



for Tradespeople

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner

14 September 2022

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

Welcome

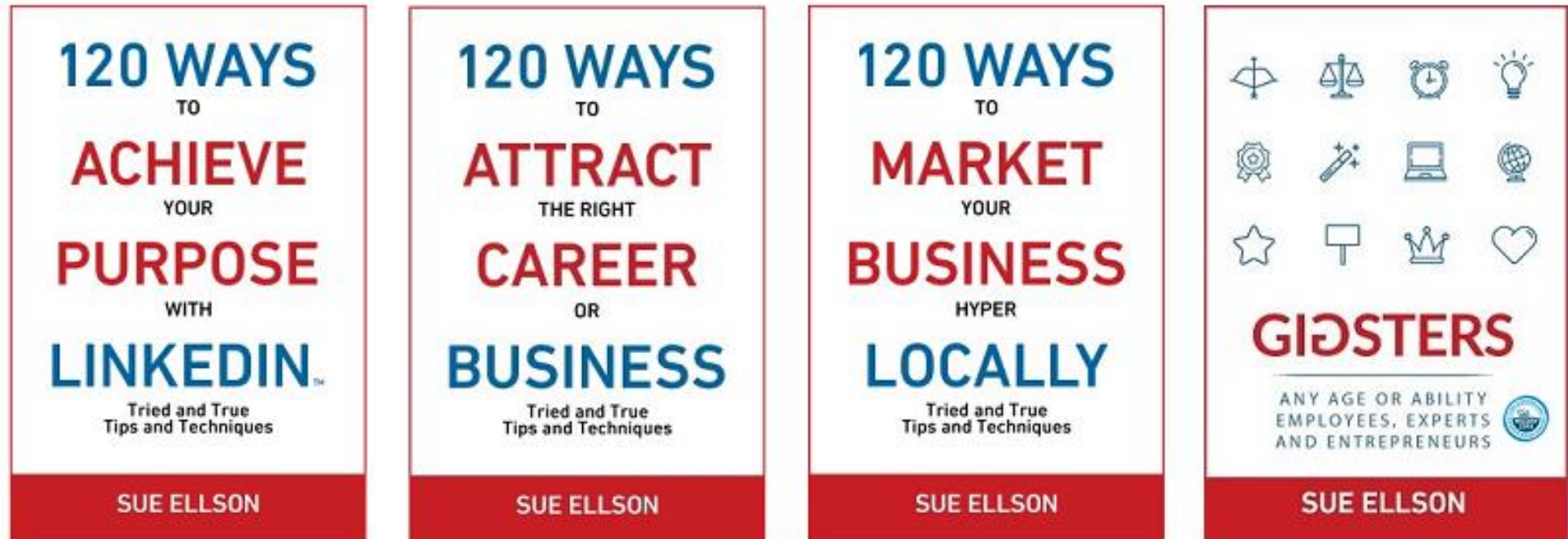
- ✓ top 10 techniques for Tradespeople
- ✓ top 10 ways to use LinkedIn for Tradespeople
- ✓ top 10 ways to manage your LinkedIn activity in 20 minutes per week

(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

✓ different ways you can say thank you
<https://www.linkedin.com/pulse/sorry-we-dont-have-budget-sue-ellson-1c>

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (22,892 Connections, 25,456 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (564 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (142 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (399 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (320 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (87 Subscribers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (16 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,642 Subscribers)
<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,833 Subscribers)
<http://eepurl.com/hjxQkP>



Fast Facts – more at sueellson.com

Sue Ellson is a Member of



Sue Ellson is the Founder of



<https://sueellson.com/about>

Quick Points

- ✓ acknowledge traditional owners of land where we are all based – **share your location in the chat if you like!**
- ✓ 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 guests who registered to attend
- ✓ 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 one way to say 'thank you'**

This Presentation

- ✓ for all genders, backgrounds, beliefs, locations
- ✓ for Tradespeople
- ✓ for anyone who supports Tradespeople
- ✓ suggestions and recommendations are based on my experience
- ✓ educational and more to read at...



Anamul Rezwani, Pexels.com

Extra Resources



<https://www.linkedin.com/pulse/linkedin-tradespeople-tradies-electricians-plumbers-sue-ellson>

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

<https://www.linkedin.com/pulse/how-help-someone-career-when-wont-listen-your-advice-sue-ellson>

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

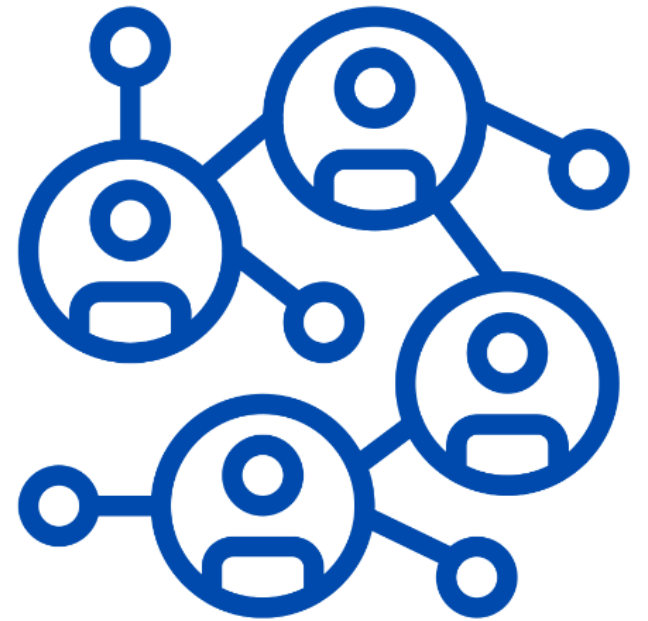
<https://sueellson.com/blog/linkedin-for-ceos-and-business-owners>

<https://www.linkedin.com/in/kiki-makrogiannis> - specialises in helping tradespeople

Today's presentation will be at <https://sueellson.com/blog/linkedin-for-tradespeople>

Specific Tradespeople Tips

- ✓ connect with everyone you meet, remember and/or like
- ✓ mention all subjects either studying or completed so you can be part of the alumni even if you don't complete a course
- ✓ all experience, paid and unpaid is worth adding to your LinkedIn Profile
- ✓ it's a database – it needs details – not included, can't be found
- ✓ it's a network – and this provides more security than any one source of income
- ✓ remember that if you don't tell, you can't sell
- ✓ from what I can see, most tradespeople are not on LinkedIn – untapped market



Why even bother with LinkedIn?



