



**for Authors**

**Sue Ellson BBus MPC CDAA ASA WV SPN**

Independent LinkedIn Specialist, Author, Educator, Practitioner

8 June 2022

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

# Welcome

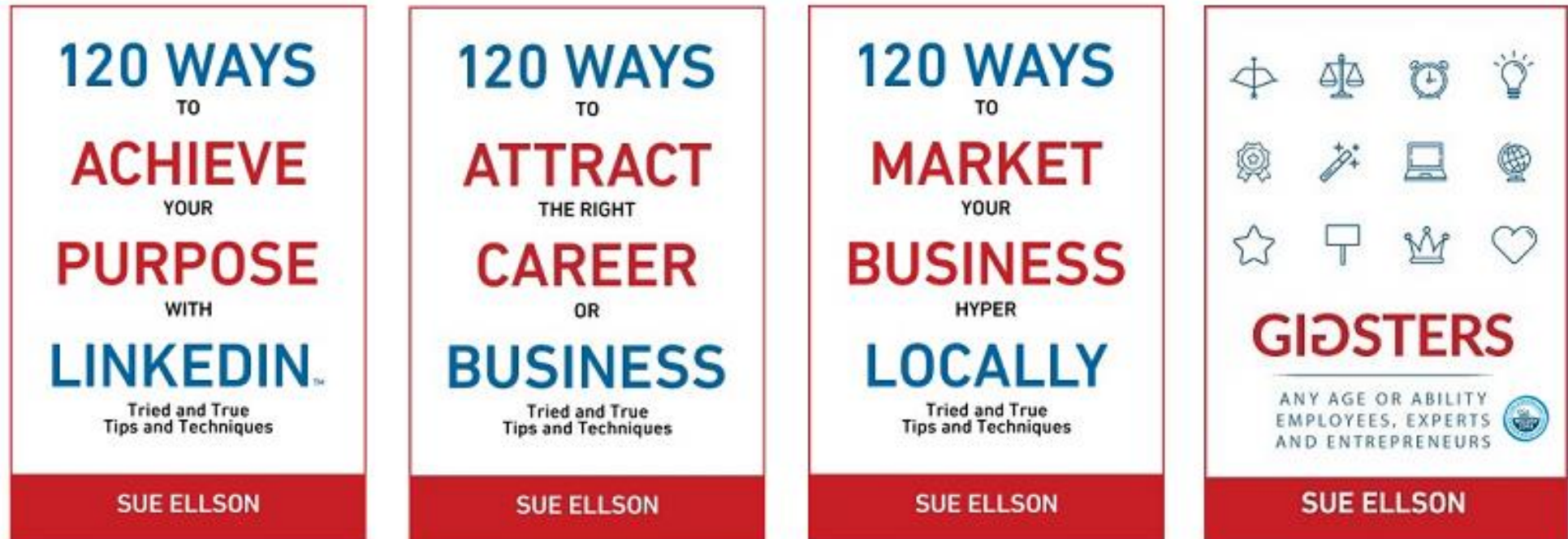
- ✓ top 10 techniques for Authors
- ✓ top 10 ways to use LinkedIn for Authors
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

(please have the LinkedIn App ready on your phone)

Here to give you awesome value and proactive action items!



# Special Gift – Free Downloads



- ✓ latest offer <https://sueellson.com/latest-offer>
- LinkedIn statistics and backup spreadsheet
- Usernames and passwords spreadsheet
- my first four books downloadable from ResearchGate

# Follow / Subscribe to Sue Ellson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (22,075 Connections, 24.359 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (515 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (140 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (393 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (306 Followers)
- ✓ YouTube [https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub\\_confirmation=1](https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1) (64 Subscribers)
- ✓ Sue Ellson Shares LinkedIn Newsletter (4,633 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Ellson Email Newsletter (1,525 Subscribers) <http://eepurl.com/hjxQkP>

# Fast Facts – more at [sueellson.com](https://sueellson.com)

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com>

# Quick Points

- ✓ acknowledge traditional owners of land where we are all based – **please add your location in the chat!**
- ✓ this presentation is for people of all backgrounds
- ✓ disclaimer: this is all information sharing not professional advice for your personal circumstances
- ✓ slides and video recording link will be emailed to all registered guests
- ✓ you can leave your video camera off and microphone on mute (less bandwidth)
- ✓ assume varied level of knowledge and experience and can read
- ✓ please add any questions you have in the Chat – whilst I am screen sharing, you will not appear on the recording
- ✓ learn more about me at <https://sueellson.com> and past clients at <https://sueellson.com/clients>
- ✓ will be asking you what has been most helpful to you at the end (feedback for me)
- ✓ will be recommending that you find a way to say 'thank you'

# Authors Definition for this Presentation

- ✓ students
- ✓ graduates
- ✓ people thinking about writing
- ✓ people who have started writing
- ✓ people who have something they would like to publish
- ✓ people who have self or independently published
- ✓ people who have a website or blog or other platform
- ✓ people who have traditionally published content
- ✓ people with books, ebooks, audio books, papers
- ✓ publishers, advisors, agents, professional association members

<https://www.linkedin.com/pulse/linkedin-authors-writers-playwrights-script-ghost-literary-sue-ellson>

# Why even bother with LinkedIn?





# Why bother with LinkedIn?

- ✓ You will be Googled – by publishers, literary agents, readers, employers, colleagues, fellow students (past and present), friends, peers in the industry, current, future and past employees, recruiters, disgruntled family members, your neighbours, people at parties etc – LinkedIn is highly optimised for your name
- ✓ Do you have your own website? Yourname.com? Top talent across the world do - so you may like to think about this option – but in the meantime, go with LinkedIn and/or Google My Business/Google Maps <https://business.google.com> (free website)
- ✓ 830 million members worldwide and over 17 million people in Australia are on LinkedIn – not having a Google presence can be a liability. It allows you to share your story in your own way before someone else does. It can be a risk mitigation strategy. The number of people using LinkedIn in Australia is increasing year on year
- ✓ No job or enterprise is forever, you NEED a network to maintain an income and to build your experience portfolio, reputation, brand etc and to be kept up to date on what is happening in your areas of expertise

# Top 10 techniques for Authors

– see how many you are already doing!



