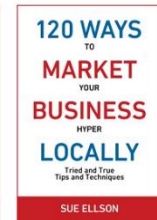
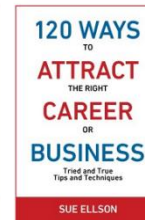
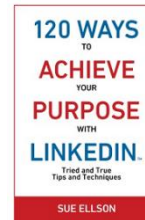
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Sue Ellson Professional

- 1982 Started work at Westpac in Adelaide
- 1987 Started digital literacy and training
- 1994 Moved to Melbourne from Adelaide
- 1994 Consulting – careers, business, marketing, training
- 2001 First website online NewcomersNetwork.com
- 2001 Member of the Australian Institute of Management (now Institute of Management and Leaders)
- 2003 Joined LinkedIn now 11,000+ Connections, 1,000+ profile views last 90 days
- 2005 Member of the Australian Human Resources Institute
- 2008 Independent LinkedIn Consultant and Member of Melbourne Press Club
- 2010 Started GlobalMobilityNetwork.com
- 2012 Started CamberwellNetwork.com
- 2014 Teaching at the Centre for Adult Education
- 2015 Associate Member of Career Development Association of Australia & Australian Society of Authors
- 2016 Teaching at General Assembly and RMIT Short Courses, wrote and published 3 books – 120 Ways To Achieve Your Purpose With LinkedIn, 120 Ways To Attract The Right Career Or Business, 120 Ways To Market Your Business Hyper Locally
- 2017 Teaching at Monash Training and Professional Development



Sue Ellson Voluntary



- 1991 – 1992 Committee Member, Westbourne Park Netball Club
- 1991 – 1992 Fundraising Committee and Assistant Treasurer South Australian United Church Netball Association
- 1991 – 1993 Photographer Mitchell Park Football Club and Morphettville Park Football Club
- 1992 – 1993 Inaugural Secretary/Treasurer & Westpac Representative Australian Institute of Bankers SA Young Banker's Committee
- 1998 – 1998 Fundraising Committee Member, Templestowe Heights Pre School
- 1999 – 1999 Committee Member University of South Australia, Administrative Management Student and Staff Course
- 2001 – 2002 Committee Member, Cultural Tourism Industry Group
- 2001 – 2002 Promotions Executive and Deputy Chair, International Business Group Australian Institute of Management
- 2001 – 2002 Promotions Officer and President Templestowe Valley Pre School
- 2003 – 2007 Committee Member Victorian Community Committee for Harmony
- 2003 – 2009 Media, Communications and Committee Member Victorian Immigrant and Refugee Women's Coalition (VIRWC)
- 2004 – 2011 Parent Helper Scouts Australia (including two Jamborees and one Cuboree)
- 2007 – 2015 Convenor, International Human Resources Network Victoria Australian Human Resources Institute (AHRI)
- 2009 – 2012 Committee Member, Friends of Music Parent Helper Camberwell High School
- 2011 – 2012 Committee Member, Friends of Music Parent Helper Blackburn High School
- 2011 – 2014 Adviser and Facilitator, Camberwell Traders Association
- 2013 – 2014 Consultant to the Media Team St Paul's Anglican Church Canterbury
- 2013 – 2016 Volunteer Foster Carer RSPCA Victoria
- 2014 – 2015 Councillor Victorian State Council Australian Human Resources Institute (AHRI)
- 2001 – now Free Presentations, Training, Events for various organisations and social enterprises Newcomers & Camberwell Networks





Find out how you can create an authentic blueprint for boosting your business brand by:

- optimising your own LinkedIn personal profile and company profile
- selecting the right strategies for your purpose (publishing, participation, promotion)
- choosing techniques that are aligned, affordable, measurable and rewarding

This interactive workshop is perfect for:

- new and established business owners (including women)
- startup entrepreneurs
- consultants and advisers
- professionals in practice
- people looking for part-time, freelance or contract opportunities
- action takers who know their business and can identify what will work for them



My mission – give you most value of the Small Business Festival!

LinkedIn Stats

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 500+ million members in 200+ countries
- mission to connect the world's professionals to make them more productive and successful
- LinkedIn is publicly held, diversified business model with revenues from member subscriptions, advertising sales and talent solutions
- acquired Pulse, SlideShare, Lynda, Connectifier now acquired by Microsoft
- started as a network, then publishing, next B2B platform
- <https://press.linkedin.com/news-releases>



Why?

