



for Business Coaches & Career Specialists

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6 October 2021

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Welcome

✓ LinkedIn Experiment

<https://www.youtube.com/watch?v=1jt0FWS>

✓ top 10 items to have on your LinkedIn Profile in 2021

✓ top 10 strategies for getting results for business coaches and career specialists

✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

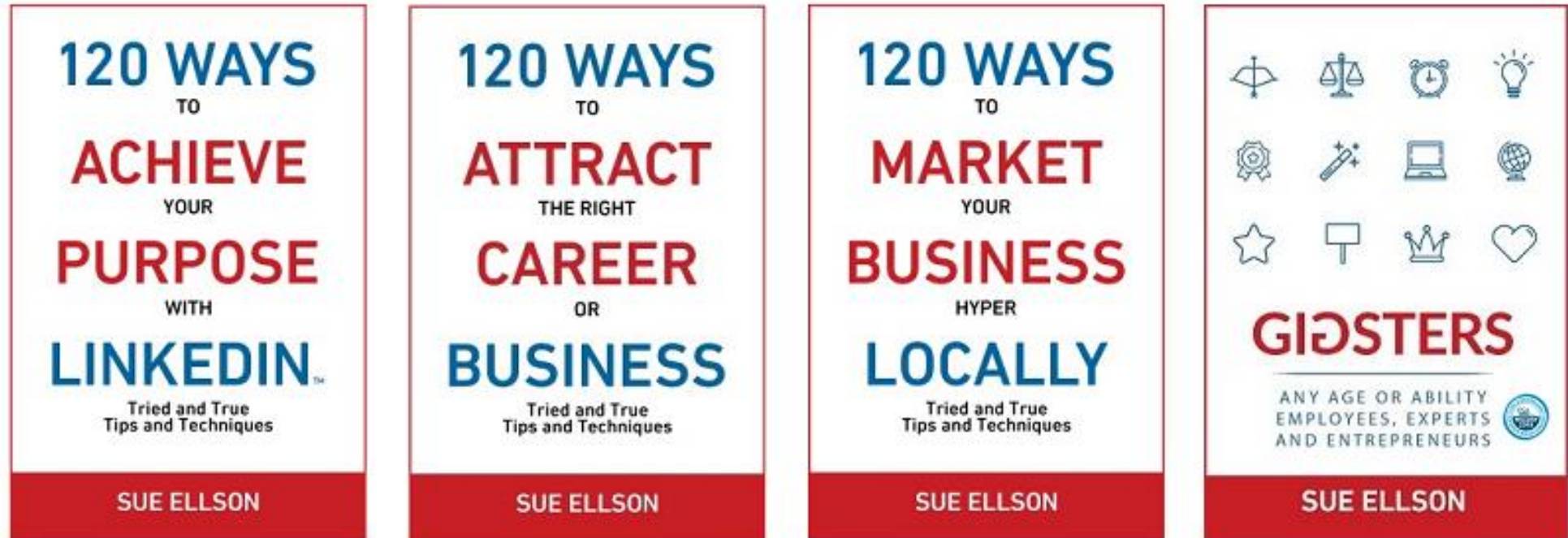


Housekeeping



- ✓ Rob Chiarolli managing chat and questions and answers
- ✓ slides, word document and video recording link will be emailed to all registered guests from Eventbrite and LinkedIn
- ✓ assume varied level of knowledge and experience and can read
- ✓ acknowledge traditional owners of land where we are based and this event welcomes people of all backgrounds

Special Gift – Free Downloads



✓ download Sue Ellson's first four books at <https://www.researchgate.net/profile/Sue-Ellson>

✓ paid books at <https://120ways.com>

Follow / Subscribe to Sue Ellson Online



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(20,836 Connections, 22,340 Followers)
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(286 Followers)
- ✓ YouTube <https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A>
(39 Subscribers)