# Top 10 techniques for Authors

1. **Connect with your audience** – your readers, your advisors, your agents, your publisher, your printer, your book shops, your distribution channels, your advocates, your ambassadors, your author association, your publishing association, your peers, other writers in the same genre locally and internationally

- you can connect with individuals
- you can follow Company Pages
- you can find more through a Google Advanced Search
- [https://www.google.com.au/advanced\\_search](https://www.google.com.au/advanced_search)

## 2. Add details of your writing to your LinkedIn Profile

- Publications section
- Featured section
- as media items in your current 'role'
- in Contact Info – link to your website or Goodreads, Amazon
- writing competition entrances in Honors and Awards
- Maybe list that you 'work' for a Publisher

**Publications** +

**Gigsters - Any Age or Ability Employees, Experts and Entrepreneurs**  
120 Ways Publishing · Apr 16, 2019  
[Show publication](#)

'Gigsters – Any Age or Ability Employees, Experts and Entrepreneurs'  
[...see more](#)

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**Quora.com Question Answerer**  
Quora.com · Jan 1, 2018  
[Show publication](#)

I joined Quora.com on 25/01/2017 and started writing answers to questions in January 2018 and was awarded 'Top Writer' status on 25/04/2018. <https://www.quora.com/profile/Sue-Ellson>

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**120 Ways To Market Your Business Hyper Locally**  
120 Ways Publishing · Aug 23, 2016  
[Show publication](#)

Published: 23 August 2016  
Published by: 120 Ways Publishing  
[...see more](#)

[Show all 10 publications](#) →

# Top 10 techniques for Authors

**3. Customise your LinkedIn 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>

 **Edit your custom URL**  
Personalize the URL for your profile.  
[www.linkedin.com/in/sueellson](https://www.linkedin.com/in/sueellson) 

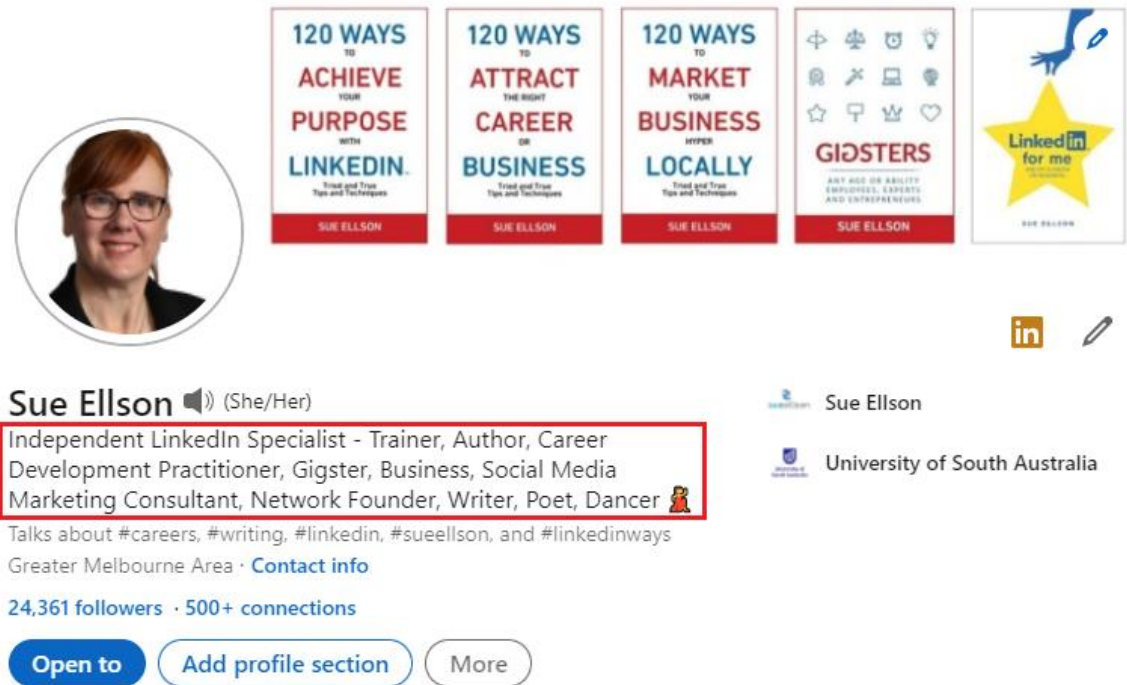
**4. Edit your headline and banner** – what ‘label’ do you be remembered for? Do you have multiple purposes? What do you want to be found for? Will you be writing with more than one genre? What are your interests? 220 Characters

Label - Aspiring Romantic Fiction Author

Keywords – Writing, Blogging, Script & Ghost Writing, Content Creator, Creative Artist, Illustrator, Song Writer, Poet, Rocket Scientist

Interests – Surfer 

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



The screenshot shows Sue Ellson's LinkedIn profile. At the top, there are five banner images with the following text: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS LOCALLY', 'GIØSTERS ANY AGE OR ABILITY EMPLOYERS, AGENTS AND ENTREPRENEURS', and 'LinkedIn for me'. Below the banners is a circular profile picture of Sue Ellson. To the right of the picture is a LinkedIn logo and an edit icon. The profile name is 'Sue Ellson' with a speaker icon and '(She/Her)'. The headline is 'Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer'. Below the headline is a red-bordered box containing the same text. The bio says 'Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways Greater Melbourne Area · Contact info'. At the bottom, it shows '24,361 followers · 500+ connections' and three buttons: 'Open to', 'Add profile section', and 'More'.