- Around 8 million Australians have a LinkedIn profile (Facebook 15M, Instagram 7M, Twitter 5M, Pinterest 4M, Snapchat 3M Google+ ?)
- 14 times more likely to be viewed if you have a photo
- 7 times more likely to be viewed if your profile has been completed
- three most important sections – Photo, Headline, Summary (Top 2 lines)
- your network is your net worth – pull strategy rather than push strategy
- remember to include contact information in 'Summary' section (but leave a space in your email address sueellson @ sueellson.com to prevent spam robots)



And also because...

- word of mouth referral verification tool (first page of search results)
- not what you know or who you know but **who refers you**
- value of your network (not security of one major client)
- 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), Literacy, Asset, Competency
- brand YOU (manage your own profile and your business profile)
- 95% of decision makers (and people at parties) will Google you

<https://www.linkedin.com/pulse/business-case-linkedin-sue-ellson>



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 competency
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert



Before you update your LinkedIn Profile

- use Google Chrome as your browser, change downloads setting
- be clear about your purpose
- prepare a list of primary and secondary keywords for your target audience <http://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- record your statistics in a spreadsheet – views per 90 days, connections, recommendations, endorsements
- save a PDF of your profile (from your Profile Page three dots next to photo <https://www.linkedin.com/in>)
- get an archive of your data (and list of connections) <https://www.linkedin.com/psettings/member-data>)
- turn off activity broadcasts (turn on once complete) <https://www.linkedin.com/psettings/activity-broadcast>



Before you update your LinkedIn Profile

- Add all your email addresses to your account
<https://www.linkedin.com/psettings/email>
- Select who can see your Connections
<https://www.linkedin.com/psettings/connections-visibility>
- Turn off Viewers of this profile also viewed
<https://www.linkedin.com/psettings/browse-map>
- Decide whether or not to be anonymous when viewing profiles
<https://www.linkedin.com/psettings/profile-visibility>



1. Complete Your Personal Profile

- Update your LinkedIn URL to your name
<https://www.linkedin.com/public-profile/settings>
- Good photo aligned with your purpose and background image**
- Excellent Headline (under your name – keyword rich) – select Location
- Excellent Summary section (first two lines most important)
- Current Job / Experience (linked to your Company Profile)
- Include your Website in the Websites Section (Edit your Contact Info)
<https://www.linkedin.com/in/edit/contact-info/>
(and your professional profile links too!)



2. Focus on Your Value and Your Achievements

- **Tell** - If you don't tell, you can't sell (to the database or algorithms)
- **Value** – what can you offer, how do you help – not desperate
- **Achievements** – anything over and above your required duties – include percentages, visual descriptions, real results not grandiose statements
- **Appropriate** – focus on your eyes in photographs, not your cleavage/chest!
- **Aligned** – you can massage the message, but never lie – can group dates to avoid gaps, can describe breaks by sharing what you learnt



3. Complete your Company Profile

- If you haven't already, create it here
<https://www.linkedin.com/company/home>
- Include your keywords – use maximum amount of characters
- Maximise the Company Profile – good logos, consistent description with other Social Media Profiles, Specialties, Started, Cover Image etc
<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>
- Make sure your staff are Following your Company Profile and that they have their LinkedIn Profile completed accurately



4. Follow Relevant Company Pages

- Industry and Professional Associations aligned with your skills and enterprise focus
- Leading suppliers, stakeholders, industry icons with ideal clients or similar keywords where you may want to appear in search results
- Local groups so you can be involved in your local community (local council, business association etc)
- International bodies that may be referrers for international opportunities



5. Join Relevant Groups or Update Career Interests

- Make sure they are well moderated and have reasonable activity
- Decide whether or not this is the best use of your time (may be more useful to interact with your newsfeed)
- Alternatively, update your 'Career Interests' for both keywords and locations! <https://www.linkedin.com/jobs/career-interests/>



6. Showcase your Professional Associations

- If you are a personal or organisational member of a Professional Association, make sure it is listed as a Certification on your Personal Profile and Follow the Association, Join the Group etc
<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

(if you have a voluntary role as part of your Professional Association, make sure you include it – you may even choose to put it in your Experience Section)



7. Develop Your Social Media Policy

- Suggested Personal Profile Updates
- Suggested Website Links and Company and Group Follows
- Suggestions for Regular Updates on Company Pages
- Encourage Likes, Comments, Shares
- Policy on Connections – addition to your Enterprise Database
- Policy on Exit from your Enterprise (advised at start of relationship)

(As a Professional, remember that you need to monitor social media use)



8. Research Opportunities

- Past Alumni – Universities and Employers to Connect and Share
- Local and International Connections, Collaborators, Suppliers
- Search Posts for Publishing Ideas
<https://www.linkedin.com/search/results/content/>
- Look at what non competing enterprises offer

(consider who you may want to be noticed by and think about the options of curating, liking, commenting, sharing, endorsing, recommending etc – be strategic – results not vanity!)



