

Print Book Launch

LinkedIn for me and my career or business

by Sue Ellson

120 Ways Publishing

23 January 2023



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Dave Stokes



<https://author2audio.com>

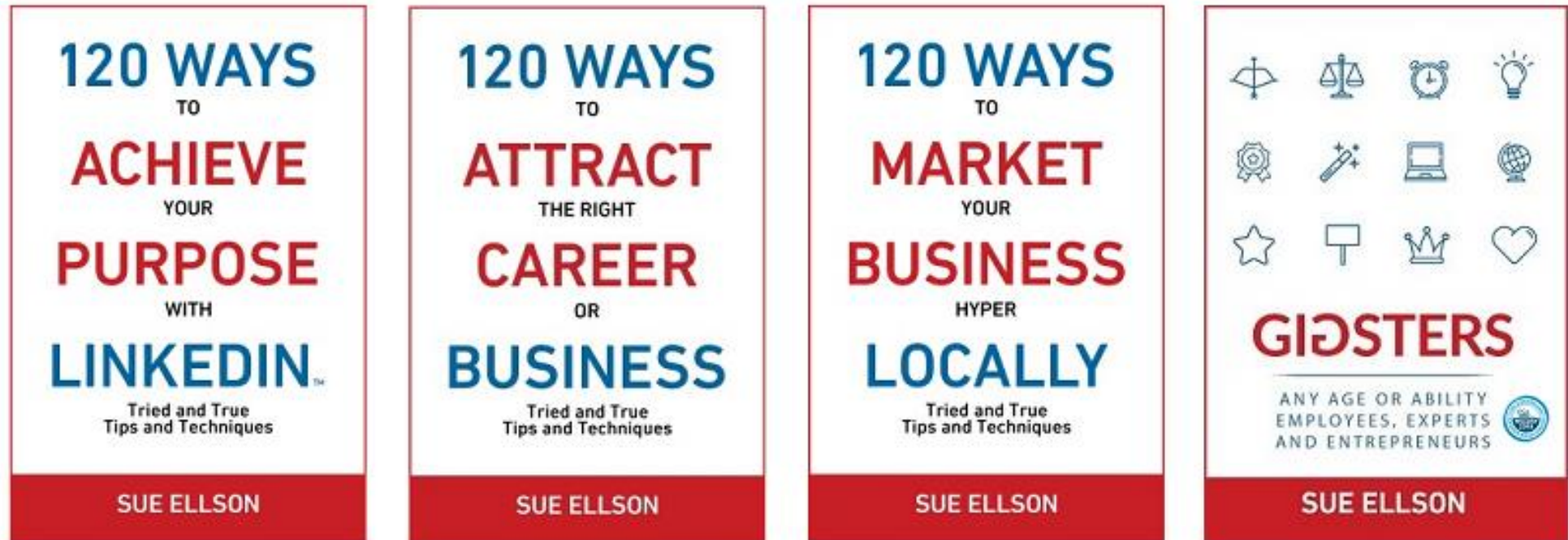
Sue Ellson



<https://sueellson.com>

Video at <https://sueellson.com/blog/linkedin-for-me-and-my-career-or-business-print-book-launch>

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Fast Facts – more at sueellson.com