Why bother with LinkedIn?

- ✓ You will be Googled – by prospects, customers, clients, friends, family, colleagues, recruiters, decision-makers, fellow students (past and present), peers in the industry, current, future and past employees, your neighbours, people at parties etc – LinkedIn is highly optimised for your name if you edit your Public URL
- ✓ Do you have your own website? Yourname.com? Yourbusiness.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 Business Profile <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 – 59% between 25-34 <https://www.statista.com/statistics/273505/global-linkedin-age-group>
- ✓ 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 and keep a record of what you've done

Top 10 techniques for Tradespeople

– see how many you are already doing!



Top 10 techniques for Tradespeople

1. Connect with everyone you meet

Everyone you quote to.

Everyone you service.

Every lead opportunity.

You can create your own personal database and you can do it live via your phone too.

You can Ignore connection requests if you don't want to connect with someone. Create your own selection criteria – location, industry, likelihood of being sold to, quality of LinkedIn Profile and Activity, creepiness.

My policy, in Australia, photo, detail, reasonable number of connections, not selling

- you can connect with individuals
- you can follow Company Pages (especially if you would like to work there)
- you can find more through a Google Advanced Search
https://www.google.com.au/advanced_search

Ignore

Accept

Top 10 techniques for Tradespeople

2. Complete your LinkedIn Profile in detail

- make sure your headline has all of your keywords – think about who you would like your ideal client to be and make this match (doesn't mean you won't get others)

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

- describe your Achievements (without commercially sensitive information)

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

- complete as many sections as possible

<https://www.linkedin.com/pulse/linkedin-profile-updates-cheat-sheet-sue-ellson>

- ask for Recommendations (you have reviews elsewhere, why not have them on LinkedIn too?)


Open to

Add profile section


More

Top 10 techniques for Tradespeople

3. Customise your LinkedIn URL – optimises your name in Google Search Results and can be added to your email signature, website, resumé, CV, 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/>

Top 10 techniques for Tradespeople

4. Edit your headline and banner – what 'label' do you want to be remembered for? Do you have multiple purposes? What do you want to be found for? What are your interests? 220 Characters

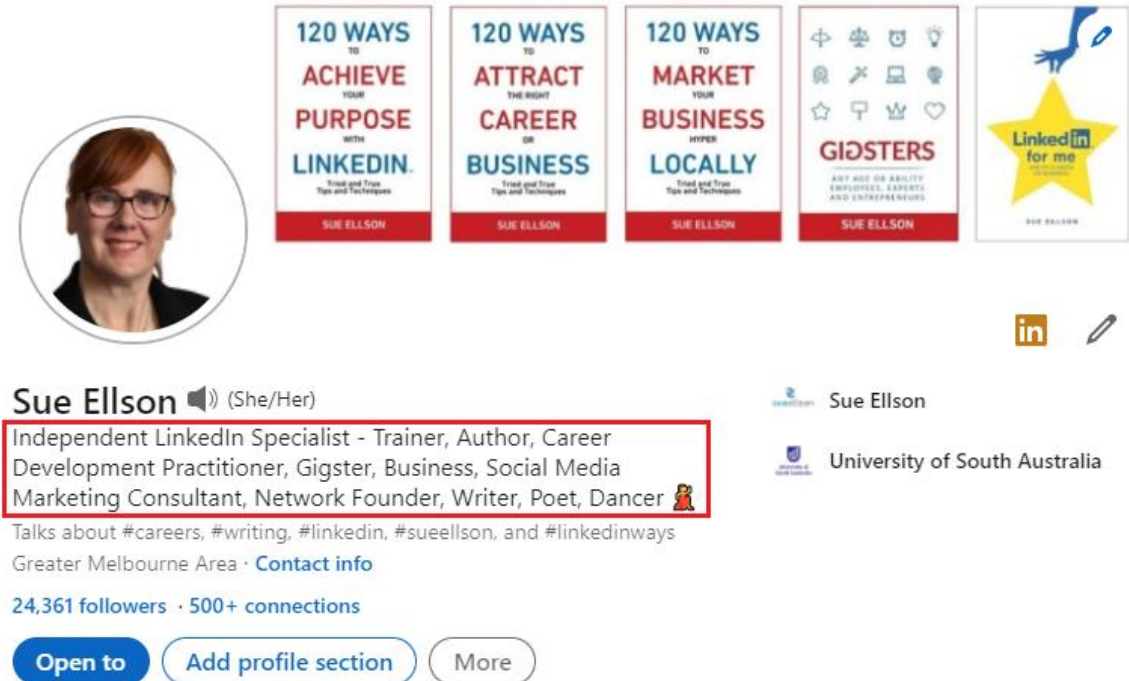
Photo – head and shoulders, high neck garment, eyes one third line, hair at top of circle

Label – Master Painter and Decorator

Keywords – Commercial & Residential Property, Quotes, White Label, Colour Expert, Interior, Exterior, Paint Selection, Restorations, Heritage, Repairs

