



## LINKEDIN FOR SMALL BUSINESS OWNERS

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**LinkedIn has over 10 million users in Australia and offers a range of ways to help small business owners and freelancers.**

**Come along to this practical workshop where Sue Ellson will teach you:**

- **the specific benefits of LinkedIn for small business owners and freelancers**
- **techniques you can use to attract your target audience and eliminate tyre kickers**
- **how to measure your return on investment using the free options**

**There will also be time to share success stories and network with other participants. Bring your own laptop so that you can get to work straight away!**

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# LinkedIn Workshop

There are many ways to create a digital presence and one of the most effective tools is LinkedIn.

## Today

- the specific benefits of LinkedIn for small business owners and freelancers
- techniques you can use to attract your target audience and eliminate tyre kickers
- how to measure your return on investment using the free options
- update your LinkedIn Profile and adjust your settings for an All-Star Profile
- develop your content involvement, curation and production strategies
- research, referrals and sales
- Digital Management, Etiquette and Good Business Practice

## Other Reading

- **How to choose your next job or career** (decision making framework for clarifying your purpose) <https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>
- **Primary and secondary keywords** (to help you prepare some text to include in your LinkedIn Profile) <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>
- **How To Write A Search Engine Optimised Article On LinkedIn** (if you are planning to publish Articles on LinkedIn) <https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>
- **What to do before you speak to a website designer** (so that you understand the principles of producing content online) <https://www.linkedin.com/pulse/what-do-before-you-speak-website-designer-sue-ellson>
- **How Much Should I Pay For A Website And What Should Be Included In The Website Design Proposal?** <https://www.linkedin.com/pulse/how-much-should-i-pay-website-what-included-design-proposal-ellson>



## 1. Introduction to LinkedIn

### 1.1 History

- started out in the living room of co-founder Reid Hoffman in 2002
- launched 5 May 2003
- world's largest professional network 562+ million members in 200+ countries, over 9 million in Australia
- 4.5+ million active monthly users in Australia <https://www.socialmedianews.com.au/social-media-statistics-australia-june-2018>
- 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> <https://about.linkedin.com> <https://blog.linkedin.com>

### 1.2 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 (not just literacy)
- **Business rules** – read or have your own social media guidelines
- **Need help** – ask a friend or expert

## 2. Statistics and Backup

### 2.1 Personal statistics – now and goals for the future to attract your target audience

**Number of Connections** (max 30,000) \_\_\_\_\_

<https://www.linkedin.com/mynetwork>

60+ min, 500+ in time

**Number of Followers** (max unlimited) \_\_\_\_\_

<https://www.linkedin.com/feed/followers>

More than Connections

**Profile Views per 90 days** \_\_\_\_\_ (Reverse stalk)

<https://www.linkedin.com/me/profile-views>

100+ per 90 days

**Search Results for 7 days** \_\_\_\_\_

<https://www.linkedin.com/me/search-appearances>

50+ per 7 days

**All Star Profile** (Yes or No) \_\_\_\_\_

Yes

**Number of Featured Skills and Endorsements** (max 50) \_\_\_\_\_

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

Top 3 20+ votes

**Number of Recommendations** (Given & Received) \_\_\_\_\_

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

6+ Given 6+ Received

### 2.2 Backup your profile and your data

**Save to PDF** (from More Options below headline)

YYYYMMDD-Your-Name-LinkedIn-Profile.pdf

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

Also save other details

**Download your Data** (the works)

<https://www.linkedin.com/psettings/member-data>

6 monthly minimum – when receive email from LinkedIn, click and save immediately, can open CSV file in LinkedIn with all of your Connections – First Name, Last Name, Email Address, Current Job Title, Current Company, Date Connected

### 3. Adjust most important settings

#### 3.1 Personal settings – must do's in Top Card

**Edit Public Profile URL** (SEO, online visibility, email signature, business cards etc)

<https://www.linkedin.com/public-profile/settings>

Lowercase all in one word or – between first and last name

or number or pre and/or post nominals (also see other Public/Private information choices)

**Quality Profile Photo** (aligned with purpose) and background image 1584x396 pixels

<https://www.linkedin.com/in/yoururl/edit/topcard>

Professional Purposeful – tips at <https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson> <https://www.photofeeler.com>