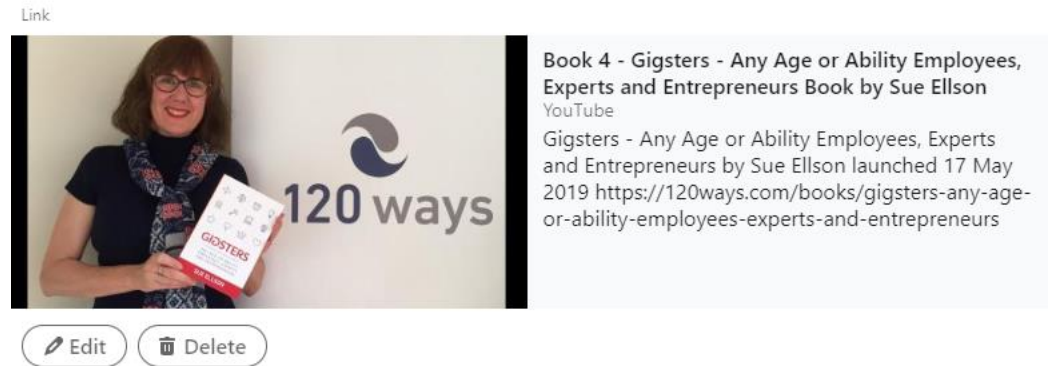
# Top 10 techniques for Authors

## 5. Add your multimedia bling

- video introduction on your face via the Mobile Phone App
- audio announcement of your name via the Mobile Phone App
- video links in Featured Section



Sue Ellson  

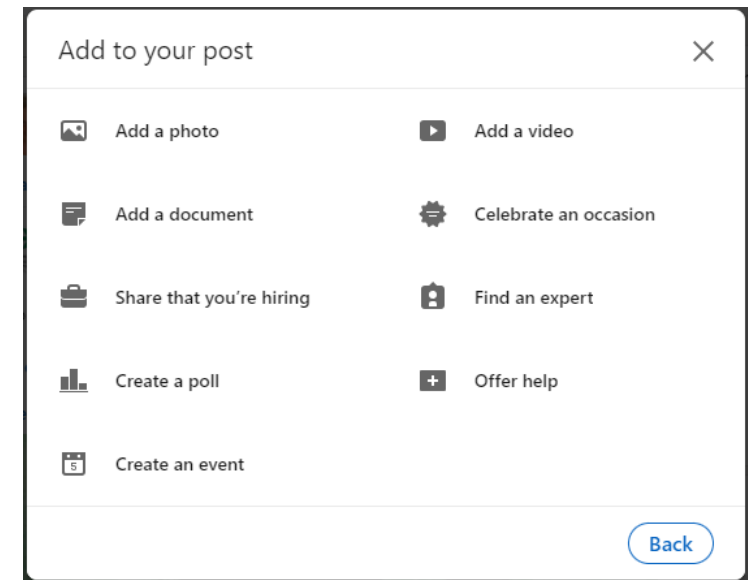
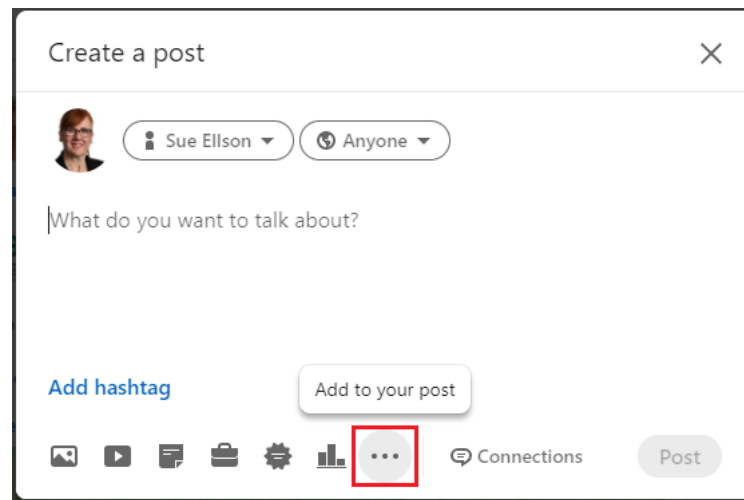
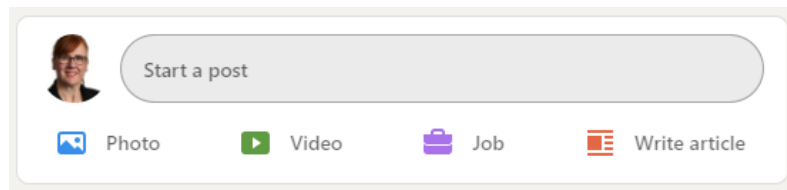


**6. Join and/or Follow Professional Associations** – you can Follow their Company Pages (even if you are not a member) – if you are a member, make sure you add it in the Licenses/Certifications section and the Organizations section and your Contact Info Website Links (cheaper to join as a student and may be able to access free mentoring)

<https://sueellson.com/blog/how-to-showcase-your-professional-membership-on-linkedin>