Interests – Surfer 🏄

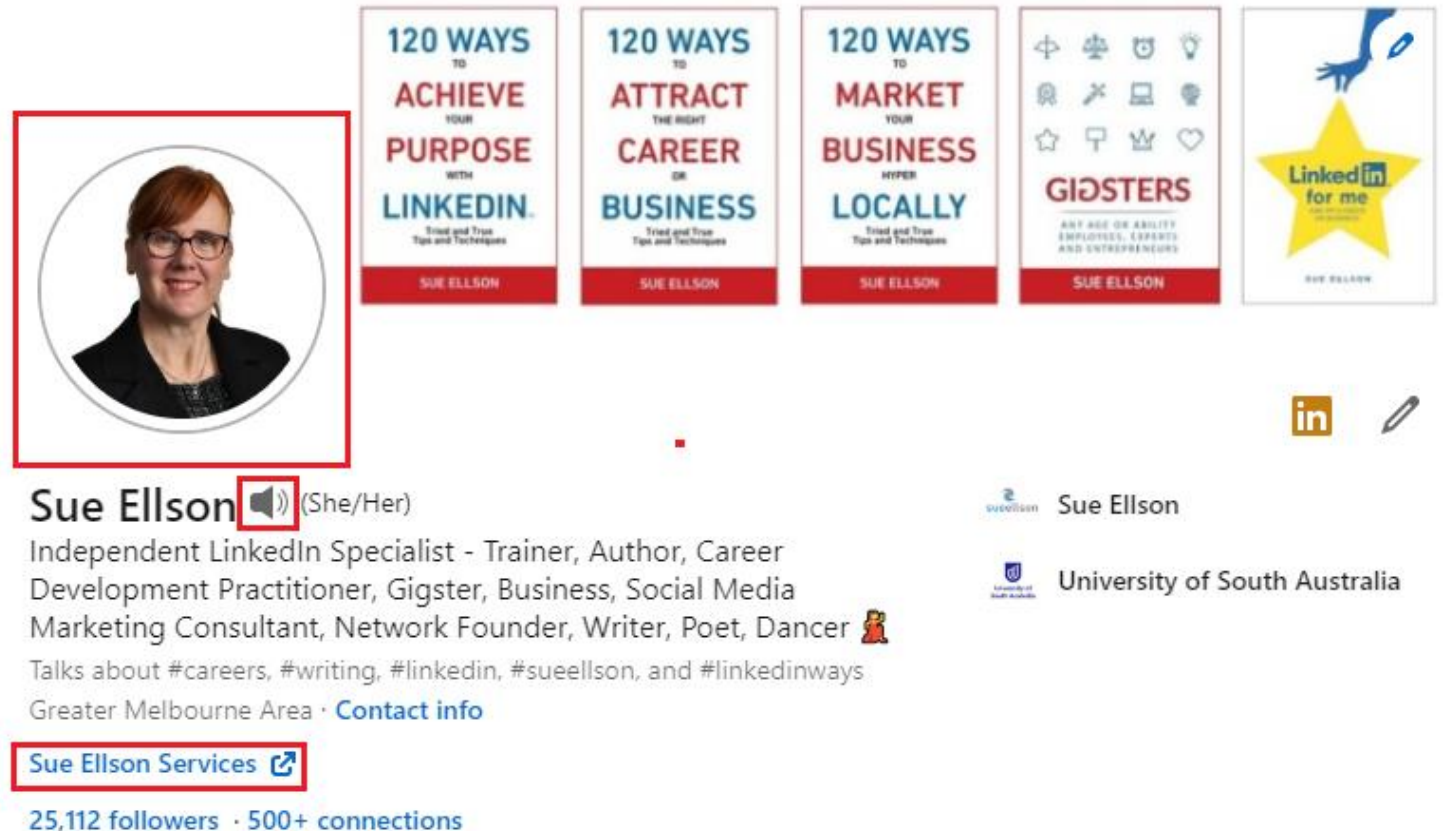
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>



Top 10 techniques for Tradespeople

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



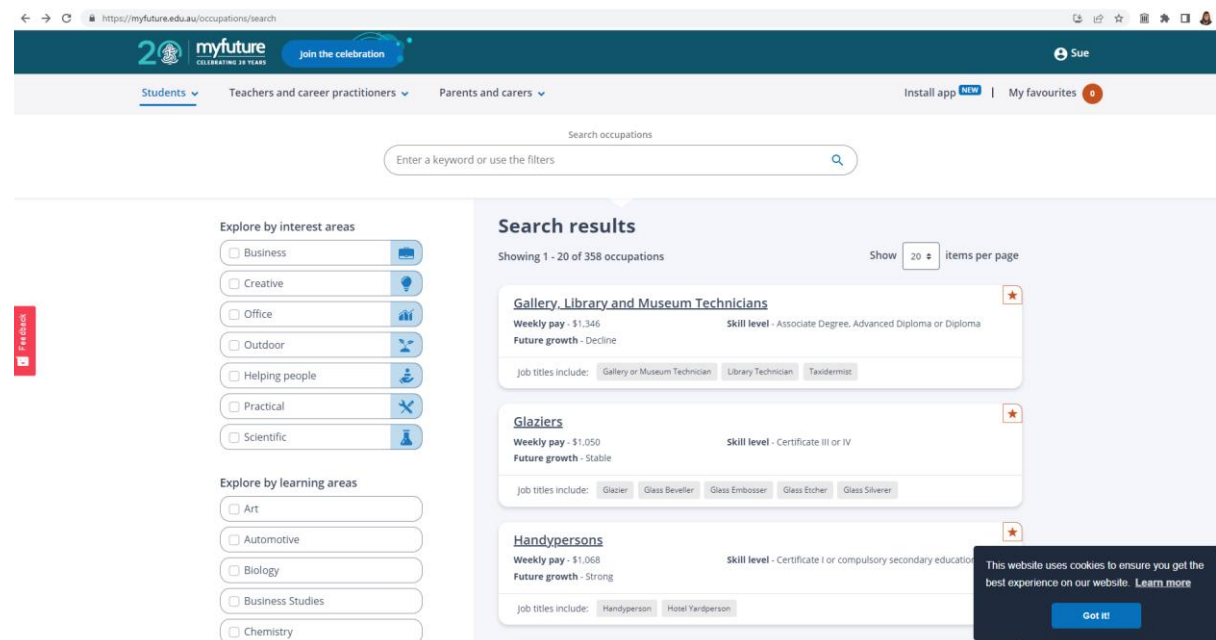
The screenshot displays Sue Ellson's LinkedIn profile. On the left, her circular profile picture is enclosed in a red rectangular box. To the right of the profile picture, five book covers are displayed in a row, each with a red rectangular box at the bottom: '120 WAYS TO ACHIEVE YOUR PURPOSE WITH LINKEDIN', '120 WAYS TO ATTRACT THE RIGHT CAREER OR BUSINESS', '120 WAYS TO MARKET YOUR BUSINESS HYPER LOCALLY', 'GIGSTERS', and 'Linkedin for me'. Below the profile picture, the name 'Sue Ellson' is highlighted with a red box, followed by a speaker icon and the text '(She/Her)'. Her bio reads: 'Independent LinkedIn Specialist - Trainer, Author, Career Development Practitioner, Gigster, Business, Social Media Marketing Consultant, Network Founder, Writer, Poet, Dancer'. Below the bio, the text 'Talks about #careers, #writing, #linkedin, #sueellson, and #linkedinways' is visible. The location 'Greater Melbourne Area' and a 'Contact info' link are also present. At the bottom, a red box highlights the 'Sue Ellson Services' link, followed by '25,112 followers · 500+ connections'. On the right side of the profile, the LinkedIn logo and a pencil icon are visible, along with the text 'Sue Ellson' and 'University of South Australia'.