9. Search Engine Optimise Everything

- Personal Profiles
- Company Profiles
- Articles (available long term)
<https://www.linkedin.com/today/author/sueellson>)
- Post Updates (short term, currently higher views, goal is to keep interacting over time)
<https://www.linkedin.com/in/sueellson/detail/recent-activity/shares/>)
- Share on your own website and other social media (in particular Google+)

(make sure that your website converts before spending money on advertising - so far, have not heard outstanding results from advertising)



10. Collect Statistics

- Employees – Number of Connections and Views per 90 Days
- Company – Number of Followers
- Company Updates – Likes, Comments, Shares
- Referrals – Check Google Analytics for your Enterprise Website
- Recommendations and Endorsements (particularly for keywords)
- Articles – Views, Likes, Comments, Shares, appearance in Google



11. Review and Improve

- What works best for your enterprise?
- What generates the most engagement?
- What goes most viral?
- Incorporate Video, Images, PDF's etc
- Add your LinkedIn URL to your email signature (and your phone signature)
- Consider an online 'Reviews' strategy



12. Personal Profile Statistics to Reach

- 60+ connections
- 100+ views per 90 days
- 6+ recommendations
- 20+ endorsements for top 10 skills
- 80% of sections completed (skip patents, date of birth)
- login once a week
- 3+ posts per year
- check for new features every six months
- back up and keep stats every three or six months
- **Personal Profile quick wins**
<https://www.linkedin.com/pulse/linkedin-six-quick-wins-search-engine-optimise-seo-your-sue-ellson>



13. Company Profile Statistics to Reach


- all employees Following
- 100+ overall Followers
- one or more Updates per month
- aim for more than five Likes, Comments or Shares per Update
- keep all information, logos etc up to date
- follow up all Comments and Shares within 24 hours
- check for new features every six months
- back up and keep stats every three to six months
- **Company Profile** <http://linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>



14. Commit to your purpose

- do some edits today
- look at other LinkedIn profiles for ideas
- do more edits with a friend
- set a deadline for updating your profile
- find an accountability partner to keep you accountable
- find a mentor to review your profile
- get **MAXIMUM VALUE** from attending this session – take action immediately
- be courageous – describe in dot points the truth and massage the message where necessary but never lie – pull marketing strategy



Find a short or single course 

Search by keyword

Type search keywords...

Select course type

All course types

Select interest area

All interest areas



Select start date

All start dates



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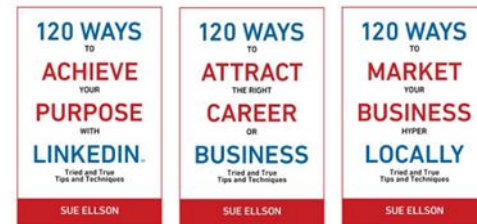
Paperback Books – [Book Depository](https://bookdepository.com) \$41.76

Online courses – coming soon - sueellson.teachable.com \$199

Personalised

Individual - \$250 per hour for two hours (six hours \$900)

Group - \$500 per hour



Today – LinkedIn Book \$30 (6 available) All three books \$60 (12 available)

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Goodie Bag, Thanks, Evaluation and Network


LinkedIn Business Brand Booster Blueprint for Migrants Event Number E19287 Host Newcomers Network

Thanks for coming!

1. Electronic copy of these slides and link to audio recording
2. Top 20 tips from the book '120 Ways To Achieve Your Purpose With LinkedIn'
3. Invitation to the 'Achieve Your Purpose With LinkedIn' online course
4. Links to past Small Business Festival LinkedIn event details

Special offers for attending

1. Write a review – receive a reward! sueellson.com/reviews – a quick way to say thank you!
2. 20% discount coupon "sbfb" 120ways.com/shop before 31 August 2017
3. 1 book \$30, 3 books \$60



Evaluation
Form



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