Special Offer – Latest Book with Session



- ✓ Book appointment with Sue Ellson by 13 October 2021
- ✓ 30 minutes, one hour, two hours
- ✓ <https://calendly.com/sueellson/30-minutes> AUD\$99
- ✓ <https://calendly.com/sueellson/one-hour> AUD\$189
(normally \$200 and no book)
- ✓ <https://calendly.com/sueellson/two-hours> AUD\$379
(normally \$400 and no book)
- ✓ after 13/10/21 direct referrals \$50 discount two hour session


Top 10 items to have on your LinkedIn Profile in 2021



Top 10 items to have on your LinkedIn Profile in 2021

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/sueellson 

1. Custom URL – optimises your name in Google Search Results and can be added to your email signature, website, business card etc
<https://www.linkedin.com/public-profile/settings>


Sue Ellson  (She/Her)

2. Name Pronunciation and Pronouns – record name pronunciation on your mobile device and add your pronoun in solidarity (if you choose)

Open to


Add section

More

Open to work 

Corporate Trainer, Book Author, Workshop Instr...

[See all details](#)

Providing services 

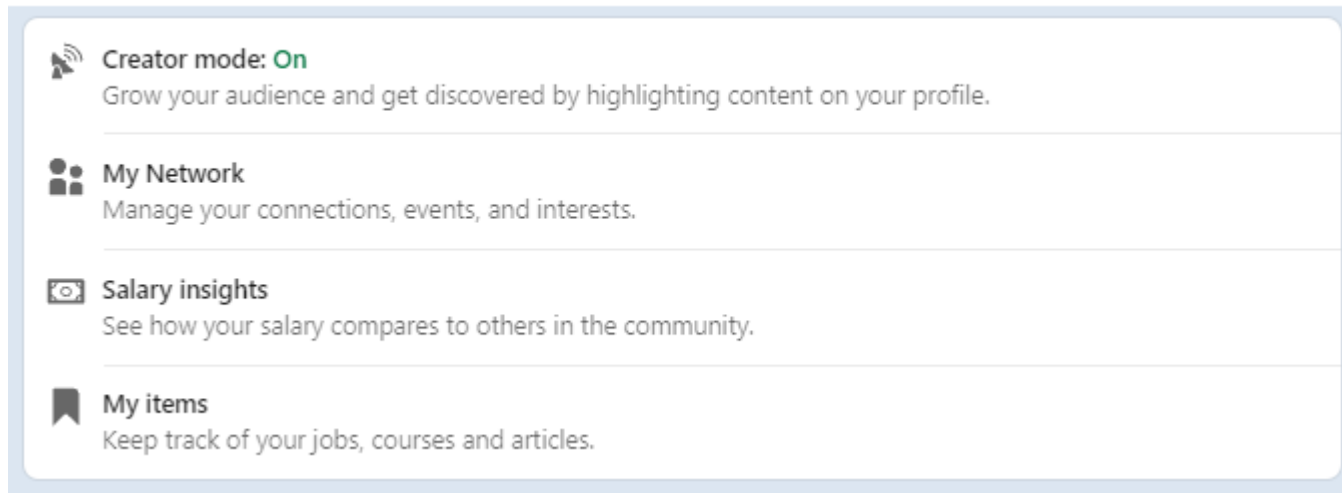
Career Development Coaching, Training, Social ...

[See all details](#)

3. Turn On Open to work and Providing services – 5 work roles and 10 services and can choose remote work

Top 10 items to have on your LinkedIn Profile in 2021









Talks about #careers, #writing, #business, #linkedin, and #marketing



4. Turn on Creator Mode – adds up to five topic hashtags, changes you to Follow button (in your Dashboard on your Profile)

Featured

See all < > + ✎


-  Posts
Show content posted to LinkedIn 
-  Articles
Show articles published on LinkedIn 
-  Links
Show links to web content 
-  Media
Upload photos, documents, and presentations 


5. Add Featured Items to your Profile – from 'Add Section' button and can include Posts (from Newsfeed), Articles, Links, Media