# Top 10 techniques for Authors

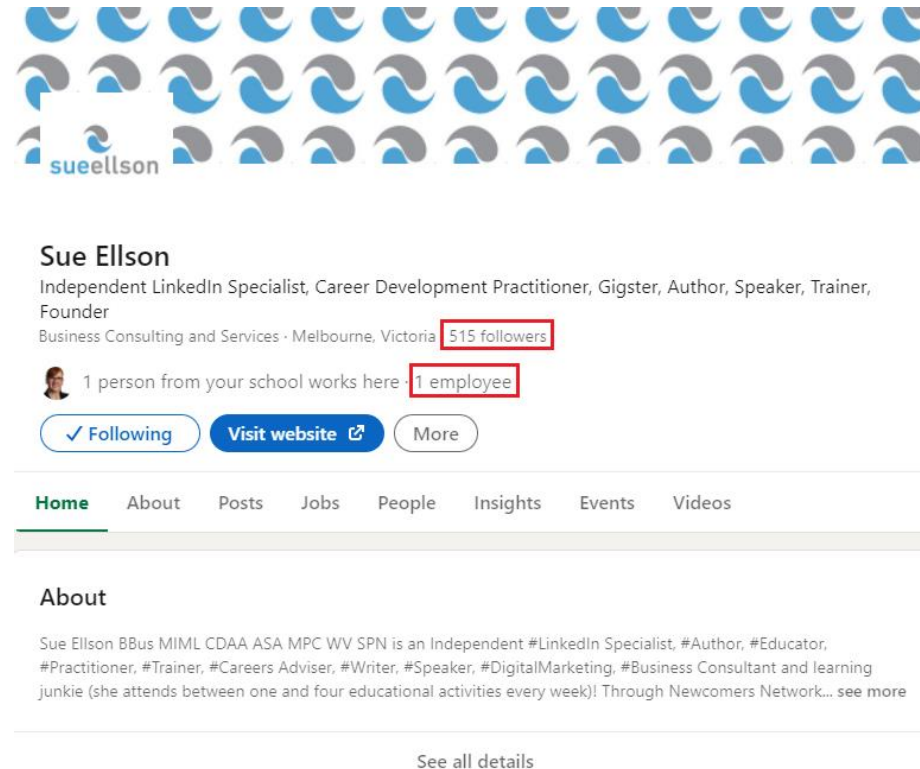
**7. Consider how you can share the details of your publications** – Posts, Articles, Listed Items, Summary PDF Documents, Audio, Video but also keep a record of all of your publications for your own records  
<https://www.linkedin.com/pulse/linkedin-academics-professors-adjuncts-lecturers-school-sue-ellson> and  
<https://sueellson.com/publications>



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

# Top 10 techniques for Authors

**8. Consider creating a Company Page for your Name** – this is a way to ‘collect’ all of your work in one location and for you, even as an enterprise of one, to build your number of Followers



The screenshot displays a LinkedIn profile for Sue Ellson. At the top, there is a banner image consisting of a grid of small circular icons, with the name 'sueellson' in the bottom left corner. Below the banner, the name 'Sue Ellson' is prominently displayed. Her bio reads: 'Independent LinkedIn Specialist, Career Development Practitioner, Gigster, Author, Speaker, Trainer, Founder'. Her location is listed as 'Business Consulting and Services · Melbourne, Victoria', and her follower count is '515 followers'. Below this, it states '1 person from your school works here · 1 employee'. There are three buttons: 'Following', 'Visit website', and 'More'. A navigation bar includes 'Home', 'About', 'Posts', 'Jobs', 'People', 'Insights', 'Events', and 'Videos'. The 'About' section is expanded, showing a detailed bio: 'Sue Ellson BBus MIML CDAA ASA MPC WV SPN is an Independent #LinkedIn Specialist, #Author, #Educator, #Practitioner, #Trainer, #Careers Adviser, #Writer, #Speaker, #DigitalMarketing, #Business Consultant and learning junkie (she attends between one and four educational activities every week)! Through Newcomers Network... see more'. At the bottom, there is a link to 'See all details'.



# Top 10 techniques for Authors

**9. Adjust any relevant settings** – turn off ‘People also viewed’ and Autoplay Videos. Selectively show your visibility – there is no need to Delete your LinkedIn Profile.

You may decide to turn on Creator Mode (nominate five hashtags) if you want to add Content to LinkedIn around major topics and change from ‘Connect’ to ‘Follow’ button on your LinkedIn Profile

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

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

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

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

<https://sueellson.com/blog/linkedin-for-creators-at-linkedin-local-wayne-new-jersey>

## Visibility of your profile & network

Make your profile and contact info only visible to those you choose

### Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

#### Your name and headline



Sue Ellson



Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer 🎭  
Greater Melbourne Area | Management Consulting

#### Private profile characteristics



Founder in the Publishing industry from Greater Melbourne Area

#### Private mode



Anonymous LinkedIn Member



# Top 10 techniques for Authors

**10. Keep an eye on your Statistics** – and download your data at least every six months  
<https://www.linkedin.com/psettings/member-data> and <https://sueellson.com/latest-offer> for the spreadsheet

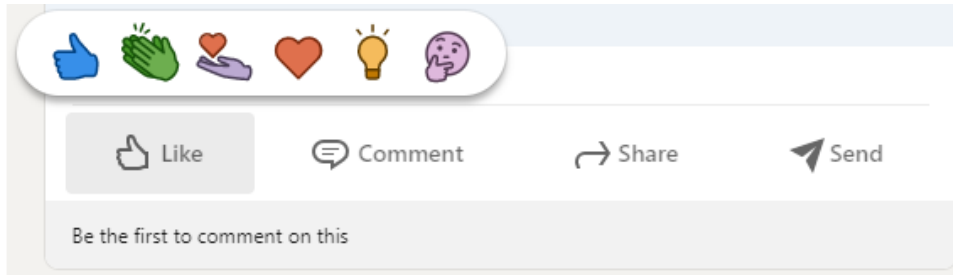
	A	B	C	D
1	<b>LinkedIn Personal Statistics – collect every six months</b>	<b>Sue Sample</b>	<b>Next Date</b>	<b>Next Date</b>
2	– by Sue Ellson			
3	<a href="https://sueellson.com">https://sueellson.com</a>	10/05/2022		
4				
5	<b>1. Find out when you joined LinkedIn</b> (go to the last page of results)	21/12/2003		
6	<a href="https://www.linkedin.com/psettings/data-log">https://www.linkedin.com/psettings/data-log</a>			
7				
8	<b>2. Number of Connections</b> (max 30,000)	21,772		
9	<a href="https://www.linkedin.com/mynetwork">https://www.linkedin.com/mynetwork</a>			
10	60+ min, 500+ in time			
11				
12	<b>3. Number of Followers</b> (max unlimited)	24,044		
13	<a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>			
14	More than Connections – if significantly more, shows thought leadership			
15				
16	<b>4. Number you are Following</b> (max unlimited)	22,147		
17	<a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>			
18	More than Connections – if significantly more, shows you are interested in certain topics			
19				
20	<b>5. Profile Views per 90 days</b> (Reverse stalk)	1,682		
21	<a href="https://www.linkedin.com/me/profile-views">https://www.linkedin.com/me/profile-views</a>			
22	100+ per 90 days			
23				
24	<b>6. Search Results for 7 days</b>	795		
25	<a href="https://www.linkedin.com/me/search-appearances">https://www.linkedin.com/me/search-appearances</a>			
26	50+ per 7 days			
27				
28	<b>7. Number of Featured Skills and Endorsements</b> (max 50)			
29	<a href="https://www.linkedin.com/in/YOURURL">https://www.linkedin.com/in/YOURURL</a>			
30	Top 3 20+ votes			
31				
32	Skill 1 Writing	93		
33	Skill 2 LinkedIn Training	173		
34	Skill 3 Consulting	147		