Top 10 techniques for Tradespeople

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

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

<https://myfuture.edu.au/occupations/search> and choose a job then 'Industry Websites'



The screenshot shows the myfuture.edu.au website interface. The header includes the myfuture logo, navigation links for Students, Teachers and career practitioners, and Parents and carers, along with an 'Install app' button and a 'My favourites' button. A search bar is prominently displayed. On the left, there are two sections: 'Explore by interest areas' with checkboxes for Business, Creative, Office, Outdoor, Helping people, Practical, and Scientific; and 'Explore by learning areas' with checkboxes for Art, Automotive, Biology, Business Studies, and Chemistry. The main content area displays 'Search results' for 'Gallery, Library and Museum Technicians', 'Glaziers', and 'Handypersons'. Each result shows weekly pay, future growth, skill level, and a list of job titles. A cookie consent banner is visible at the bottom right.

Search results
Showing 1 - 20 of 358 occupations

Gallery, Library and Museum Technicians
Weekly pay - \$1,346
Future growth - Decline
Skill level - Associate Degree, Advanced Diploma or Diploma
Job titles include: Gallery or Museum Technician, Library Technician, Taxidermist

Glaziers
Weekly pay - \$1,050
Future growth - Stable
Skill level - Certificate III or IV
Job titles include: Glazier, Glass Beveler, Glass Embosser, Glass Etcher, Glass Silverer

Handypersons
Weekly pay - \$1,068
Future growth - Strong
Skill level - Certificate I or compulsory secondary education
Job titles include: Handyperson, Hotel Handyperson

This website uses cookies to ensure you get the best experience on our website. [Learn more](#)
Got it!

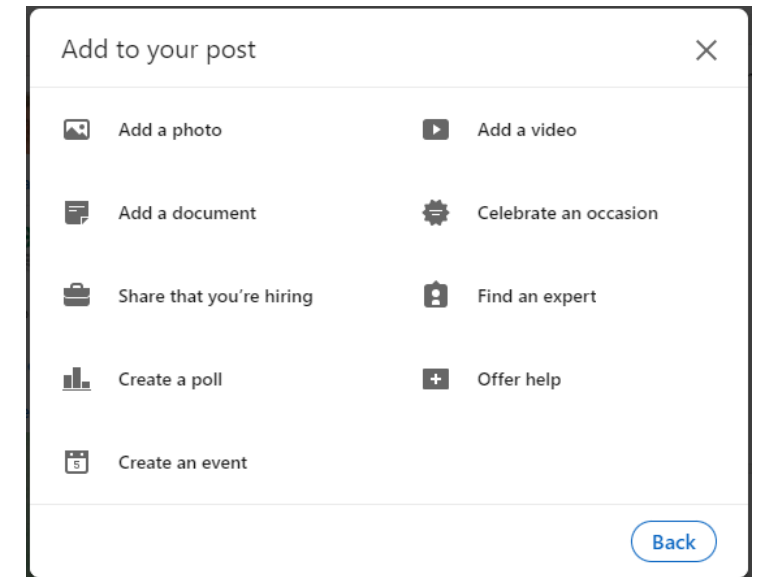
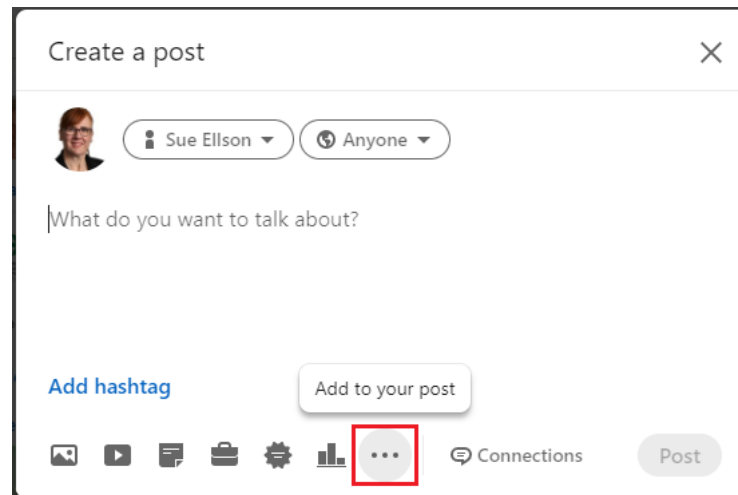
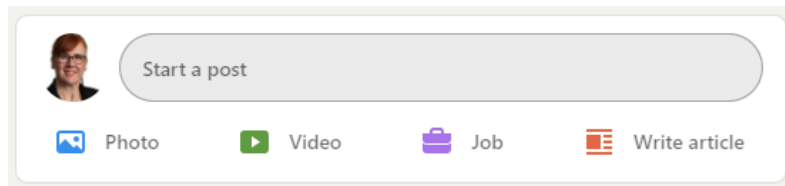
Top 10 techniques for Tradespeople

7. Consider how you will engage on LinkedIn

Engage – like, comment, share, endorse skills and write recommendations for your connections