Top 10 items to have on your LinkedIn Profile in 2021

Sue Ellson ×

Contact Info ✎


 **Your Profile**
[linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson)


 **Websites**


sueellson.com (Sue Ellson LinkedIn Specialist)

cdaa.org.au/cdaawebsite/FindCareerSpecialistDetail?id=8293 (CDA
Career Specialist)

120ways.com (120 Ways Publishing)

 **Phone**
+61 402 243 271 (Mobile)

 **Address**
Canterbury, Melbourne, Victoria, Australia, 3126

 **Email**
sueellson@sueellson.com

6. Add three websites as 'Other' in Contact Info – including link to your website, professional association membership profile page etc
<https://www.linkedin.com/in/YOURNAME/detail/contact-info/>

7. Add address in Contact Info – this links directly to a Map and is helpful for location based searches (which we should all love!)

Top 10 items to have on your LinkedIn Profile in 2021

Get a copy of your data

See your options for accessing a copy of your account data, connections, and more

Feed preferences

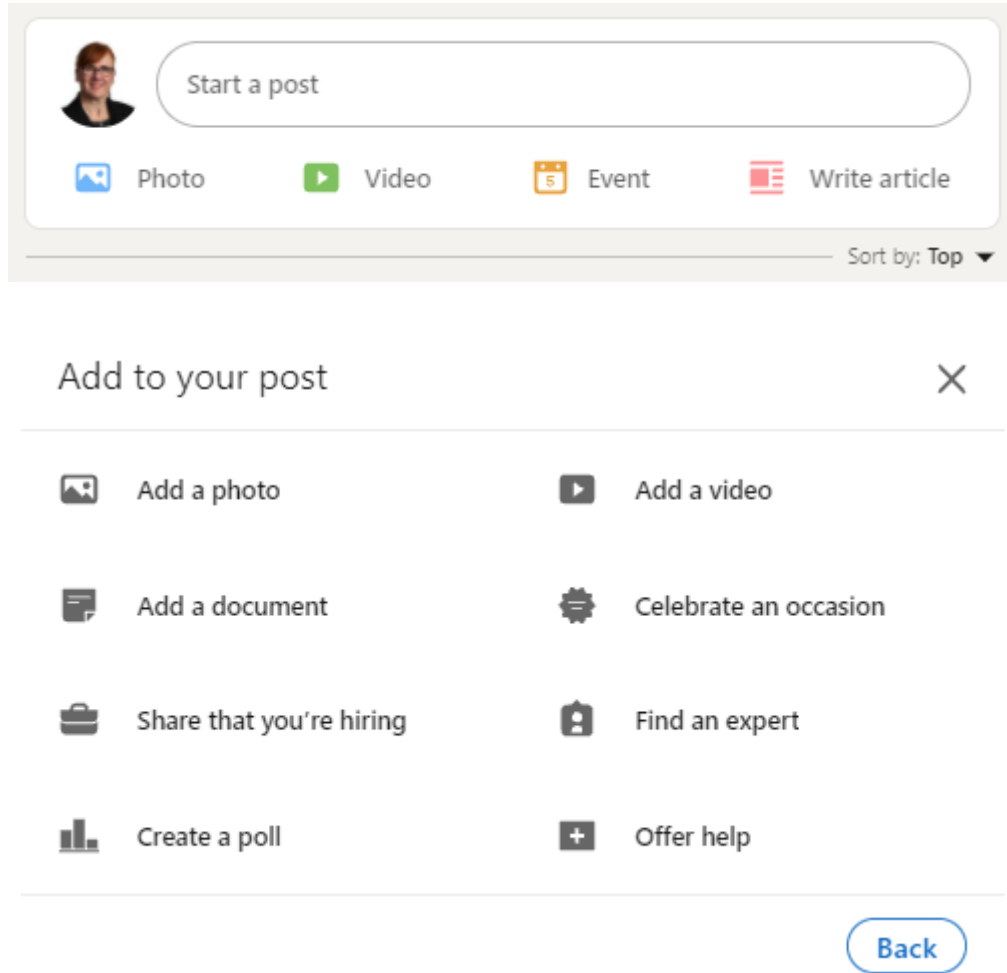
Customize your feed

Change

8. Get a copy of your data – and when you receive the email from LinkedIn, immediately click on the link and save the Zip file. Unzip and see the Inferences file and cross match your past clients list with your LinkedIn Connections

