

Breakthrough that Career Plateau

Go from feeling stuck in a Career going nowhere to learning how to identify & leverage your personal Zone of Genius, so you can land that dream job

Hosted By : Linda Butler

WWW.BREAKTHROUGHTECHCAREERPLATEAUS.COM



Summit Dates:
December 12-16,
2022

Featuring : Sue Ellson



for Midlife Mavens

Sue Ellson BBus MPC CDAA ASA WV SPN

Independent LinkedIn Specialist, Author, Educator, Practitioner
December 2022

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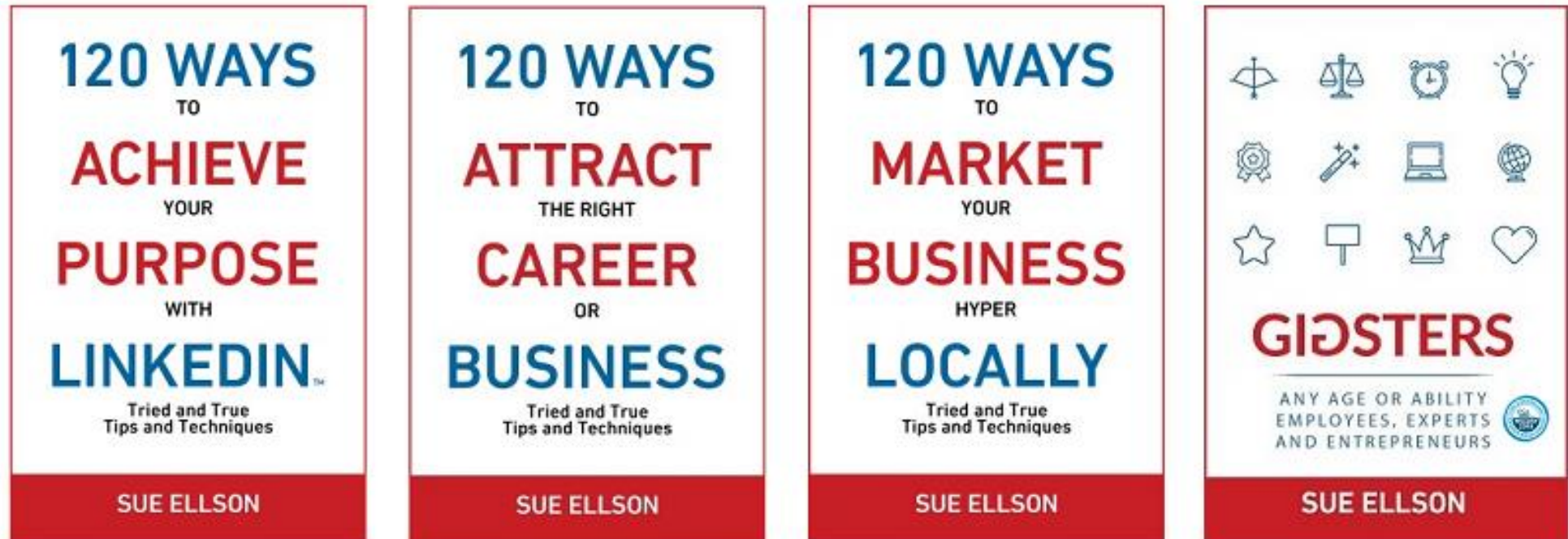
<https://www.linkedin.com/in/sueellson>

Welcome

- ✓ clarify and showcase your values, strengths and context
- ✓ 10 essential strategies and tactics for midlife
- ✓ 10 mistakes to avoid during midlife



Special Gift – Free Downloads



✓ latest offer <https://sueellson.com/latest-offer>

✓ you can say thank you by following me on social media!

Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (23,239 Connections, 25,978 Followers)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (600 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (147 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (405 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (341 Followers)
- ✓ YouTube https://www.youtube.com/channel/UCOhckRXATKRvbqU6GNbys8A?sub_confirmation=1 (121 Subscribers) or <https://www.youtube.com/@sueellson>
- ✓ TikTok <https://www.tiktok.com/@sueellson> (19 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (4,721 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Email Newsletter (1,855 Subscribers) <http://eepurl.com/hjxQkP>



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Sue Ellson is a Member of



Sue Ellson is the Founder of



Sue Ellson is an Independent LinkedIn Specialist, author, educator, practitioner and consultant. She is also a gigster, a person who uses technology to attract aligned gigs and former banker. Sue provides teaching, training, speaking and consulting services to individuals, small, medium and large businesses, corporates, schools, universities, associations and government in Australia and overseas. She is the author of five non-fiction books on the topics of LinkedIn, Careers, Business, Hyper Local Marketing and Gigsters and her next two books will be poetry books. Since completing her university studies, she has been attending up to four events every week to keep herself up to date. Sue is also the Founder of Newcomers Network. After hours, Sue enjoys catching up with family and friends, walking and dancing.
<https://sueellson.com/about>

Values, Strengths, Context

- ✓ what you offer and what the employer or enterprise offers
- ✓ strengths – natural and learned
- ✓ context – personal circumstances – okay ‘job for now’ in need

<https://www.linkedin.com/pulse/how-choose-your-next-job-career-sue-ellson>

<https://sueellson.medium.com/context-the-critical-decider-of-your-career-right-now-a2abb438e8f2>

<https://www.personalgrowth.com/over-50-looking-for-work>

<https://www.linkedin.com/pulse/tough-love-unemployed-job-seekers-between-30-50-years-sue-ellson>

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

10 essential strategies and tactics for midlife

- ✓ share your story online – LinkedIn – minimum, also Google Business and ideally own website, rest optional
<https://www.linkedin.com/pulse/linkedin-women-sue-ellson>
- ✓ discuss your achievements – past behaviour a predictor of future performance
<https://www.linkedin.com/pulse/how-write-add-achievements-your-linkedin-profile-sue-ellson>
- ✓ ensure your LinkedIn headline is aligned with your goals
<https://www.linkedin.com/pulse/linkedin-headline-formula-label-keywords-interest-sue-ellson>
- ✓ ensure your photo displays your energy (not worry about wrinkles!)
<https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>
- ✓ give and receive written Recommendations and endorsements for Skills

10 essential strategies and tactics for midlife

- ✓ support other women and be a personal encourager – react, comment and repost content

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

- ✓ be involved in professional associations and showcase them on your LinkedIn Profile

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

- ✓ showcase your digital competency – not just your digital literacy

<https://www.linkedin.com/pulse/20141023094428-77832-digital-wisdom-teaching-old-dogs-new-tricks-and-new-dogs-old-tricks>

- ✓ share your own content – and choose a variety of content formats including long and short form content

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

- ✓ stay up to date with the new LinkedIn features and profile sections

<https://www.youtube.com/@sueellson/shorts>

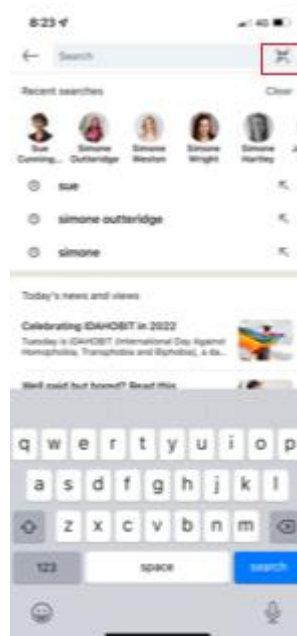
10 mistakes to avoid during midlife

- ✓ mentioning years of experience – let the facts tell the story
- ✓ settling for a basic job instead of an aligned job – skills to get a job different to skills to do a job
- ✓ spending a fortune on formal education – micro-credentials and short courses can be more relevant and up to date
- ✓ forgetting to expand your network – both at work, in your profession or industry and out in the marketplace
- ✓ not planning ahead – what would you like to be doing in five years – over estimate short term, underestimate long term
- ✓ saving, building wealth and diversifying your income – be prepared for a change in your circumstances
- ✓ not building your list of VIP mentors, peers, colleagues – that you keep in touch with at least three times per year
- ✓ resting on your laurels – we are in an era of continuous and life-long learning
- ✓ not creating a values-aligned decision-making framework – and being swayed by anecdotes, feedback, shiny objects
- ✓ being so focused on productive effort – and forgetting to have fun, rest, recover, restore, relax