Curate – find content elsewhere and share as a post

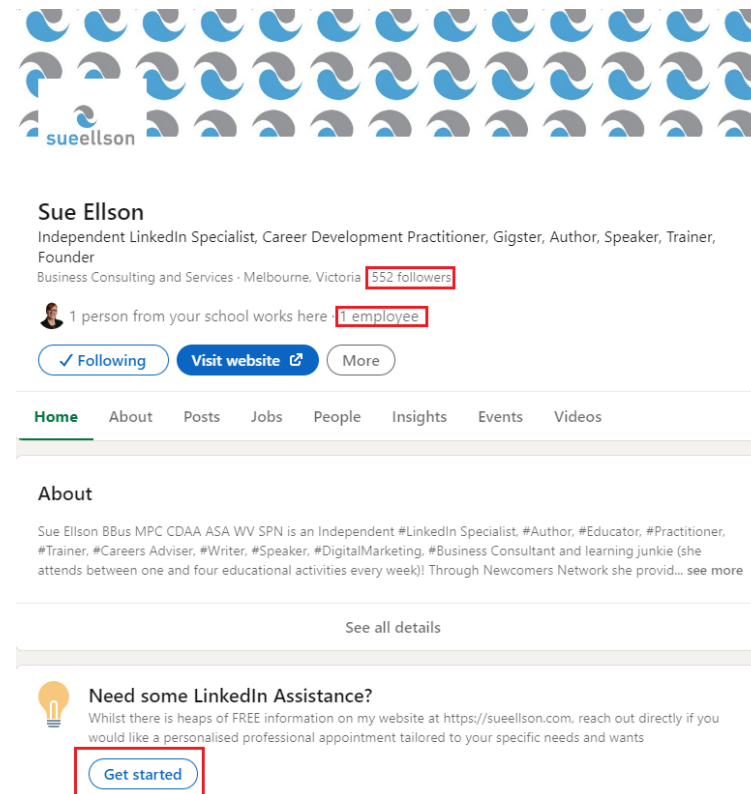
Create – prepare your own content and share as posts (newsfeed), articles (blog), events, newsletters, lives, audio, messaging



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

Top 10 techniques for Tradespeople

8. Consider creating a Company Page for your Name (solo) or Business Name (enterprise) – 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. Can also include a Lead Generation form)



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

Top 10 techniques for Tradespeople

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>

Can hide your profile

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

Can temporarily deactivate / hibernate no need to delete <https://www.linkedin.com/psettings/>

<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 Tradespeople

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

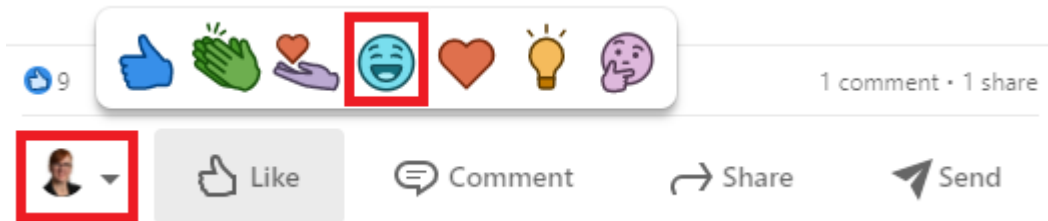
	A	B	C	D
1	LinkedIn Personal Statistics – collect every six months	Sue Sample	Next Date	Next Date
2	– by Sue Ellson			
3	https://sueellson.com	10/05/2022		
4				
5	1. Find out when you joined LinkedIn (go to the last page of results)	21/12/2003		
6	https://www.linkedin.com/psettings/data-log			
7				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



Top 10 Ways To Use LinkedIn For Tradespeople

1. **Increase your Engagement Ratio** – it is about you ‘listening’ as well as ‘speaking’ so be a ‘Personal Encourager’ and increase number of engagements per post you publish – 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



Top 10 Ways To Use LinkedIn For Tradespeople

2. Take photos and videos for social media posts

- what information can be shared publicly?
- can a picture tell a thousand words or a whole story?
- before and afters can be helpful
- progress steps are interesting to non-tradespeople
- remember you are a craftsperson out and about



Graciela Portugal and 179 others

64 comments • 5 shares

Reactions



Like Comment Share Send

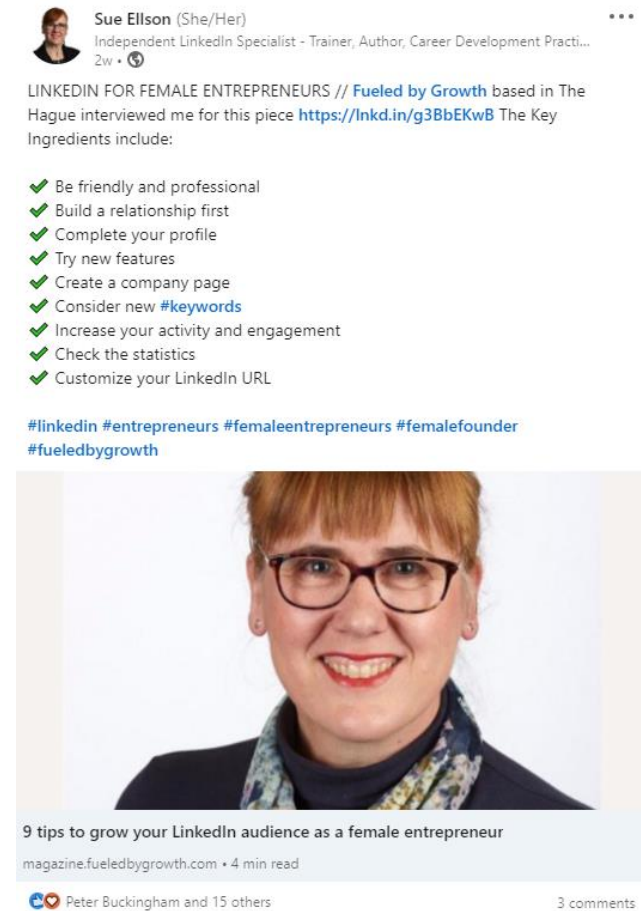
<https://www.linkedin.com/pulse/20-ways-encourage-linkedin-post-go-viral-sue-ellson>

Top 10 Ways To Use LinkedIn For Tradespeople

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
- articles
- video
- audio



Top 10 Ways To Use LinkedIn For Tradespeople

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



1,608 profile views

Discover who's viewed your profile.