# Top 10 Ways To Use LinkedIn for Authors

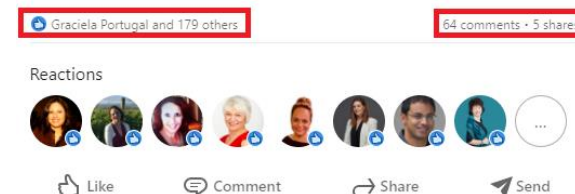
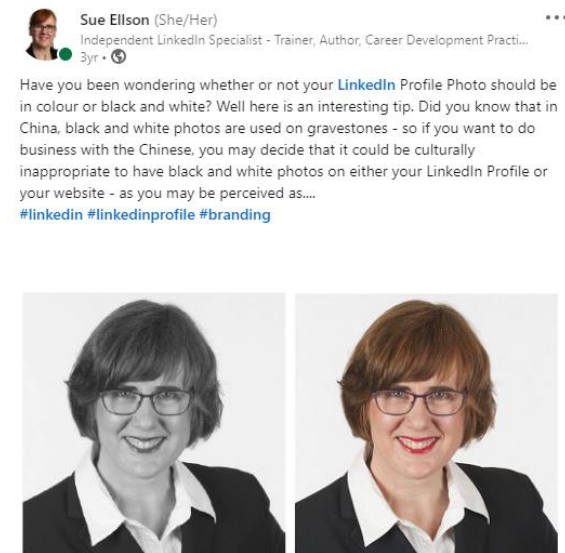


# Top 10 Ways To Use LinkedIn For Authors

- 1. Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase it to 12 engagements and one post – people like it when you like their stuff! Even better if you Comment as well. Great if you can respond to all @Mentions, your Employer Content and it also helps the LinkedIn algorithm understand what you like



- 2. Provide information for social media posts for your publisher** – what information can be shared publicly? Do you keep the social media team informed and provide quality photos and copy (words)? Can you share some behind the scenes stories?

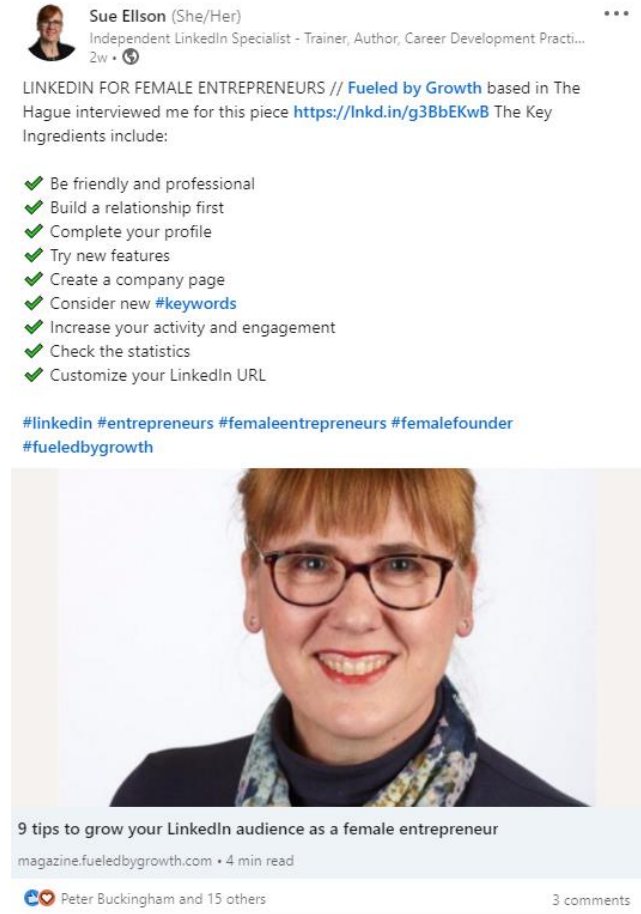


# Top 10 Ways To Use LinkedIn For Authors

3. **Incorporate various features into your LinkedIn Content Strategy** – use relevant emojis (but not too many), use @mentions, #hashtags, add your video to YouTube, wait, edit the transcript and upload the .srt file so that you can have Captions on your video content (via desktop or laptop only), consider saving PowerPoint Presentations to PDF and upload a document (provides a slide show).

Consider

- events
- newsletters
- polls
- sharing your publicity from others



# Top 10 Ways To Use LinkedIn For Authors

**4. Update your Profile yearly** – a lot can change in a year – remember to look at every section of your Profile and every setting as things do change and keep on top of your statistics too!

You can list some Positions in either 'Experience' and/or 'Voluntary Experience' depending on your Personal Objectives.

Make sure you reach out to your 'VIPs' at least once a year to maintain the relationship or visit their LinkedIn Profile and click on the Notification Bell so you can be informed when they Post..