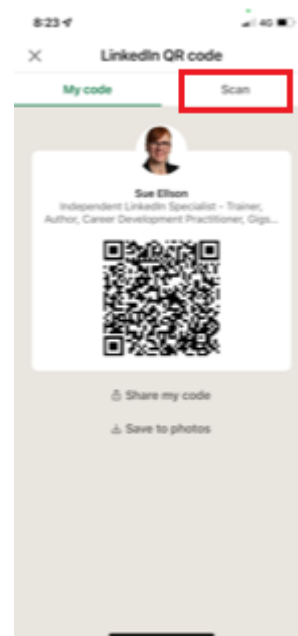
Connect with me on LinkedIn – part 1



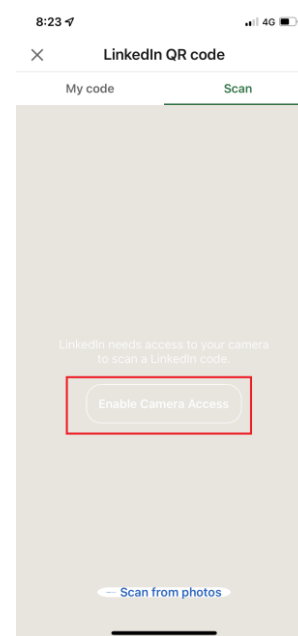
1. Open LinkedIn App and press in Search Box



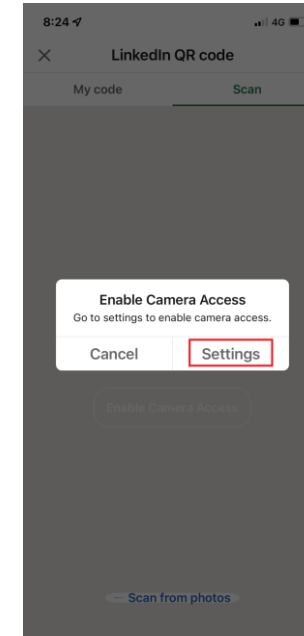
2. Press dots on top right hand side of screen