8,253 post impressions

Check out who's engaging with your posts.
Past 7 days

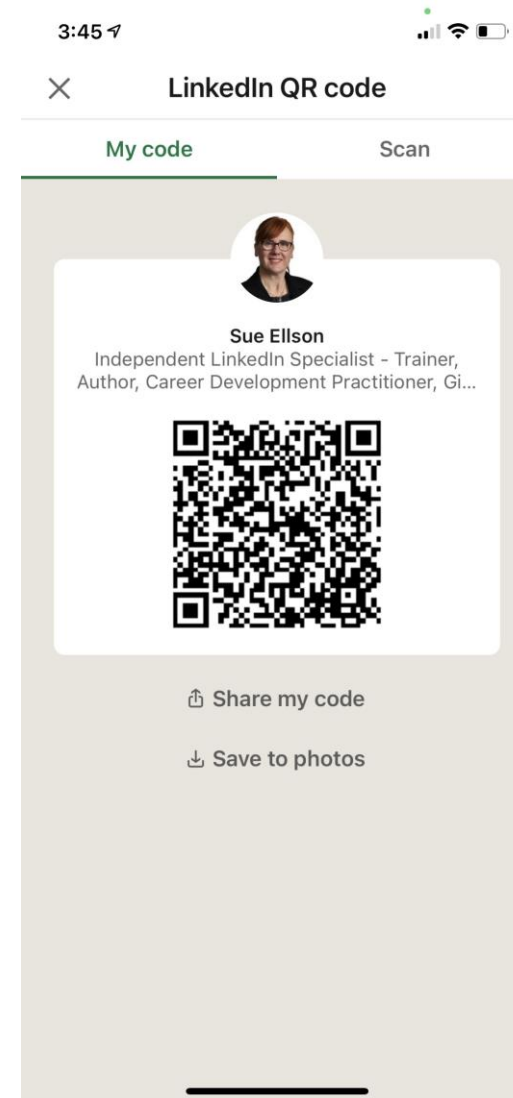


803 search appearances

See how often you appear in search results.

Top 10 Ways To Use LinkedIn For Tradespeople

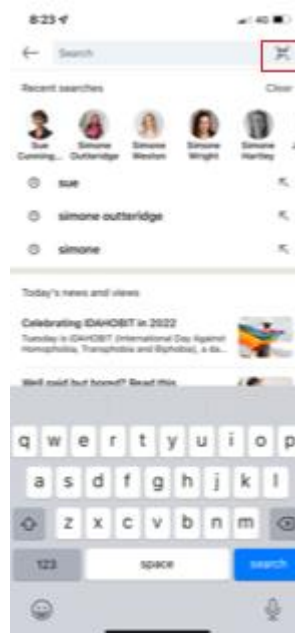
5. Add Connections – everyone you meet from now on and match it to your phone and other VIP contact lists – don't choose Connect or Follow, choose the three dots ... and Personalise the invite with a message about where you have met – international as well



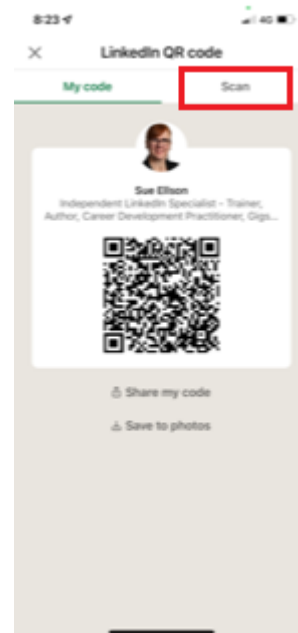
Connect with me on LinkedIn – part 1



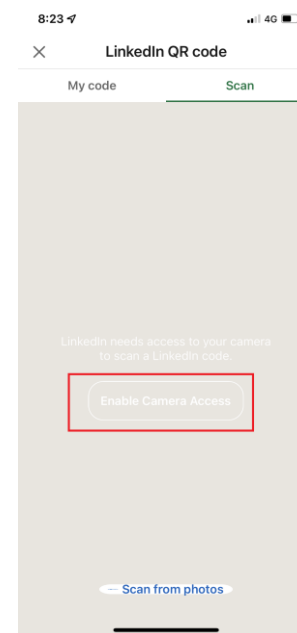
1. Open LinkedIn App and press in Search Box



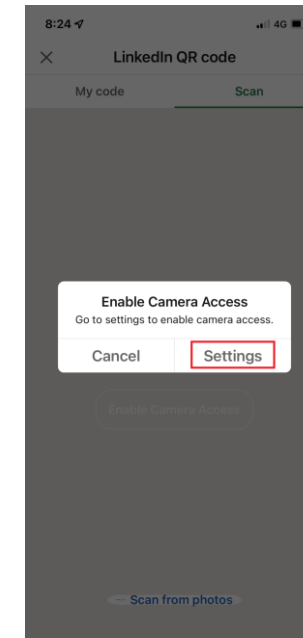
2. Press dots on top right hand side of screen