## Analytics

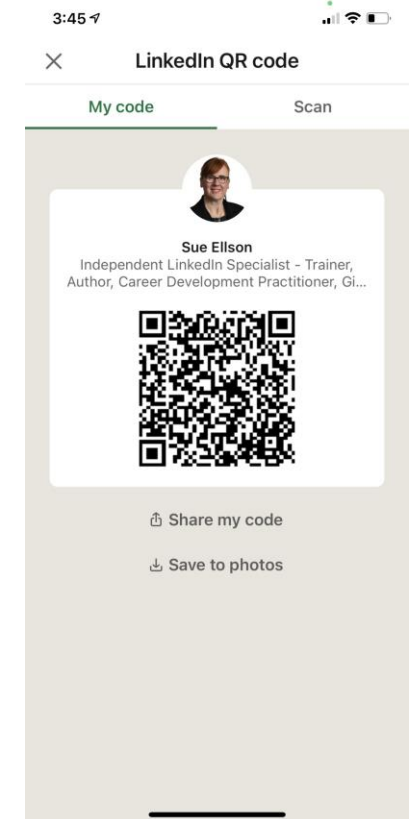
Private to you

**1,771 profile views**  
Discover who's viewed your profile.

**854 post impressions**  
Check out who's engaging with your posts.  
Past 7 days

**835 search appearances**  
See how often you appear in search results.

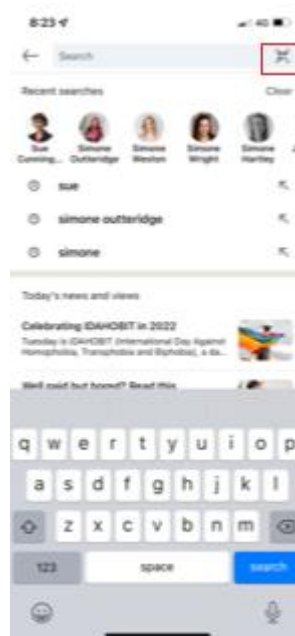
**5. Add Connections** – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met – international as well



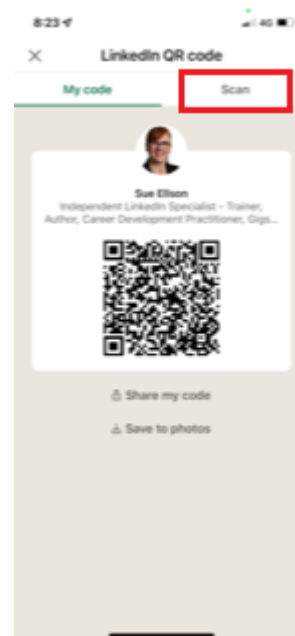
# Connect with me on LinkedIn – part 1



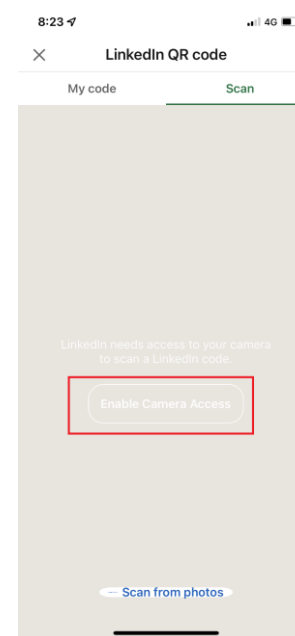
1. Open LinkedIn App and press in Search Box



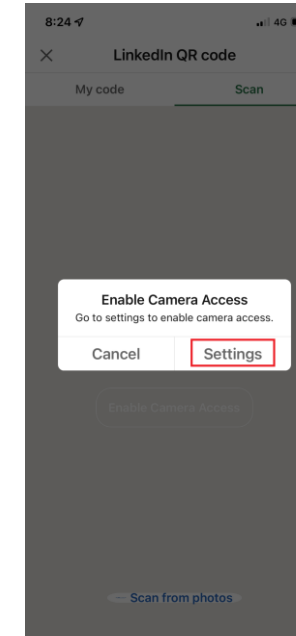
2. Press dots on top right hand side of screen



