



10 Ways to Improve your LinkedIn Newsletters

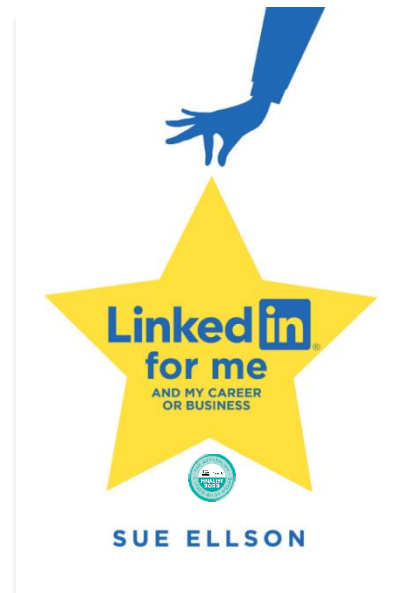
Sue Ellson

GK BBus MPC PCDAAs ASA WV SPN MEdPlus
Independent LinkedIn Specialist
Author, Educator, Practitioner

8 November 2023

sueellson@sueellson.com

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



Welcome

- ✓ 10 ways to improve your LinkedIn Newsletters
- ✓ specific tips
- ✓ relevant examples



Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,491 Connections, 27,828 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (339 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (840 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (168 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (429 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (400 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (39 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,625 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (283 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ **Sue Elson Email Newsletter (72 Subscribers)** <https://sueellson.com/newsletters>



How many years on LinkedIn?

Please pop your year in the chat so I can tailor this presentation

Location

A – Australia

O – Overseas (can mention country if you wish)

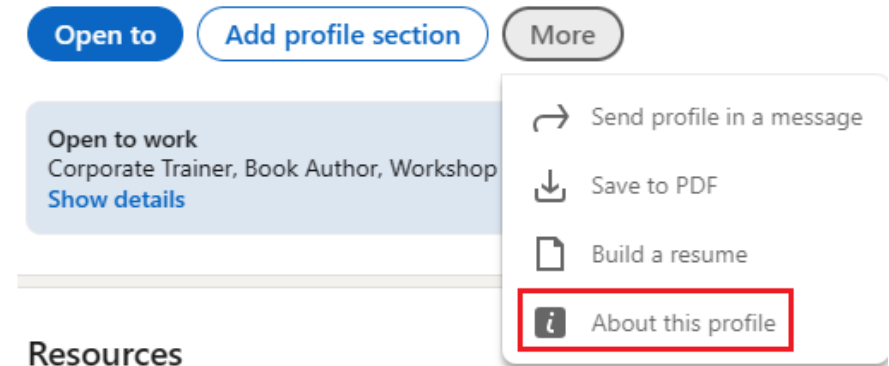
Mine is

2003 A

You can ask questions at any time

You can ask 'everyone' or 'just me' in the chat or contact me directly afterwards...

Look for three things you can do in three hours from now



Resources

About this profile

Sue Ellson

Joined
December 2003

Contact information
Updated less than 1 month ago

Profile photo
Updated over 1 year ago

Special Gift – Free Downloads

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

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

✓ will send these direct to active participants!

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 25 November 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



Fast Facts – more at sueellson.com

Sue Ellson is a Member of

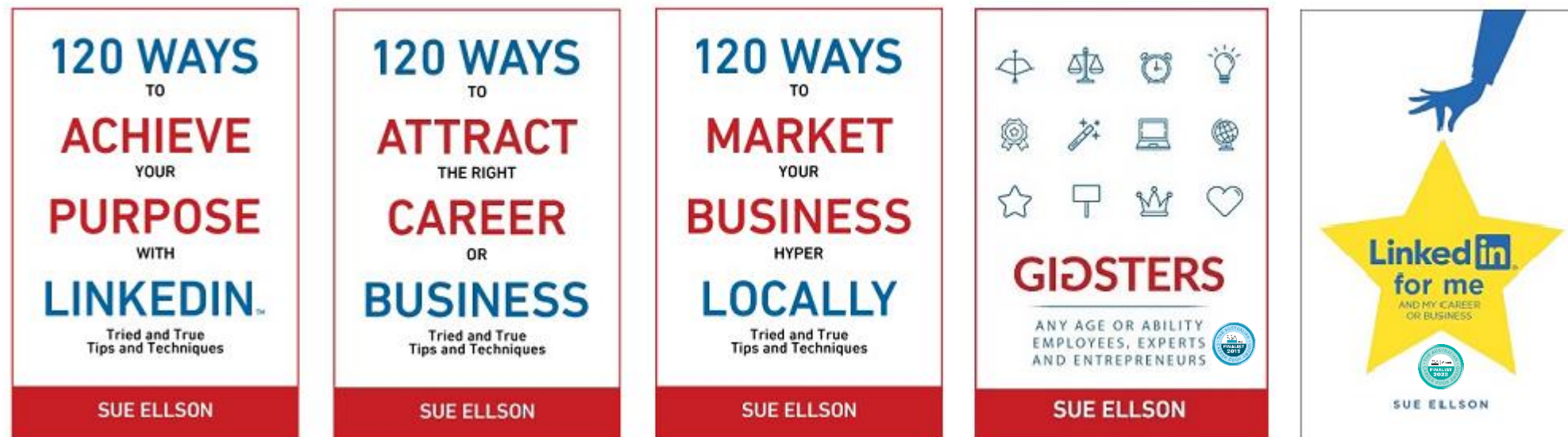


Sue Ellson is the Founder of



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

Author of five books

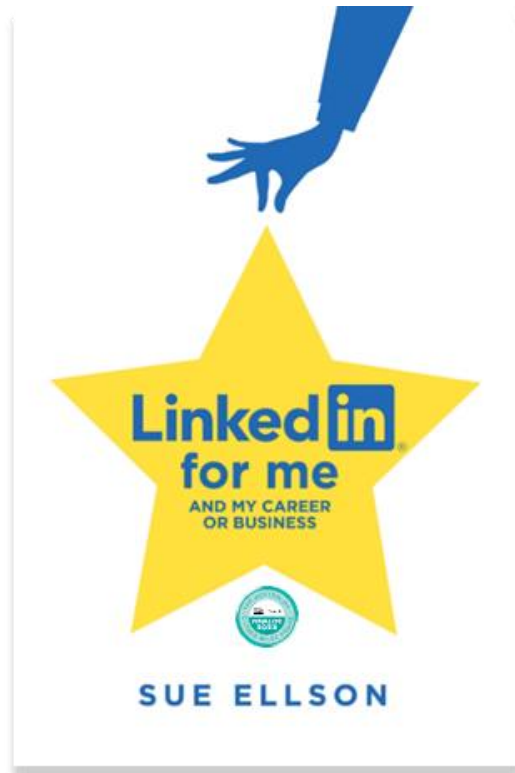


Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

Quick Points

- ✓ acknowledge traditional owners of land where we are all based
- ✓ this presentation is for people of all backgrounds and it is 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
- ✓ assume varied level of knowledge and experience and can read. Information correct at time of publication
- ✓ please add any questions you have in the Chat – and make notes – this is like a dream, forget when you wake up!
- ✓ 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)
- ✓ if you are watching this later, the screen may have changed
- ✓ **find one way to say 'thank you'** – pro bono 10 hours work
 - Buy a book, Follow on Social Media, LinkedIn Endorsement or Recommendation, Facebook or Google Review



10 Ways to Improve your LinkedIn Newsletters

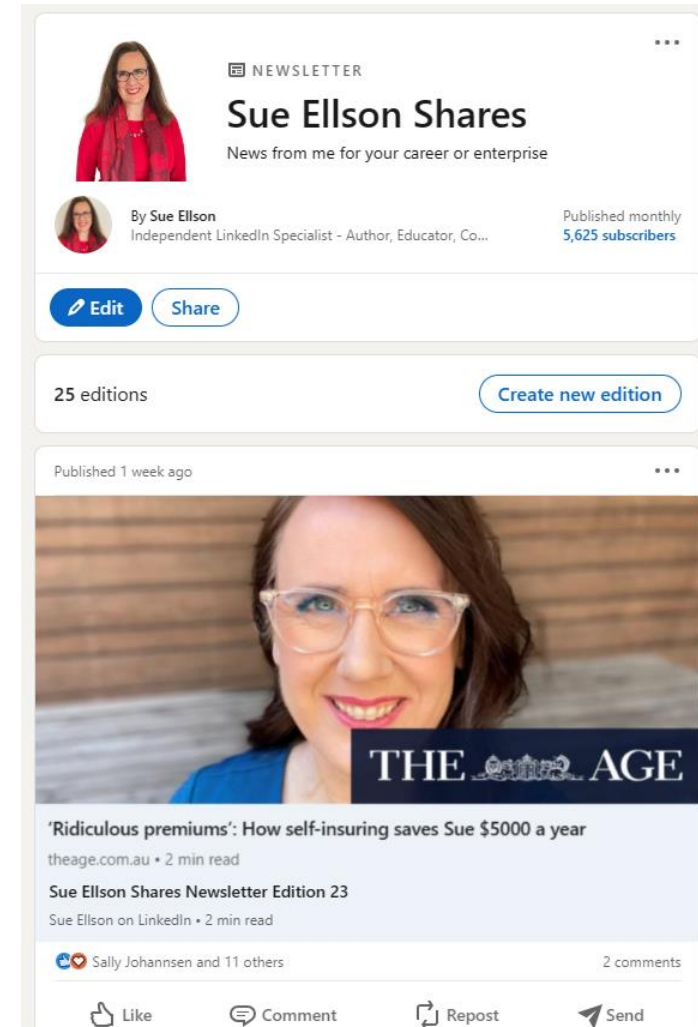
1. Review your Newsletter Strategy
2. Publish on your website first
3. Creator Mode for Individuals
4. Newsletters for Company Pages
5. Search Engine Optimising the Content
6. Content Inclusions
7. Promoting the Newsletter on LinkedIn
8. Following up Followers
9. Following up Subscribers
10. What to Watch Out For



10 Ways to Improve your LinkedIn Newsletters

1. Review your Newsletter Strategy

- more email newsletter unsubscribes
- less people want PDFs or print choices
- don't just publish via email and use once
- create lifetime value rather than once off value
- ideally, best to set a regular schedule – monthly seems good
- always check, do you want an Article OR a Newsletter?
- easiest to create on a laptop or desktop computer rather than on your phone...
- recommend using the content on your website first, then LinkedIn (Profile and/or Page) and via email as well

