



17/02/2018 – Sue Ellson +61 402 243 271 sueellson@sueellson.com

Business – How To Optimise Your Potential Workshop

Yamaha Premium Piano Centre

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This sheet helps you work through and record details of where you are now and the action steps you can do now or very soon. Remember that LinkedIn is constantly changing so these choices may be at different links or other choices will be available in the future.

Example Updated LinkedIn Profile: <https://www.linkedin.com/in/bradley-saul>

LinkedIn Item	Current Details at _/_/_	Future Goal or Completed Y/N
What is your reason for using LinkedIn? Brand, Networking, Research, Thought Leadership etc		
Profile Views per 90 days https://www.linkedin.com/me/profile-views		100+ per 90 days
Number of Connections (max 30,000) https://www.linkedin.com/mynetwork		60+ minimum 500+ in time
Number of Followers (max unlimited) https://www.linkedin.com/feed/followers		More than Connections
Number of Featured Skills and Endorsements (max 50) https://www.linkedin.com/in		Top 3 20+ votes
Number of Recommendations (Given & Received) https://www.linkedin.com/in	Given Received	6+ Given 6+ Received
Search Results for 7 days https://www.linkedin.com/me/search-appearances		100+ per 7 days
Save to PDF YYYYMMDD-Your-Name-LinkedIn-Profile.pdf https://www.linkedin.com/in		Save other details as well
Download your Data (the works) https://www.linkedin.com/psettings/member-data		6 monthly minimum
Email Addresses (add, don't remove, change primary) https://www.linkedin.com/psettings/email		Personal and Work
Phone Numbers (do NOT allow LinkedIn to sync) https://www.linkedin.com/psettings/phone		International Format
Autoplay Videos (turn off for large mobile use) https://www.linkedin.com/psettings/videos		Recommend Turn Off
Manage active status (avoid unwanted interruptions) https://www.linkedin.com/psettings/presence		Yes or No You Choose
Who can see your Connections (suggest Only You) https://www.linkedin.com/psettings/connections-visibility		You Choose Job Search All

Sharing Profile edits (suggest No) https://www.linkedin.com/psettings/activity-broadcast		Yes or No You Choose
Edit Public Profile and URL (SEO and online visibility) https://www.linkedin.com/public-profile/settings		Your Name lowercase or -
Edit Contact Information (add three 'other' websites) https://www.linkedin.com/in/yoururl/edit/contact-info Can include – 1) Your Website and Link 2) Piano Tuners & Technicians https://pianotuners.asn.au/users/your-name 3) Aust Piano Tuners & Techs http://www.aptta.org.au		Also add IM but not DOB
Quality Profile Photo (aligned with purpose) https://www.linkedin.com/in/yoururl/edit/topcard		Professional Purposeful
Headline (first keywords important 200+ chars on mobile) https://www.linkedin.com/in/yoururl/edit/topcard		Think search queries
Summary (must be aligned with purpose, dot points, story) https://www.linkedin.com/in/yoururl/edit/topcard		Complete and aligned
Experience (must be aligned with purpose and consistent) https://www.linkedin.com/in/yoururl/edit/position/new Describe your business (including start date), tasks, achievements and sign off with a call to action and your contact details		Complete and aligned
Education (must be accurate and detailed – include transcript) https://www.linkedin.com/in/yoururl/edit/education/new		Complete and aligned
Volunteer Experience (be strategic, emulate Experience) https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new If you are a Committee Member for PTTGV, include it		Complete and informative
Endorsements (top three the most important) https://www.linkedin.com/in/yoururl/detail/skills		Selected and sorted
Recommendations (given and received) https://www.linkedin.com/in/yoururl/detail/recommendation/ask		6+ given and received
Additional Sections (to be completed) <i>Organizations include PTTGV, Certifications include PTTGV,</i> Publications (includes Music), Honors & Awards Projects, Courses, Test Scores, Patents, Languages <i>Follow PTTGV at https://www.linkedin.com/company/27670792</i>		Complete and informative
Start thinking about some of the other ways you can use LinkedIn - thought leadership – finding and sharing - liking, commenting, sharing from the newsfeed (signals, behaviour, curating) - posting and/or writing search engine optimised articles - researching for content, mentoring, advice etc - networking and relationship building - business and personal brand building - jobs by location https://www.linkedin.com/jobs/career-interests		Discuss

Suggested Essentials for every Piano Tuner or Technician

1. Create a password protected Excel Spreadsheet with all of your login and password details for everything you login to (includes your domain name, website hosting, website, social media, PTTGV etc)
2. Create an Excel Spreadsheet with a list of all of the links of where you or your business appears online
3. Create a Google Plus Profile <https://plus.google.com> and in the Information Section, add in the details of all of this links where you appear online
4. Create a Free Google Listing Business Brand Account (Location) for your Business Name and Your Name <https://www.google.com/business> (secure at least one review and complete in detail, preferably with photos and your own YouTube Channel videos)
5. Create a Google Analytics Account and install on your Website <https://www.google.com/analytics>
6. Create a Google Search Console Account and go through set up and connect it to your website <https://www.google.com/webmasters>
7. Create a True Local Listing <https://www.truelocal.com.au> (secure at least one review)
8. Set up a consistent schedule to either curate or create content once a month and add it to your website and share it via social media (at least LinkedIn and your Google Location, Google Posts, Facebook and Instagram if you have them as well)
9. Make sure your PTTGV Profile is up to date, correct and complete and showcase this on your website, social media (including LinkedIn) and in Google
10. Review all items at least once a year to make sure as many details are filled in as possible. Check your account settings. Respond to all comments and enquiries and reviews as soon as possible.

Notes to self:
