



ACCREDITED MINDSHOP FACILITATOR (AMSF) DAY

THURSDAY 24TH MAY, 2018

- Topic:** Leveraging and Mastering LinkedIn as an Advisor
- Date:** Thursday 24 May 2018
- Time:** 1:00pm – 2:30pm
- Venue:** Sheraton Grand Mirage  
71 Sea World Drive, Main Beach, Gold Coast, Queensland, Australia 4217
- Presenter:** Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC  
Independent LinkedIn Specialist

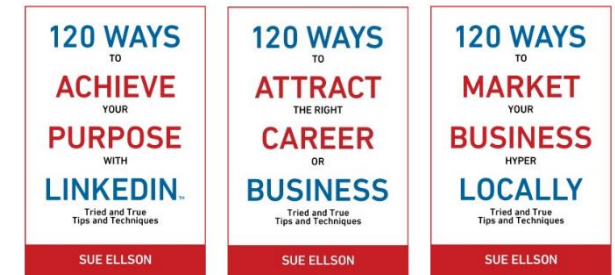
# Special Requests

- Be willing to raise your hand (for voting)
- Be willing to contribute your best tips (for the benefit other advisors)
- Be willing to take action from this session (get maximum value)
- See this as a learning opportunity for you and your clients

# Sue Ellson BBus MIML MAHRI CDAA (Assoc) ASA MPC



- 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
- 2003 Joined LinkedIn 13,500+ Connections, 900+ views/90 days, 200+ searches/7 days
- 2005 Member of the Australian Human Resources Institute
- 2008 **Independent LinkedIn Specialist** 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
- 2015 Member of Australian Society of Authors
- 2016 Teaching at General Assembly and RMIT Short Courses
- 2016 Wrote and published three 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
- 2018 Answering questions on Quora.com – Top Writer 2018



## Sue Ellson – Voluntary Work

- 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 South Australian 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 Network & Camberwell Network



# Understand as General Principles

- database size, algorithms, signals sending, behaviour matching
- machine learning and artificial intelligence
- all content is simply a version number
- be strategic for your target audience and follow up
- recommendations and reviews are becoming more important
- unique and authentic content on reputable sites is helpful
- must keep learning and taking action
- need digital competency not just digital literacy

Additional podcasts, publications and presentations at <https://sueellson.com>  
(special offer later)



# As an Advisor, where do **most** of your **clients** come from?

- social media (LinkedIn, Facebook, Instagram, Twitter etc)
- Google search results
- YouTube videos
- advertising
- networking
- referrals (word of mouth – including from existing clients)
- something else?

## If **most** of your **clients** come from referrals or word of mouth, what do they do next?

- 1) Ask for details of past clients
- 2) Review your website (and read testimonials)
- 3) Google your name, your business name or your keywords
- 4) More formal due diligence (reviews, multiple sources etc)
- 5) Something else?

**Hint:** LinkedIn can help...



- Started 5 May 2003 – Sue Ellson joined 21 December 2003
- 9+ million members in Australia
- 600+ million members worldwide
- 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, acquired by Microsoft in 2016
- started as a network, then publishing, next B2B platform
- <https://news.linkedin.com/news>
- Google your name – often first link in search results
- Up to 95% of decision makers will Google your name
- Up to 90% of jobs are NOT advertised
- Up to 85% of business is done by referral
- Profiles with photos 14 times more likely to be viewed
- Around 4 million Australians are active monthly users

(Facebook 15M, Instagram 9M, Twitter 3M, Pinterest 290K, Snapchat 4M Google+ 55K?)  
<https://www.socialmedianews.com.au/social-media-statistics-australia-april-2018>





# Rewards and Benefits

- attract filtered business (content can reduce tyre kickers)
- appear in LinkedIn and Google search results (Profile and Articles)
- research and find decision makers
- build and maintain your brand
- build and maintain your network
- create lifetime and dynamic content
- professional and personal development
- measure your results (and referrals to your website or business)

<https://sueellson.quora.com/The-Benefits-of-LinkedIn>

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



## **How to start – let's go through your checklist**

- **collect statistics**
- **backup**
- **adjust settings**
- **edit profile**
- **ways to use LinkedIn**
- **authentic networking**

# Discussion

- **how much time? (can focus newsfeed with hashtags – 20 minutes week AFTER updates)**
- **resume or resource (beyond jobs – what can you showcase?)**
- **connect now (my network – find nearby – mobile and bluetooth)**
- **don't spam or bulk message (show up online and in real life IRL)**
- **engagement ratio (not just broadcast – Like, Comment, Share others)**

# Examples

- **Google name – Sue Ellson**
- **Google enterprise name – Camberwell Network**
- **Google keywords specialty – LinkedIn Specialist**
- **Google keywords topic – Tough Love Unemployed**
- **Google location – LinkedIn Camberwell**
- **Tyre kicker elimination – client options and call to action**

# Mindshop examples

- **Google name – James Mason Mindshop**
- **Google enterprise name – Mindshop**
- **Your stories?**

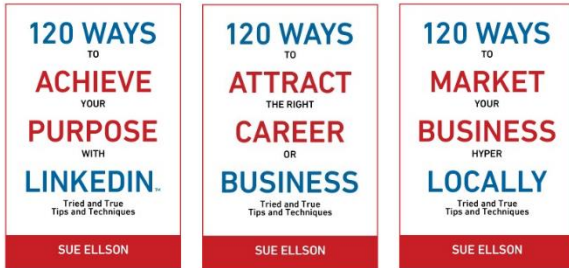


# Mindshop Options

- Follow Mindshop  
<https://www.linkedin.com/company/mindshop>
- Provide Link in Website Links Section  
<https://www.linkedin.com/in/YOURURL/edit/contact-info>  
<http://www.web.mindshop.com>
- Add in Mindshop in Organisations Section  
<https://www.linkedin.com/in/YOURURL/edit/organization/new>
- Add in Mindshop in Certifications Section  
<https://www.linkedin.com/in/YOURURL/edit/certification/new>



# Any Questions? Share First Name and Email Address and receive



1. Free copy of these slides and link to audio recording
2. Free copy of the Top 20 Tips from the book '120 Ways To Achieve Your Purpose With LinkedIn'
3. Chance to win a paperback book (value \$39.99)
4. FREE DIGITAL BOOK if you write a review <https://sueellson.com/reviews>
5. Invitation to connect to Sue Ellson on LinkedIn <https://www.linkedin.com/in/sueellson>