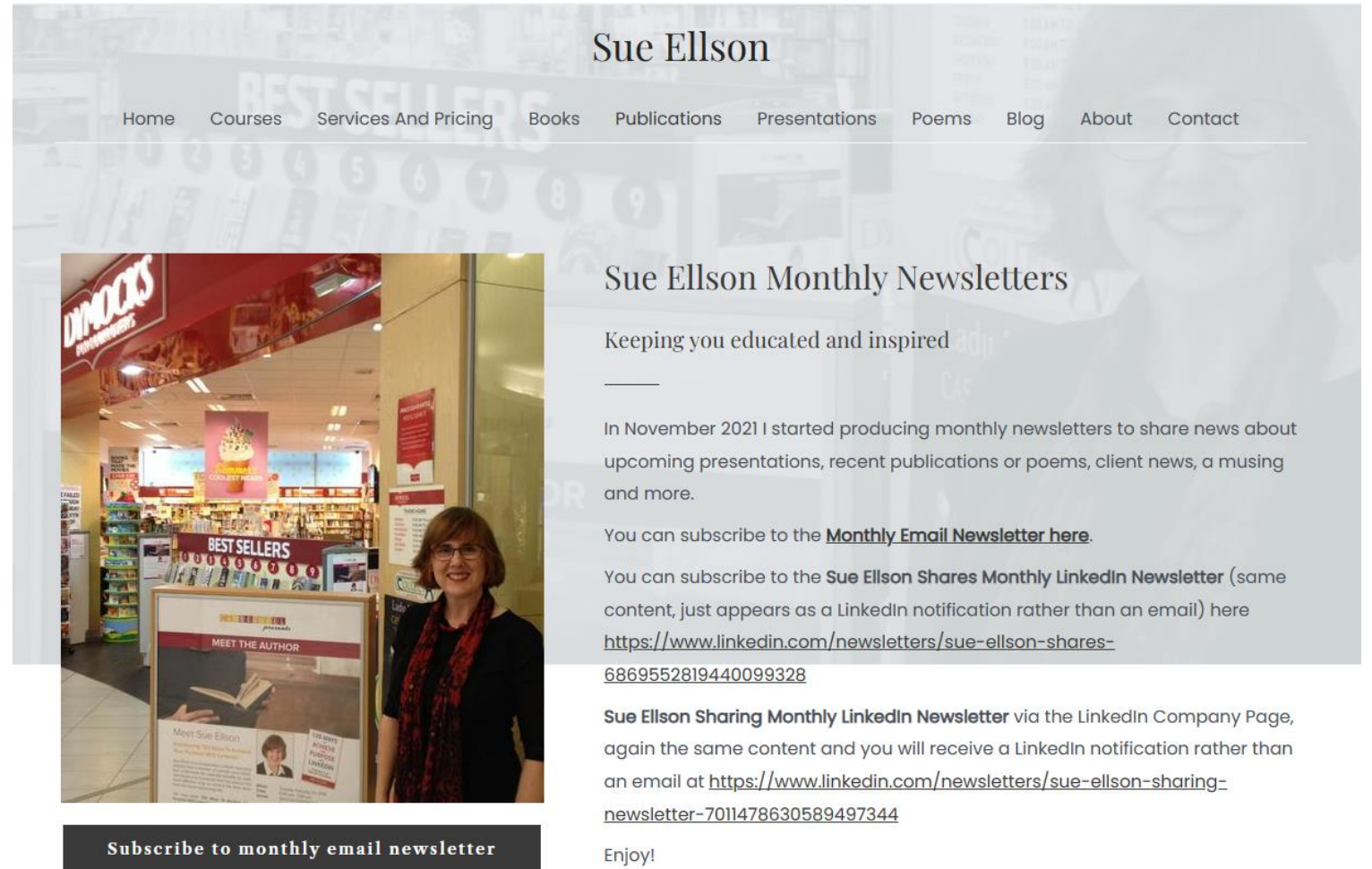


10 Ways to Improve your LinkedIn Newsletters

2. Publish on your website first

- permanent record
- digital asset value
- flexible length (server limits)
- can insert images and videos
- can link to other content
- include text formatting options
- can embed code
- can search engine optimise

<https://sueellson.com/newsletters>



The image shows a screenshot of Sue Ellson's website and a photograph of her. The website header includes the name 'Sue Ellson' and a navigation menu with links: Home, Courses, Services And Pricing, Books, Publications, Presentations, Poems, Blog, About, and Contact. Below the header is a section titled 'Sue Ellson Monthly Newsletters' with the tagline 'Keeping you educated and inspired'. The text describes the newsletter's content and provides two subscription links: one for the 'Monthly Email Newsletter' and another for the 'Sue Ellson Shares Monthly LinkedIn Newsletter'. A photo of Sue Ellson in a bookstore is shown, with a sign in the foreground that says 'MEET THE AUTHOR' and 'Meet Sue Ellson'. A dark banner at the bottom of the photo area says 'Subscribe to monthly email newsletter'.

Sue Ellson

Home Courses Services And Pricing Books Publications Presentations Poems Blog About Contact

Sue Ellson Monthly Newsletters

Keeping you educated and inspired

In November 2021 I started producing monthly newsletters to share news about upcoming presentations, recent publications or poems, client news, a musing and more.

You can subscribe to the [Monthly Email Newsletter here](#).

You can subscribe to the [Sue Ellson Shares Monthly LinkedIn Newsletter](#) (same content, just appears as a LinkedIn notification rather than an email) here <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>

[Sue Ellson Sharing Monthly LinkedIn Newsletter](#) via the LinkedIn Company Page, again the same content and you will receive a LinkedIn notification rather than an email at <https://www.linkedin.com/newsletters/sue-ellson-sharing-newsletter-7011478630589497344>

Enjoy!