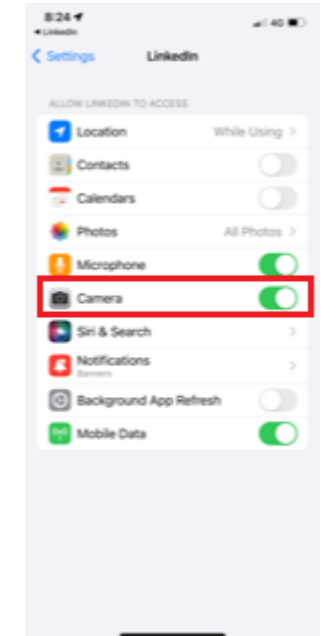
3. Press Scan



4. Press Enable Camera Access

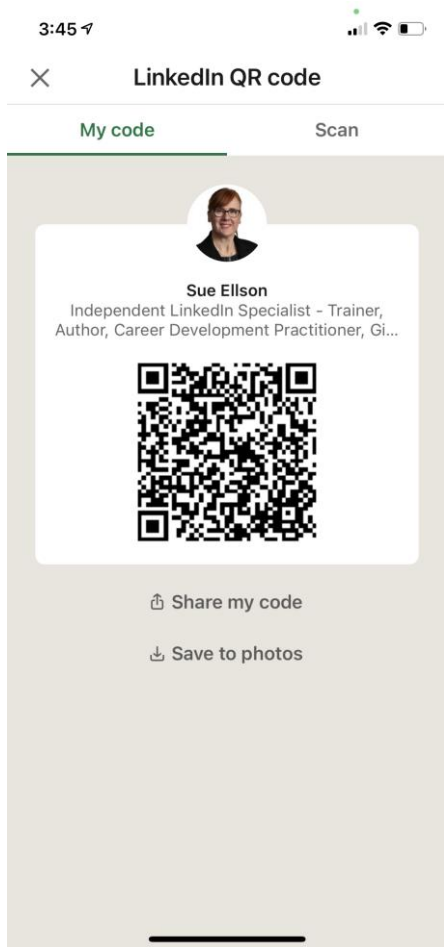


5. Select Settings on your Phone



6. In LinkedIn Settings, turn on Camera

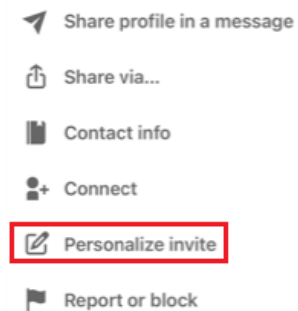
Connect with me on LinkedIn – part 2



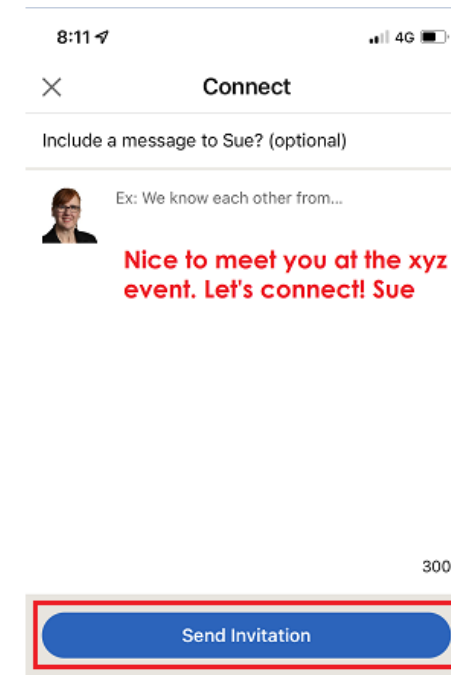
7. Use your phone to Scan this code on the screen



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

LinkedIn Insight Webinars

- **LinkedIn for Medical, Health and Nursing Professionals** 12pm 11 January 2023
- **LinkedIn for Recruiters, Headhunters and Executive Search Professionals** 12pm 8 February 2023
- **LinkedIn for Social Media, Marketing and Digital Strategy Professionals** 12pm 8 March 2023
- **LinkedIn for Military, Defence and Emergency Services Professionals** 12pm 12 April 2023
- **LinkedIn for Real Estate and Commercial Property Professionals** 12pm 10 May 2023
- **LinkedIn for Politicians, Public Servants and Government Professionals** 12pm 14 June 2023
- **LinkedIn for Lawyers, Solicitors, Barristers and Legal Professionals** 12pm 12 July 2023
- **LinkedIn for Bankers and Finance Professionals** 12pm 9 August 2023
- **LinkedIn for Teachers, Tutors and Training Professionals** 12pm 13 September 2023
- **LinkedIn for Consultants and Advisors** 12pm 4 October 2023 (1st Wednesday)
- **LinkedIn for Scientists and Technical Professionals** 12pm 8 November 2023
- **LinkedIn for Managers and Senior Leadership Professionals** 12pm 13 December 2023

- **All Registration Links, Slides and Recordings from past webinars** since October 2021 at <https://sueellson.com/linkedin-insight-webinars-and-recordings>

What has been most helpful to you today?

How to say thank you

- ✓ Add a comment in the Zoom chat now
- ✓ Connect on LinkedIn and endorse Skills or write a Recommendation <https://www.linkedin.com/in/sueellson>
- ✓ Write a Review at <https://g.page/sue-ellson-author/review> (122 Google Reviews) or <https://sueellson.com/reviews>
- ✓ Create a social media post with a link to the slides and recording and @mention Sue Ellson <https://sueellson.com/blog/linkedin-for-midlife-mavens>
- ✓ Follow Sue Ellson's Socials or Contact directly <https://sueellson.com/contact>



Google Review



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