9. Update Feed Preferences – from <https://www.linkedin.com/psettings/account-preferences> go to <https://www.linkedin.com/mynetwork/discover-hub> in particular, watch Newsletters as this will be rolled out more widely

Top 10 items to have on your LinkedIn Profile in 2021



10. Click in Start a Post so you can have more options for sharing content in the Newsfeed beyond Photo, Video, Event (new) and Write Article as it now includes a document, that you're hiring, create a poll, celebrate an occasion, find an expert and offer help

Top 10 strategies for getting results for business coaches and career specialists



Top 10 strategies for getting results for business coaches and career specialists

1. Track and achieve target statistics – record these numbers on specific dates to ensure they are increasing – if not, change your Profile and your Activity on LinkedIn

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 – if significantly more, shows thought leadership

Number you are Following (max unlimited) _____
<https://www.linkedin.com/feed/followers>
More than Connections – if significantly more, shows you are interested in certain topics

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) _____
(complete as many profile sections as possible)
Your own profile page i.e. <https://www.linkedin.com/in/sueellson>
Yes

Number of Featured Skills and Endorsements (max 50)
<https://www.linkedin.com/in/YOURURL>
Top 3 20+ votes

Skill 1 _____ Votes ____

Skill 2 _____ Votes ____

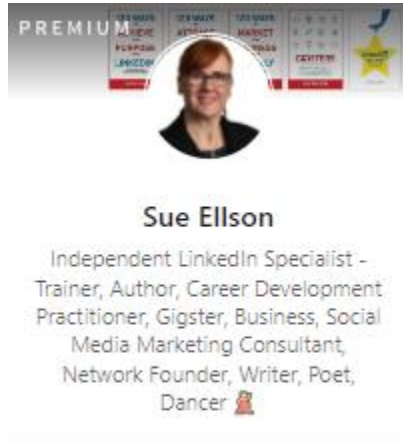
Skill 3 _____ Votes ____

Number of Recommendations (Given & Received)
<https://www.linkedin.com/in/YOURURL>
6+ Received 6+ Given
Received ____ Given ____

Number of Posts
<https://www.linkedin.com/in/YOURURL/detail/recent-activity/shares>
Recommend one per week or at least, one per month

Number of Articles
<https://www.linkedin.com/in/YOURURL/detail/recent-activity/posts>
Recommend one per month or at least, three per year

Top 10 strategies for getting results for business coaches and career specialists



2. Update your LinkedIn Profile – to a standard that is better than your clients and includes your whole story, with keywords in your headline, job titles and education

Who viewed your profile 1,348

Keywords <https://www.linkedin.com/pulse/linkedin-keywords-what-primary-secondary-should-you-sue-ellson>

Headline formula <https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>

Achievements <https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>

For all people <https://www.linkedin.com/pulse/linkedin-women-sue-ellson>

Top 10 strategies for getting results for business coaches and career specialists



3. Connect with everyone you meet from now on – and you may like to connect with some from your past too

1. Friends and Family
2. School, College and University Students, Tutors, Teachers, Lecturers
3. Work Colleagues, Managers, Leaders
4. Industry or Profession Colleagues
5. Stakeholders, Network Members, Event Presenters and Attendees
6. People you find through Research, both Locally and Internationally
7. People you know who reach out to you even if you are not their biggest fan
8. People who reach out to you that could be aligned
9. Recruiters, Decision-Makers and Centres of Influence
10. Service Providers, Funding Providers, Strategic Partners
11. Customers **and Clients**
12. Selected Competitors and Collaborators