Subscribe to monthly email newsletter

10 Ways to Improve your LinkedIn Newsletters

3. Creator Mode for Individuals

- you need to turn on Creator Mode to be able to have a LinkedIn Newsletter from your Personal LinkedIn Profile

- new LinkedIn Profile Followers or Connections will automatically be invited to subscribe to your Newsletter

- subscribers will be sent a Notification in LinkedIn when a Newsletter is published

Check your Creator status via the Creator Hub
<https://www.linkedin.com/in/me/opportunities/li-creator/edit/>

Newsletter Access needs 150 or more Followers
<https://www.linkedin.com/help/linkedin/answer/a591266>

Newsletters Best Practice
<https://www.linkedin.com/help/linkedin/answer/a517940>

The screenshot shows the LinkedIn Creator Hub interface. At the top, there's a 'Resources' section with a 'Private to you' indicator. Below it, 'Creator mode' is shown as 'On' with a green toggle, and a description: 'Get discovered, showcase content on your profile, and get access to creator tools'. Underneath is 'My network' with the description 'See and manage your connections and interests.' A link 'Show all 5 resources →' is visible. The main content area is divided into two sections: 'Profile topics' and 'Creator tools'. 'Profile topics' includes a description, a limit of 5 topics, and five selected hashtags: #careers, #writing, #linkedin, #sueellson, and #linkedinways. A 'Saved' button is present. 'Creator tools' lists 'LinkedIn Live', 'Audio Event', 'Newsletters' (highlighted with a red box), and 'Follow link', each with a green checkmark and a 'Learn more' link.

Resources
Private to you

Creator mode On
Get discovered, showcase content on your profile, and get access to creator tools

My network
See and manage your connections and interests.

Show all 5 resources →

Profile topics
Your topics will be displayed at the top of your profile to show your audience what you talk about most.
You can add up to 5.
#careers ✓ #writing ✓ #linkedin ✓ #sueellson ✓ #linkedinways ✓
You can only select up to 5 hashtags. Saved

Creator tools
Creator mode gives you more ways to engage with your audience by enabling access to select tools. [Learn more](#) about creator tool access.

LinkedIn Live	✓	Learn more >
Audio Event	✓	Learn more >
Newsletters	✓	Learn more >
Follow link	✓	Learn more >

10 Ways to Improve your LinkedIn Newsletters

4. Newsletters for Company Pages

- need at least 150 Followers for the Company Page
- Company Page – content remains with the enterprise rather than with you as an individual
- overall, have found Personal Profile Newsletters perform better in terms of views and reach than Company Page Newsletters