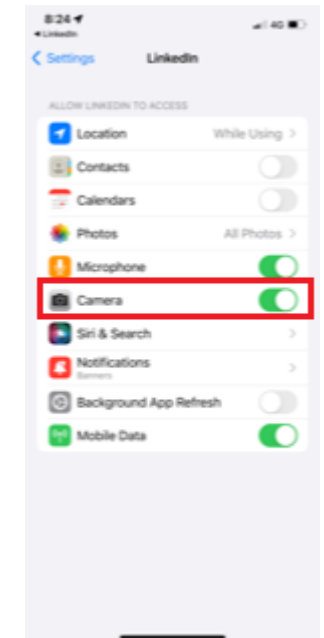
3. Press Scan



4. Press Enable Camera Access

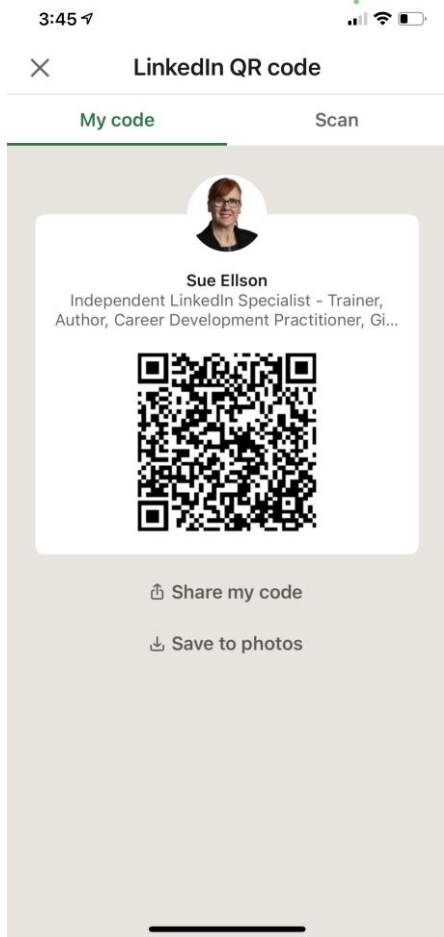


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

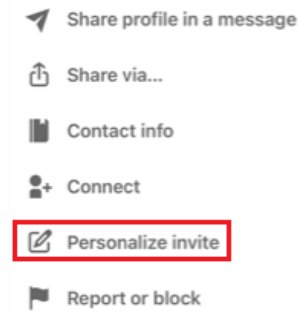
Connect with me on LinkedIn – part 2



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

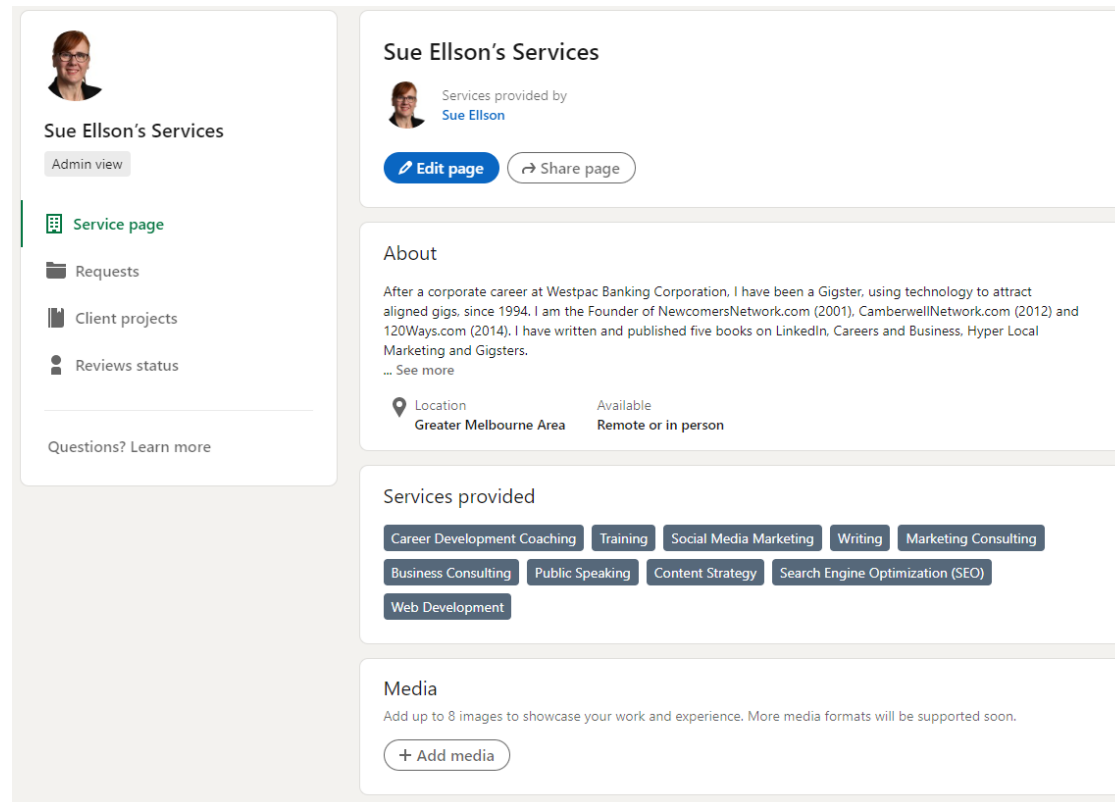


10. Type up a brief message, Send Invitation to Connect

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 Tradespeople

6. Set your goals – who do you want to reach, serve, support etc – decide on this before choosing what you publish on LinkedIn - fill in 'Open to – Providing Services' as well as 'Open to Work'



The screenshot displays a LinkedIn profile for Sue Ellson, specifically her 'Services' page. On the left, a sidebar menu includes 'Sue Ellson's Services' with an 'Admin view' button, 'Service page' (highlighted with a green icon), 'Requests', 'Client projects', and 'Reviews status'. Below the menu is a link 'Questions? Learn more'. The main content area is titled 'Sue Ellson's Services' and features a profile picture, a 'Services provided by Sue Ellson' label, and buttons for 'Edit page' and 'Share page'. The 'About' section contains a paragraph about her career and founding roles, followed by a 'See more' link. Below this, the 'Location' is listed as 'Greater Melbourne Area' and 'Available' as 'Remote or in person'. The 'Services provided' section lists various skills in tags: Career Development Coaching, Training, Social Media Marketing, Writing, Marketing Consulting, Business Consulting, Public Speaking, Content Strategy, Search Engine Optimization (SEO), and Web Development. The 'Media' section at the bottom prompts the user to 'Add up to 8 images to showcase your work and experience' and includes an '+ Add media' button.

Top 10 Ways To Use LinkedIn For Tradespeople

7. Abide by Social Media Policy – what Recommendations does your Employer or Professional Association have for your LinkedIn Profile?

Recommend being friendly and professional rather than personal.