<https://www.linkedin.com/pulse/who-can-i-connect-linkedin-sue-ellson>

Top 10 strategies for getting results for business coaches and career specialists

4. Engage, Curate, Create – start by Liking, Commenting, Sharing and Sending content in the newsfeed, then curating good content from elsewhere and sharing it and finally creating your own content both as Posts and as Articles



Like



Comment



Share



Send

Personal Encourager <https://www.linkedin.com/pulse/content-engagement-curation-creation-strategies-busy-people-ellson>

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

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

Active participation – Engage 5x week, Curate or Create Post 1x week, create Article 1x month

Maintenance participation – Engage 5x month, Post 1 x month, Article 1x every 3 or 4 months

Top 10 strategies for getting results for business coaches and career specialists



5. Support your Employer or Enterprise – find ways to specifically engage with your employer content and/or your enterprise

1. Use #Hashtags
2. Use @Mentions
3. Respond to all Comments promptly and in detail
4. Update your LinkedIn Profile
5. Visit the Company Page and engage or respond to 'Notify Employee' requests
6. Follow Social Media Policy (or create one for staff)

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

Top 10 strategies for getting results for business coaches and career specialists



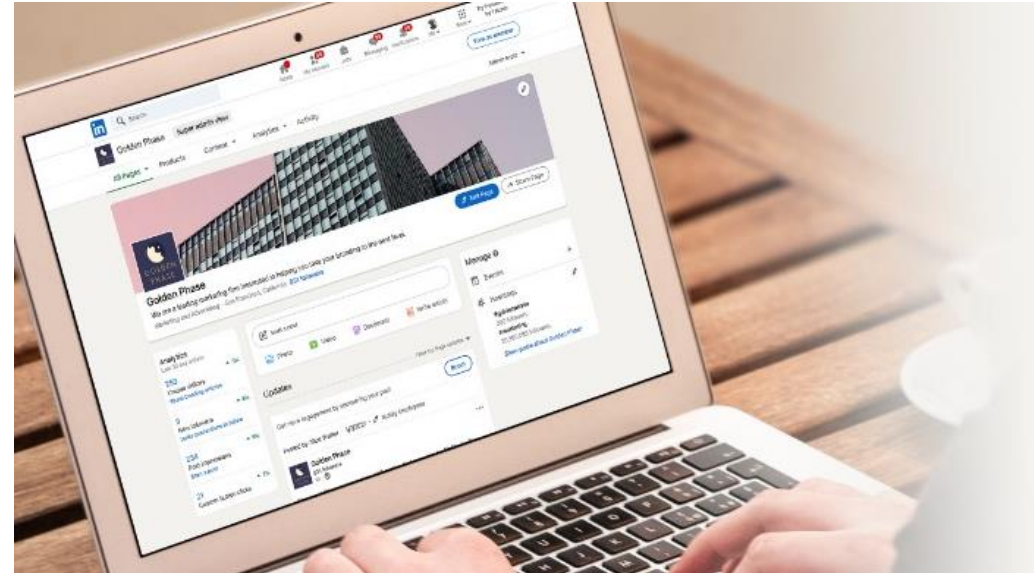
6. Develop your LinkedIn Strategy – your target audience, how you will reach them, what you will do when you do reach them, how you will follow up after an approach

1. Do NOT connect and pitch
2. Understand the exact people you need to reach (use Google Advanced Search) https://www.google.com.au/advanced_search
3. Know the difference between a lead, sale, result, vanity metric
4. Be respectful – most people only want to ‘find’ when ‘looking’ not be ‘sold’ when ‘not looking’
5. Include calls to action on your Profile or Page

How to generate leads, sales, results <https://www.linkedin.com/pulse/how-generate-leads-sales-results-linkedin-sue-ellson>

Top 10 strategies for getting results for business coaches and career specialists