**Update Headline**

(first keywords for searches important 120 characters on desktop/laptop more on mobile device)

<https://www.linkedin.com/in/yoururl/edit/topcard>

**Update Summary**

(must be aligned with purpose, dot points, story first two lines are visible)

<https://www.linkedin.com/in/yoururl/edit/topcard>

#### 3.2 Profile settings – account settings

<https://www.linkedin.com/psettings>

**Email Addresses** (add all of your email addresses, don't remove, change primary)

<https://www.linkedin.com/psettings/email>

**Phone Numbers** (do NOT allow LinkedIn to sync +61 402 243 271)

<https://www.linkedin.com/psettings/phone>

Unsync at <https://www.linkedin.com/mynetwork/settings/manage-syncing>

**Autoplay Videos** (turn off for large mobile use)

<https://www.linkedin.com/psettings/videos>

#### 3.3 Profile settings – privacy settings

<https://www.linkedin.com/psettings/privacy>

**Who can see your Email Address** (your choice – eliminate tyre kickers with good copy)

<https://www.linkedin.com/psettings/privacy/email>

**Who can see your Connections** (only you = only shared connections visible)

<https://www.linkedin.com/psettings/connections-visibility>

**Viewers of this Profile also viewed** (choose NO unless espionage)

<https://www.linkedin.com/psettings/browse-map>

**Profile Viewing Options** (anonymous on demand – stalking for legitimate reasons only)

<https://www.linkedin.com/psettings/profile-visibility>

**Sharing Profile edits** (suggest No)

<https://www.linkedin.com/psettings/activity-broadcast>

### **3.4 Profile settings – contact info**

<https://www.linkedin.com/in/yoururl/detail/contact-info>

**Websites** (add 3 URLs and choose Other for 30 character description – always copy/paste URLs)

Can include – 1) Your Personal Website and Link

2) Your Business Website and Link

3) Professional Membership Link

### **Other Details**

Also add phone, address, twitter, IM but not DOB

### **3.5 Company Page settings**

Create a Company Page

<https://www.linkedin.com/company/setup/new>

How to maximise your Company Profile on LinkedIn

<https://www.linkedin.com/pulse/how-maximise-your-company-profile-linkedin-sue-ellson>

20 Ways Your Employees Can Support Your Business On LinkedIn And Why They Should

<https://www.linkedin.com/pulse/20-ways-your-employees-can-support-business-linkedin-why-sue-ellson>

\*\* Please make sure you have a Social Media Policy for your staff and consider providing written instructions as to how you would like them to update their LinkedIn Profile (their choice still) – just suggestions...

## **4. Completing your LinkedIn Profile**

**Experience** (must be aligned with purpose and consistent)

<https://www.linkedin.com/in/yoururl/edit/position/new>

Describe the enterprise (including established date), tasks, achievements and sign off with a call to action and your contact details – may also like to include videos, PDF's, images media

**Guru or Dinosaur** <https://www.personalgrowth.com/over-50-looking-for-work>

**Education** (must be accurate and detailed – include subject transcript (and topics if relevant))

<https://www.linkedin.com/in/yoururl/edit/education/new>

**Volunteer Experience** (be strategic, emulate Experience layout)

<https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new>



**Endorsements** (top three pinned to top are the most important, especially if voted by other experts)  
<https://www.linkedin.com/in/yoururl/detail/skills>

**Recommendations** (given and received)

<https://www.linkedin.com/in/yoururl/detail/recommendation/ask>

6+ given and received – be strategic, include keywords for you and for your recommendees

**Additional Sections** (to be completed)

Organizations include all Professional Memberships

Certifications include all Professional Memberships

Publications include Print, Audio, Video or most relevant for your purpose

Honors & Awards provide descriptions to explain why the XYZ Award is relevant

Projects past behaviour predictor of future performance

Courses

Test Scores

Patents

Languages include English and any others

Follow selected Companies

Remember that MOST people do not complete these sections.

You need to set an EXAMPLE for your clients, colleagues, peers etc.

Visit Sue Ellson's Profile for ideas and examples as often as you wish

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

**How to showcase your Professional Membership on LinkedIn**

<https://www.linkedin.com/pulse/20141016095333-77832-how-to-showcase-your-professional-membership-on-linkedin>

Let the robots do the networking, content do the sorting and opportunity come knocking!