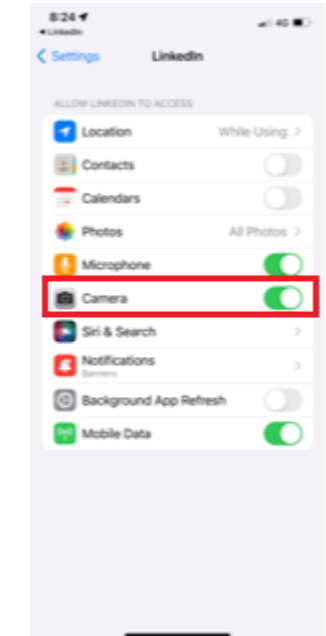
3. Press Scan



4. Press Enable Camera Access

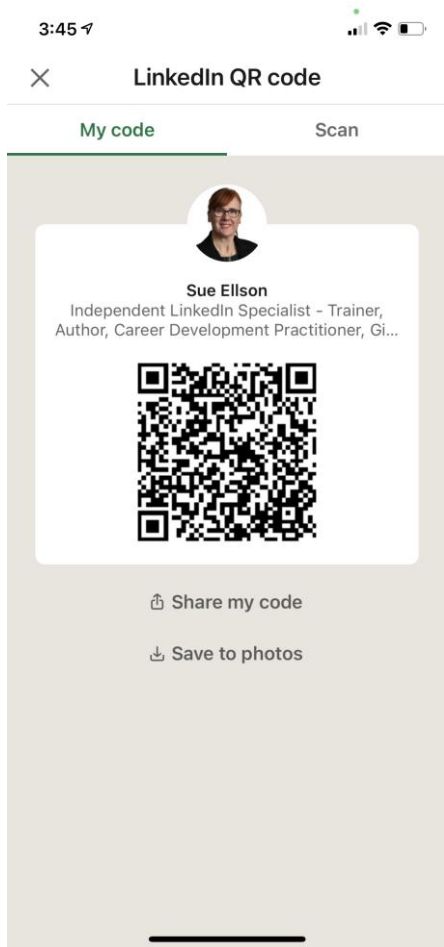


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

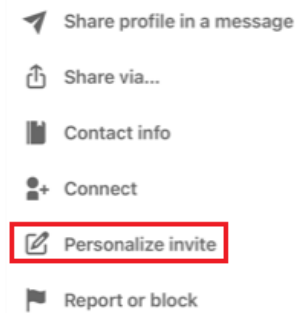
# Connect with me on LinkedIn – part 2



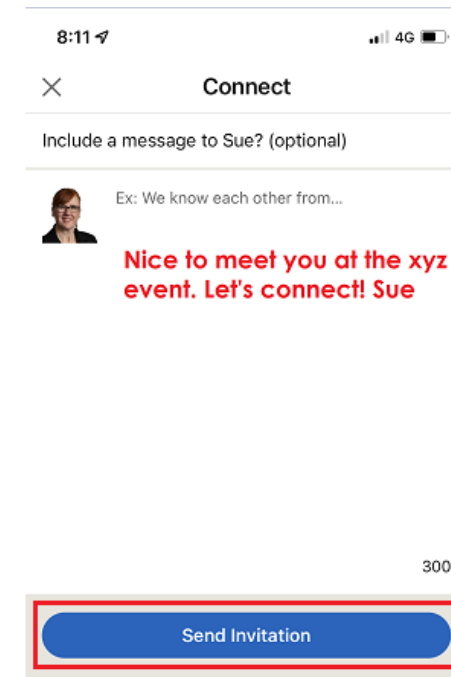
7. Use your phone to Scan this code on the screen



8. Press the three dots next to the Message button



9. Select Personalize Invite



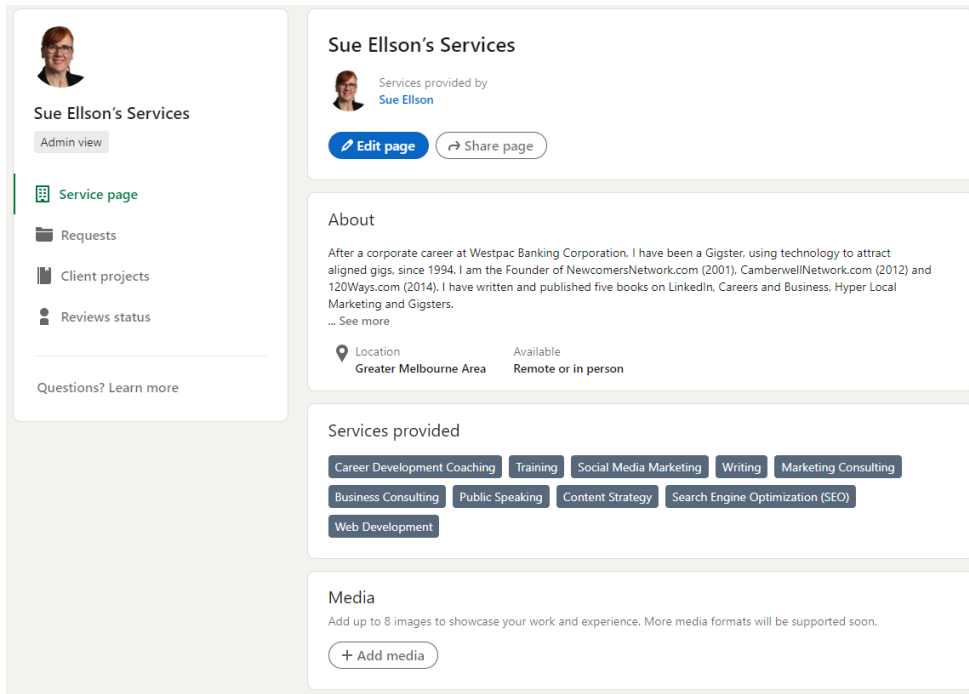
10. Type up a brief message, Send Invitation to Connect

From now on, please connect with everyone you meet in person using your LinkedIn App on your phone

# Top 10 Ways To Use LinkedIn For Authors

**6. Set your goals** – who do you want to reach, serve, support etc – decide on this before choosing what you publish on LinkedIn – if you have a side hustle, may be necessary to discuss this with your employer – may also like to fill in ‘Open to – Providing Services.’

**7. Abide by Social Media Policy** – what Recommendations does your Employer have for your LinkedIn Profile? Recommend being friendly and professional rather than personal. Have a strategy for negative trolls, unwanted Connection requests and triggering comments.



The screenshot shows a LinkedIn profile for Sue Ellson's Services. The profile includes a profile picture, the name 'Sue Ellson's Services', and an 'Admin view' button. The main content area is titled 'Sue Ellson's Services' and features an 'About' section with a detailed bio: 'After a corporate career at Westpac Banking Corporation, I have been a Gigster, using technology to attract aligned gigs, since 1994. I am the Founder of NewcomersNetwork.com (2001), CamberwellNetwork.com (2012) and 120Ways.com (2014). I have written and published five books on LinkedIn, Careers and Business, Hyper Local Marketing and Gigsters. ... See more'. Below the bio, the location is listed as 'Greater Melbourne Area' and availability as 'Remote or in person'. The 'Services provided' section lists various skills: Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development. There is also a 'Media' section with an 'Add media' button.





# Top 10 Ways To Use LinkedIn For Authors

**8. Consider writing Articles** – these can remain online indefinitely (but keep a copy)



## Should you pay for social media ads?

Published on September 10, 2021 | [Edit article](#) | [View stats](#)



Should you pay for social media ads? by Sue Ellson - picture by Marius Spiske perelis.com



**Sue Ellson**  
Independent LinkedIn Specialist - Trainer, Author, Career Development  
Practitioner, Gigster, Business, Social Media Marketing Consultant, Network...