7. Develop your Company Strategy – selecting the best way to maximise your Company Page, even if you are a Company of one



Company Page create at <https://www.linkedin.com/company/setup/new> Aim for 300+ Followers and 5+ Likes per post

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

LinkedIn Company Pages Best Practice <https://business.linkedin.com/marketing-solutions/linkedin-pages/best-practices>

Transferable Page Strategies <https://www.linkedin.com/pulse/linkedin-page-strategies-schools-colleges-sue-ellson>

Top 10 strategies for getting results for business coaches and career specialists

8. Make use of your Professional Memberships – and showcase them on your LinkedIn Profile

1. Follow the Company or School Page
2. Attend Professional Development and add as a 'Course'
3. Connect with other Professional Members (via membership website, Page Posts or Comments)
4. Add Professional Membership details in Contact Info, Licenses and Certifications, Organizations and possibly Experience or Voluntary Experience if you have a leadership role, or Honors or Awards if you have received one or even Publications if you have been featured



Showcase your Professional Membership

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

Top 10 strategies for getting results for business coaches and career specialists

9. Attend or run a LinkedIn Event – and invite people in your LinkedIn Network to attend

1. Can run as an individual or as a Company
2. Can create a Poll, run a Chat, or Post in the Event
3. Can invite your Connections by Industry and Location so that you do not waste your invitation limit
4. Can still have tickets for sale on Eventbrite and have a free event but then 'upsell' if they register there as well
5. Connect with all attendees and invite to Follow Company Page
6. Look at Event guest lists, LinkedIn Profiles and see events they are attending, be 'added' as a Speaker if you are speaking



LinkedIn Events Facts and Strategy <https://www.linkedin.com/pulse/linkedin-events-facts-strategy-sue-ellson>

Top 10 strategies for getting results for business coaches and career specialists

10. Decide on actions and then set time limits – it is very easy to do a lot one day and nothing for months

1. Consistency – once a week, 20 minutes is achievable
2. Respond to Messages as soon as possible
3. Remove annoying Connections
4. Report bad behaviour and remove Connection
5. Always be positive – leave discussions for offline
6. My motto 'friendly and professional NOT personal' (personality and story is fine but not intimate information better suited to other social media or not online at all)
7. Be generous – the digital world is different to the old school world – support and encourage one another so we can advance our profession



LinkedIn FAQs <https://www.linkedin.com/pulse/linkedin-frequently-asked-questions-faqs-sue-ellson>

What to do from home <https://www.linkedin.com/pulse/what-do-your-business-whilst-you-home-sue-ellson>

Top 10 ways to manage your LinkedIn activity in 20 minutes per week



Top 10 ways to manage your LinkedIn activity in 20 minutes per week

1. Logon and engage with the Newsfeed
– 8 minutes
2. Review your Notifications
– 2 minutes
3. Review your Network requests
– 2 minutes
4. Bookmark important Company Pages in your internet browser, visit and engage
– 2 minutes
5. Edit or update your own Profile or Settings
– 1 minute
6. Post an item in the Newsfeed (curated or created)
– 2 minutes
7. Reflect on your statistics, activity and results and make plans for next week
– 3 minutes



Bonus - Maintenance

Monthly

1. Complete any LinkedIn Profile Updates including adding new roles, new email addresses, new connections
2. Save a copy of your LinkedIn Profile to PDF (via the More button) if you have made any changes

Six Monthly

1. Get a copy of your data and save it
2. Review all of your backend settings (some new ones may have appeared) and all menu options
3. Double check any of your LinkedIn Strategies and see if you have forgotten to add Connections, follow up, set up regular processes, adjust to changed conditions etc
4. Consider completing some additional professional development activity related to your online presence (not just LinkedIn) or have your own strategy reviewed by a LinkedIn Specialist



Where to from here?