Sue Ellson is a Member of



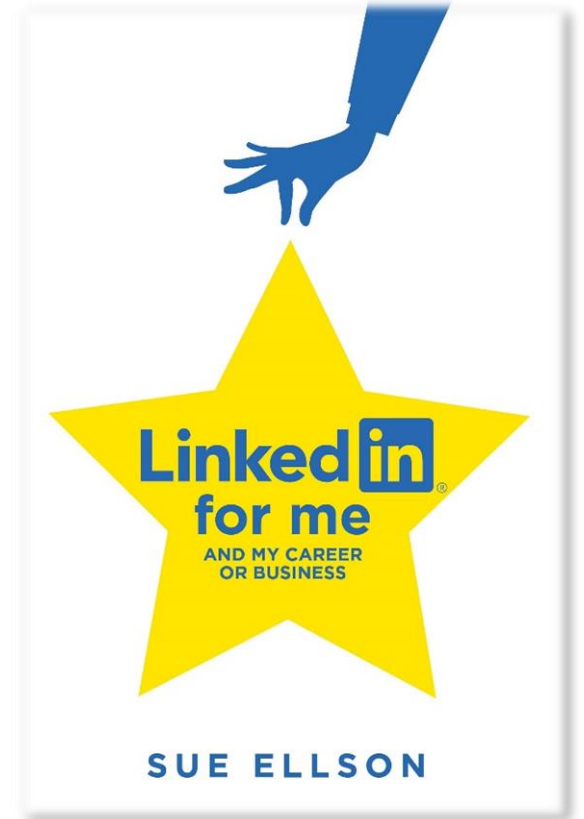
Sue Ellson is the Founder of



<https://sueellson.com/about> and <https://sueellson.com/services-and-pricing>

Today

- ✓ Previous online book launch in 2020
<https://www.youtube.com/watch?v=xgxqkTG8hWU>
- ✓ Top 10 features of LinkedIn in 2023
- ✓ Top 10 secrets from the book
- ✓ Bonuses in the book
- ✓ Where to buy the book
- ✓ How to receive a free book – write a review in 2023
- ✓ Publications and upcoming events
- ✓ Author Interview



Top 10 features of LinkedIn in 2023

1. **LinkedIn Profile** – 95% do not search engine optimise
2. **LinkedIn Page** – many additional features including Lead Generation Form
3. **LinkedIn Newsletters** – Profile or Page – now featured and automatic subscribe invitation
4. **LinkedIn Events** – invite 1,000 people per week!
5. **LinkedIn Video** – Profile Picture Video, Video Captions, Live Video
6. **LinkedIn Audio** – Name, Messaging and Events – but not recording at the moment
7. **LinkedIn Scan Code** – Connect with people via the LinkedIn App
8. **LinkedIn Content** – Carousels proving to be popular, remember to mix it up
9. **LinkedIn Engagement** – remember to listen and speak – less than 5% post
10. **LinkedIn Skills Focus** – update your Skills, give Endorsements, more assessments available

Top 10 secrets from the book

1. **Read the LinkedIn User Agreement** – in particular, Section 8 Do's and Don'ts
<https://www.linkedin.com/legal/user-agreement>
2. **Complete your own LinkedIn Profile in full** - everyone needs an online presence
3. **Decide what you really need from LinkedIn** – avoid chasing shiny objects
4. **Gather your intelligence** – understand the platform and see what others are doing
5. **Decide what you will do each week (20 minutes) and stick to it** – consistency is better than perfection
6. **Be a Personal Encourager** – and keep your Engagement Ratio at around 12:1
7. **Play nice** – do not kill the goose that lays golden eggs
8. **Be authentic and collaborative** – there is enough for all of us
9. **Share your wisdom in Posts, Articles and Groups** – but keep it professional, not personal
10. **Take action** – and do it in small chunks so it is manageable

Bonuses in the Book

1. Everything updated to 2023
2. Clarity for your career or business
(including Search Engine Optimisation)
3. Step by Step guide for LinkedIn Profile, Page, Group
4. Guide for LinkedIn Profile Information To Collect
5. Guide for LinkedIn Statistics And Backups
6. Guide for Content Spreadsheet Columns
7. Extensive list of LinkedIn Resources (Site Map)
8. Where to find LinkedIn Online
9. Full list of all links in the book

10. Setup, Shine, Surprise Methodology

1. Backup Your Profile and Collect your Statistics
2. Change your Settings
3. Complete your LinkedIn Profile
4. Engage
5. Curate and/or Create
6. Collaborate
7. Review
8. Revise
9. Implement new features

Where to buy the book

eBook \$9.99 Print Book \$34.99

120 Ways Publishing

<https://120wayspublishing.com>

Amazon

<https://www.amazon.com.au/Sue-Ellson/e/B01CCRDL22>

Booktopia

<https://www.booktopia.com.au/search.ep?author=Sue%20Ellson>

Google Books

<https://www.google.com/search?tbm=bks&q=sue+ellson>



How to receive a free copy of the book

1. Purchase a copy of the book and keep the receipt
2. Write an online review on any one of the following in 2023

Goodreads

<https://www.goodreads.com/book/show/55810154-linked-in-for-me-and-my-career-or-business>