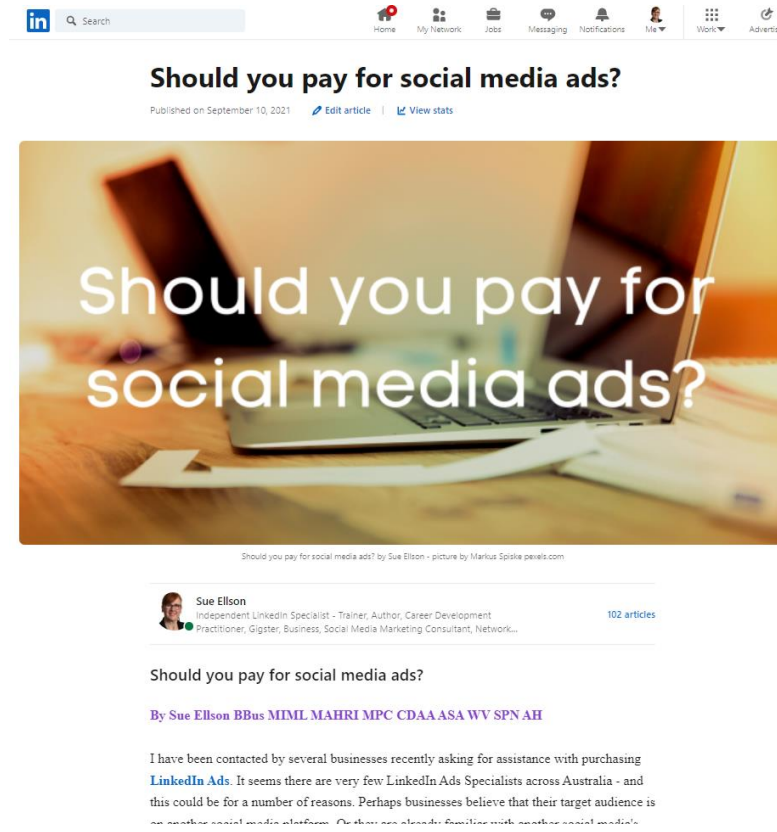
Have a strategy in place for negative trolls, nasty competitors, unwanted Connection requests and triggering comments.

If you are angry, wait before responding – take things offline as quickly as possible.



Top 10 Ways To Use LinkedIn For Tradespeople

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



Top 10 Ways To Use LinkedIn For Tradespeople

9. Bring your trades flair to LinkedIn

– bring your story to life as only you know how.

Incorporate as much colour and imagination as possible.

Join the dots between your website, social media, reviews, directory links and other links (including media and other websites where you are listed)



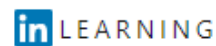
Top 10 Ways To Use LinkedIn For Tradespeople

10. Remember that Consistency is Key, abide by the LinkedIn User Agreement and keep learning!

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>

Keep learning – a student or local library card can give you free access to <https://www.linkedin.com/learning> micro credentials



Welcome

Choose an account

 RMIT University	→
 Personal account	→

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 – two reactions (likes) and one lengthy comment
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 Connections/School/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 (once every three months, publish an article)
7. Reflect on your statistics, activity and results and make plans for next week (consider providing endorsements, writing recommendations, giving kudos etc) – 3 minutes



Subscribe to Sue Ellson Shares LinkedIn Newsletter

<https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>

Where to from here?

Please choose three things to do in three days



Publications and Upcoming Events

Today's recording – LinkedIn for Tradespeople

<https://sueellson.com/blog/linkedin-for-tradespeople>

Publications

<https://sueellson.com/publications>

Video recordings

<https://sueellson.com/videos>

Register for next LinkedIn Insight Webinar – LinkedIn for Career Changers 12 October 2022 12pm

<https://www.linkedin.com/events/linkedinforcareerchangers-sueel6973539064624910336>

<https://linkedininsights13.eventbrite.com.au>

Presentations by Sue Ellson in 2022

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

Professional Services

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LinkedIn Insight Webinars and Recordings

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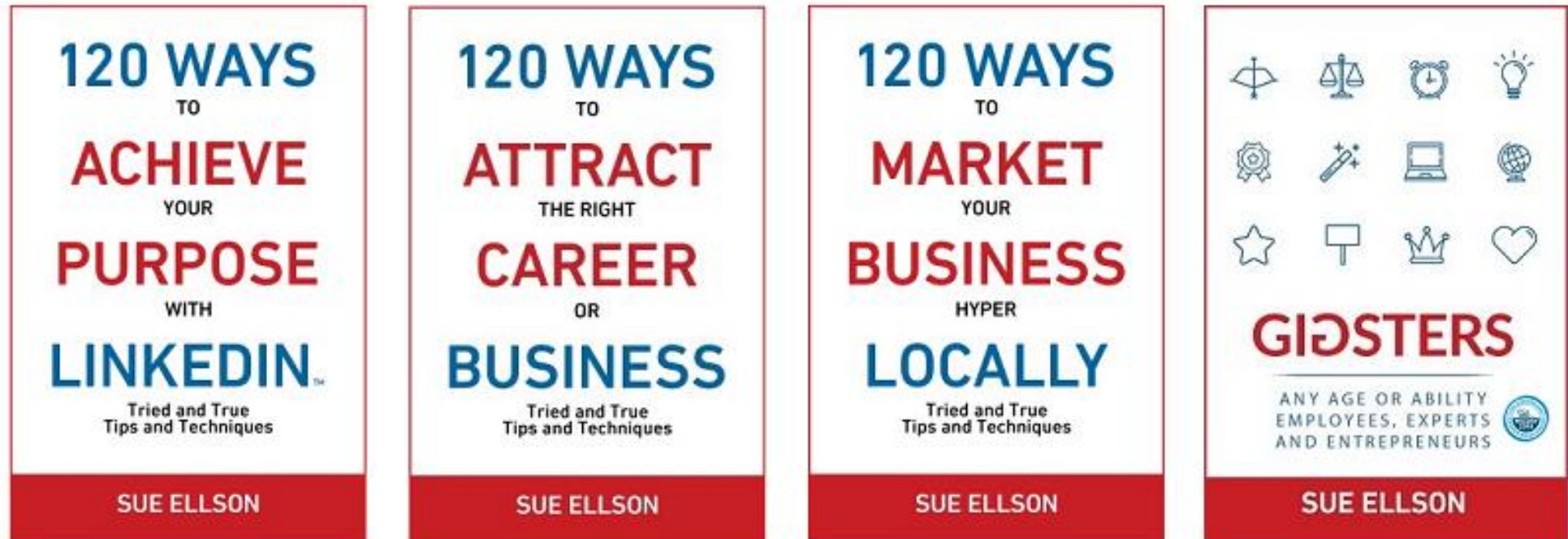
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