## 5. Content Strategies

### 5.1 Content stages

First and foremost, you need to complete your own LinkedIn Profile to the best of your ability.

Depending on how comfortable you are with creating and publishing your own content via LinkedIn, you are likely to be in one of three content stages:

- content involvement – Liking, Commenting and Sharing other people's content including the content shared on your own Company Page
- curation – sourcing other people's good content and sharing it
- creating – both Posts (newsfeed) and Articles (like your own blog) with unique content

Remember to keep your Engagement Ratio at a good level – ideally one share of your content and 12 engagements (Like, Comments or Shares of other people's content – again, be strategic).

## 5.2 Evergreen Content

Articles can be Search Engine Optimised to appear in Google Search Results long after the original publication date and are best suited to ‘evergreen’ content – but don’t forget to incorporate a call to action at the end.

<https://www.linkedin.com/pulse/how-write-search-engine-optimised-article-linkedin-sue-ellson>

- Google search ‘tough love unemployed’ for an example

**Note to self:** Always keep a copy of your Article URLs and the Article Content as there is no guarantee that it will always be online. Do not use copyright images.

## 5.3 Dynamic Content

Posts that you write and that appear in the Newsfeed have the potential to go ‘viral.’ At present, this seems to happen if:

- The post receives early engagement (Likes, Comments, Shares)
- If you add an image before you add text and a link
- If you upload a video and .srt file (transcript) directly into LinkedIn
- If you have written it in an engaging way – e.g. start with ‘Today’
- If you have ‘pinged’ other people in the Post – type @ and their name to notify them
- If you have included hashtags # (subjects)
- If you encourage people to engage appropriately
- If you personally respond to all Comments
- If you recycle the Post a week later (which is why you need to keep a copy of each Post’s URL but also if you need to find and delete a profile that was sensitive)

Visit <https://www.linkedin.com/feed/update/urn:li:activity:6413272325709488128> to see 10500+ views in two weeks

### 20 Ways to encourage a LinkedIn Post to go viral

<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

**Note to self:** Always keep a copy of your Post URLs in case you want to recycle or retrace what you have done in the past in your own Excel Spreadsheet. Always be nice in your Posts and encourage positive discourse. Consider sharing some of your Post URLs to others to encourage them to interact with your Post.

## 6. Research, Referrals and Sales

LinkedIn is an excellent research tool that helps you find people beyond your first and second level Connections. You can search at <https://www.linkedin.com/search/results/index/> and if you go beyond the Commercial Use limit, you can use an Advanced Google Search [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search) and include LinkedIn.com in the site or domain field.

\*\*\* <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson> \*\*\*

## 7. Digital Management Strategies

You need to be aware that what you publish on LinkedIn is automatically tied to your brand online.

Whilst you may be able to invite an assistant to monitor messages, provide appropriate responses to Comments or make decisions on who to accept or not to accept in your Network, ultimately, they cannot write your Profile for you (only you know your background – at worst, copying and pasting non-confidential information from an existing resume is better than blank boxes).

**You can help people self-select whether or not they should reach out to you by writing your content for your purpose and deciding who can see your contact details.**

If you wish to speak at international conferences or contribute to particular journals, connect with these people, follow their ‘Company’ pages on LinkedIn, connect with fellow professionals in the same area internationally.

If you wish to be viewed as a thought leader in your area of specialty, commit yourself to regular distribution of good quality content – once a month is adequate. Aim to secure more Followers.

There is no need to reinvent the wheel – borrow ideas from other world logistics and supply chain specialists. Look at them anonymously, save their profile to PDF, print and borrow away!

You can schedule posts to be shared automatically from your own blog or website – I find it better to post individually to a social media platform in the ‘format’ that suits the platform audience – good quality content shared regularly is far better than average quality shared frequently.

Remember that if you optimize your LinkedIn Profile, it can often appear number one, page one of Google search results for your name, your keywords and for your Article titles – so it is worth getting it RIGHT for your purpose.

Quick questions via email most welcome [sueellson@sueellson.com](mailto:sueellson@sueellson.com)

Happy Publishing ☺

**Demonstration on Mobile Devices**

**Find Nearby**

**Scan Code**