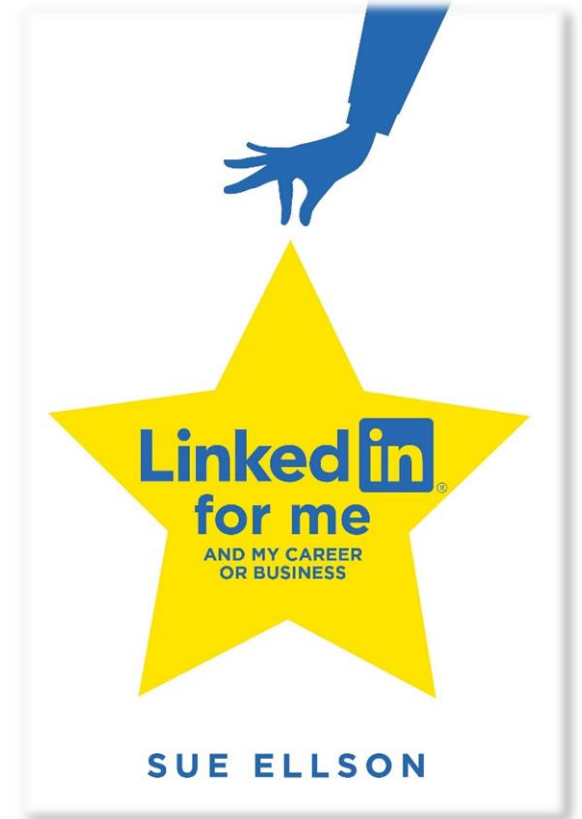
Amazon

<https://www.amazon.com.au/dp/B0BSP7X8PR>

Google Books

<https://books.google.com.au/books?id=RE-RzQEACAAJ>

3. Email sueellson@sueellson.com with a copy of the receipt and a link to the review and the purchase price will be refunded



Publications and Upcoming Events

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Video recordings

<https://sueellson.com/videos>

Register for next LinkedIn Insight Webinar – LinkedIn for Recruiters, Headhunters and Executive Search Professionals 12pm AEDT (UTC+11) Wednesday 8 February 2023

<https://www.linkedin.com/events/linkedinforrecruiters-headhunte7018360280447406080>

<https://linkedininsights17.eventbrite.com.au>

Professional Services

<https://sueellson.com/services-and-pricing>

LinkedIn Insight Webinars 2023

- **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

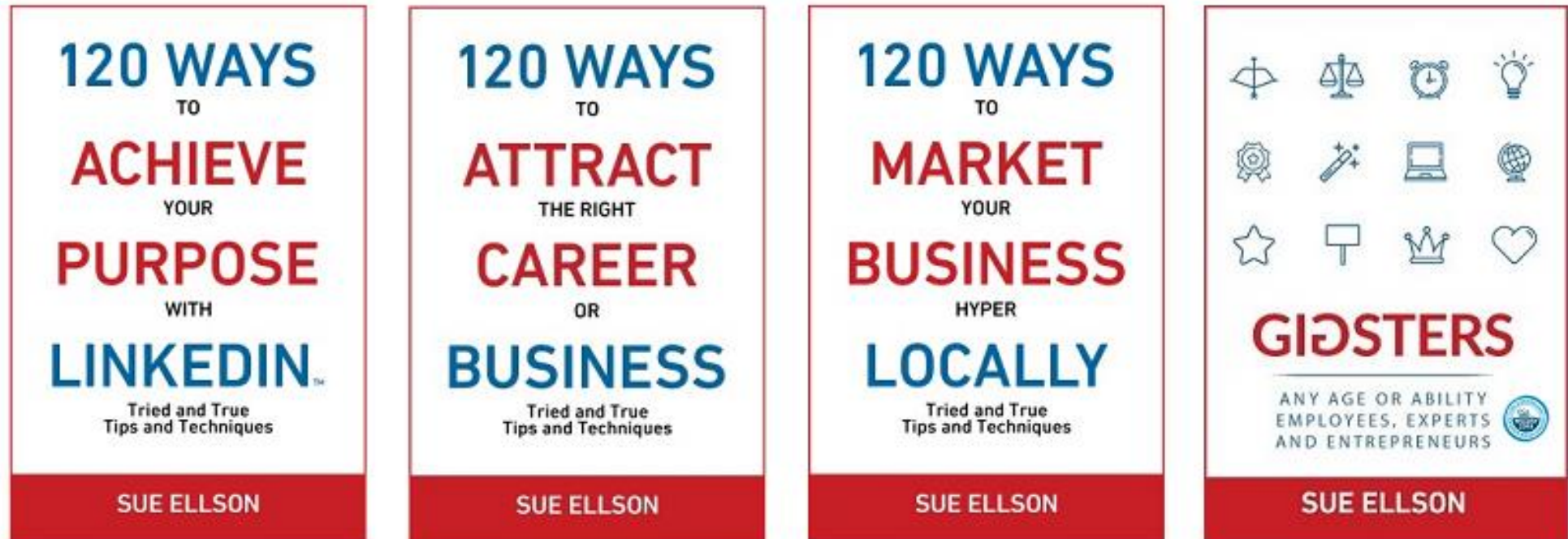
- **All Registration Links, Slides and Recordings from past webinars** since October 2021 at <https://sueellson.com/linkedin-insight-webinars-and-recordings>

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