Upcoming Events



'Maximising your social media platforms' for Catholic Schools

Thursday 14 October 2021 12pm - 2pm

https://us02web.zoom.us/webinar/register/WN_QAUuGQjPRnCfREmcBrUOJQ

Online & Social Media Strategy for Women in Screen, Film, TV & Media

Saturday 30 October 2021 10am - 12pm

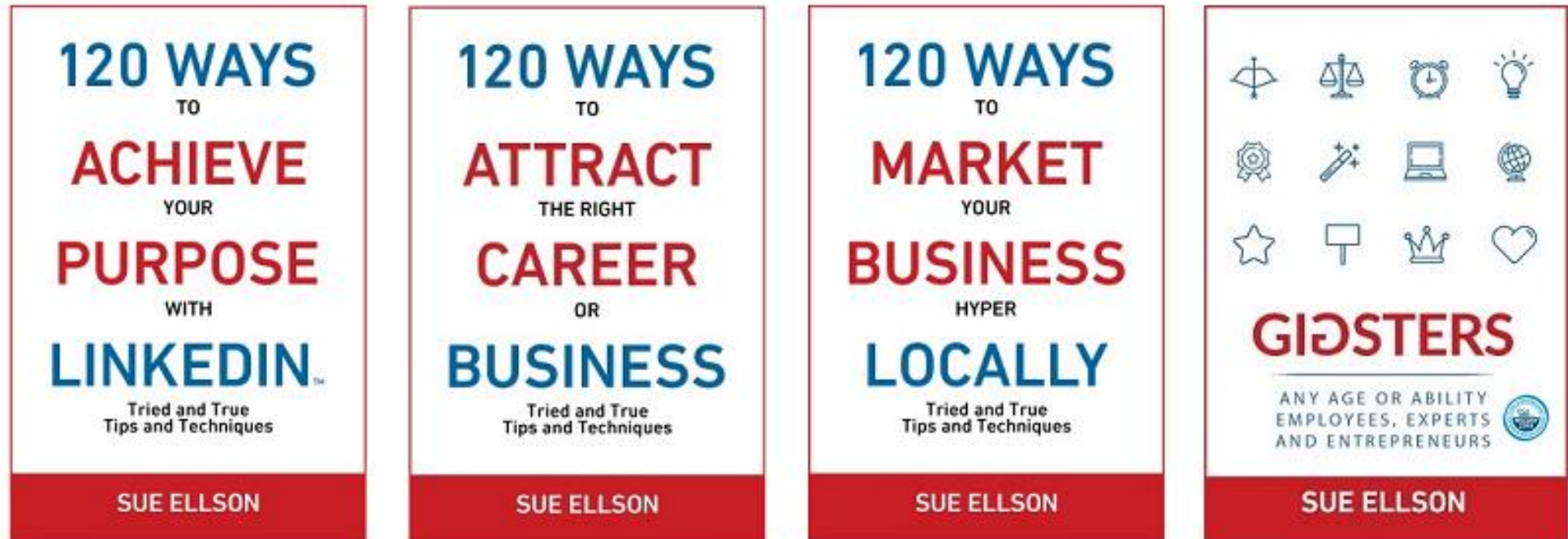
<https://damechangerupdate1.eventbrite.com.au> and

<https://www.linkedin.com/events/online-socialmediastrategyforwo6847742331467235328>

Other events (council only local businesses)

<https://sueellson.com/presentations/presentations-2021>

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(normally \$400 and no book)
- ✓ after 13/10/21 direct referrals \$50 discount two hour session

Thank Sue Ellson online for this free info



- ✓ **Recommendation formula** – where you met, what you observed, future wish, your name
- ✓ **Goodreads Review** if you read a free book <https://www.goodreads.com/sueellson>
- ✓ **Google Review** <https://g.page/sue-ellson-author/review>
- ✓ **Online Review** <https://sueellson.com/reviews>
- ✓ **LinkedIn Recommendation** <https://www.linkedin.com/in/sueellson>
- ✓ **LinkedIn Skills Endorsement** <https://www.linkedin.com/in/sueellson>