102 articles

### Should you pay for social media ads?

By Sue Ellson BBus MIML MAHRI MPC CDAA ASA WV SPN AH

I have been contacted by several businesses recently asking for assistance with purchasing **LinkedIn Ads**. It seems there are very few LinkedIn Ads Specialists across Australia - and this could be for a number of reasons. Perhaps businesses believe that their target audience is on another social media platform. Or they are already familiar with another social media's

**9. Bring your artistic flair to LinkedIn** – bring your story to life as only you know how. Incorporate as much colour and imagination as possible. Get in early before all other Authors do. Join the dots between your website, social media, reviews, directory links and other links (including media and other websites where you are listed)



**10. Remember that Consistency is Key and abide by the LinkedIn User Agreement**

Provide continuous engagement (responding to all Comments where you are @mentioned if realistic), be on top of the latest features and make use of them to show your digital competency. Cannot automate processes (people or tech) but can systemise. <https://www.linkedin.com/legal/user-agreement>

# 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 Connection requests, Event Invitations  
– 2 minutes
4. Visit and Engage with the content of your Employer/Enterprise  
– 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



Where to from here?



# Publications and Upcoming Events

## **Publications**

<https://sueellson.com/publications>

## **Video recordings**

<https://sueellson.com/videos>

## **Next LinkedIn Insight Webinar – LinkedIn for Women 13 July 2022**

<https://www.linkedin.com/events/linkedinforwomen6936929643987902464>

## **Presentations by Sue Ellson in 2022**

<https://sueellson.com/presentations/presentations-2022>

## **Professional Services**

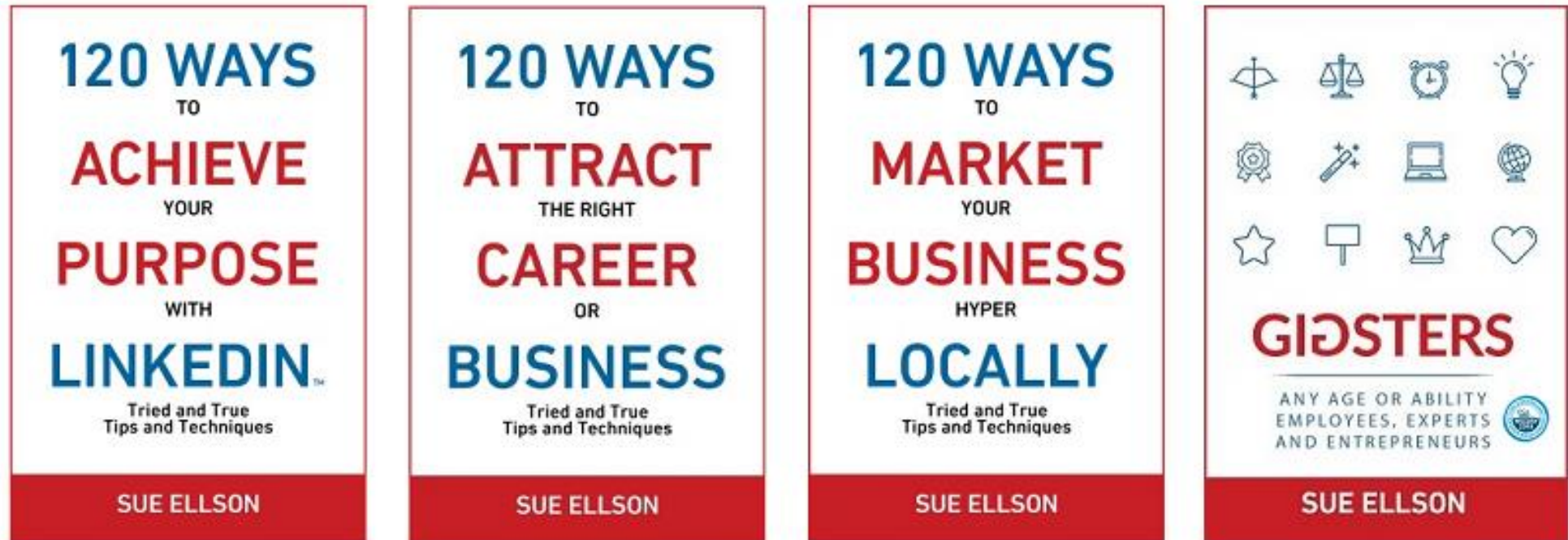
<https://sueellson.com/services> - \$175 per hour up to two people – online can be recorded

# LinkedIn Insight Webinars and Recordings

- **LinkedIn for Migrants, Expatriates and Repatriates** 12pm 14 December 2022 Details to come or [View this now](#)
- **LinkedIn for Sales People** 12pm 9 November 2022 Details to come or [View this now](#)
- **LinkedIn for Career Changers** 12pm 12 October 2022 Details to come or [View this now](#)
- **LinkedIn for Trades People** 12pm 14 September 2022 Details to come or [View this now](#)
- **LinkedIn for Students and Future Graduates** 10 August 2022 Details to come or [View this now](#)
- **LinkedIn for Women** 12pm Wednesday 13 July 2022 [LinkedIn Event](#) or [Eventbrite](#)
- **LinkedIn for Authors** 12pm Wednesday 8 June 2022 [LinkedIn Event](#) - [Recording](#)
- **LinkedIn for Early Career Professionals** 12pm Wednesday 11 May 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Creatives** 12pm Wednesday 13 April 22 [LinkedIn Event](#) [Eventbrite](#) – [Recording](#)
- **LinkedIn for Education Professionals** 1pm Wednesday 9 March 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Human Resource Professionals** 12pm Wednesday 9 February 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Journalists and Media Professionals** 12pm Wednesday 12 January 2022 [LinkedIn Event](#) – [Recording](#)
- **LinkedIn for Board Directors and Senior Leaders** 12pm Wednesday 8 December 2021 [LinkedIn Event](#) – [Recording](#)
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