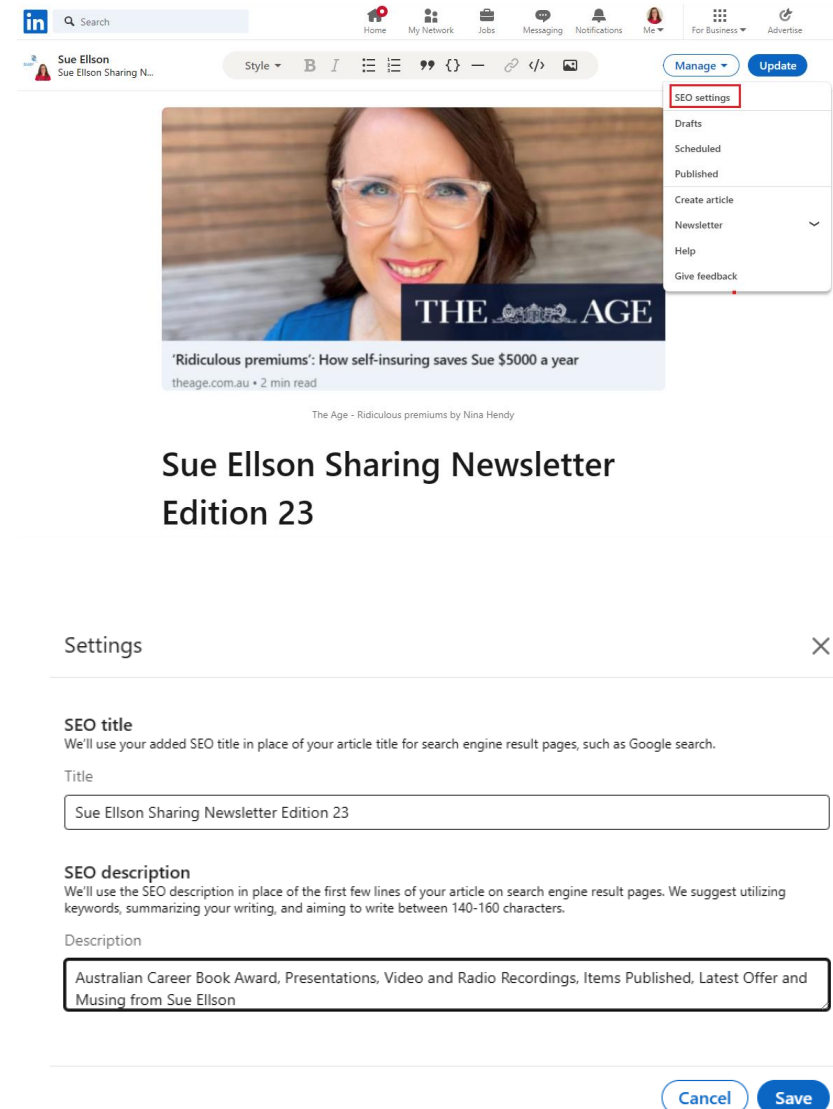
<https://www.linkedin.com/help/linkedin/answer/a596833>

The image shows a screenshot of the LinkedIn Newsletters interface. On the left is a navigation sidebar for the user 'Sue Ellson', who has 840 followers. The 'Newsletters' option is highlighted with a red box. The main content area displays the 'Sue Ellson Sharing Newsletter' page. It features a profile picture of Sue Ellson, a 'NEWSLETTER' icon, and the text 'Sue Ellson Sharing Newsletter' with the subtitle 'News from me for your career or enterprise'. Below this, it shows 'By Sue Ellson' with 840 followers and 'Published monthly' with '283 subscribers'. There are 'Edit' and 'Share' buttons. A section indicates '10 editions' with a 'Create new edition' button. The main content shows a post published '1 week ago' featuring a photo of Sue Ellson and a dark banner with the text 'THE AGE'. The article title is ''Ridiculous premiums': How self-insuring saves Sue \$5000 a year' from 'theage.com.au' with a '2 min read' duration. Below the article, it says 'Sue Ellson Sharing Newsletter Edition 23' and 'Sue Ellson on LinkedIn • 2 min read'. At the bottom, there is a 'Like' button with a count of '1', and buttons for 'Comment', 'Repost', and 'Send'.

10 Ways to Improve your LinkedIn Newsletters

5. Search Engine Optimising the Content

- add in a consistent or searchable Title (skip the journo-style headline)
- include at least one Heading 1 (usually use same as the Title)
- add in other headings, lists, code, formatting – markup magic!
- add in one video and one or more images if you have them
- include references (and links) to add credibility
- make it mobile scan friendly – lots of white space
- include a call to action



The screenshot shows the LinkedIn article editor interface. At the top, there's a search bar and navigation icons. The main content area displays a profile picture of Sue Ellson, a 'THE AGE' logo, and a snippet of an article titled "'Ridiculous premiums': How self-insuring saves Sue \$5000 a year". Below this, the newsletter title "Sue Ellson Sharing Newsletter Edition 23" is visible. A "Settings" dialog box is open, showing the "SEO title" field with the text "Sue Ellson Sharing Newsletter Edition 23" and the "SEO description" field with the text "Australian Career Book Award, Presentations, Video and Radio Recordings, Items Published, Latest Offer and Musing from Sue Ellson". The "Save" button is highlighted in blue.

10 Ways to Improve your LinkedIn Newsletters

6. Content Inclusions

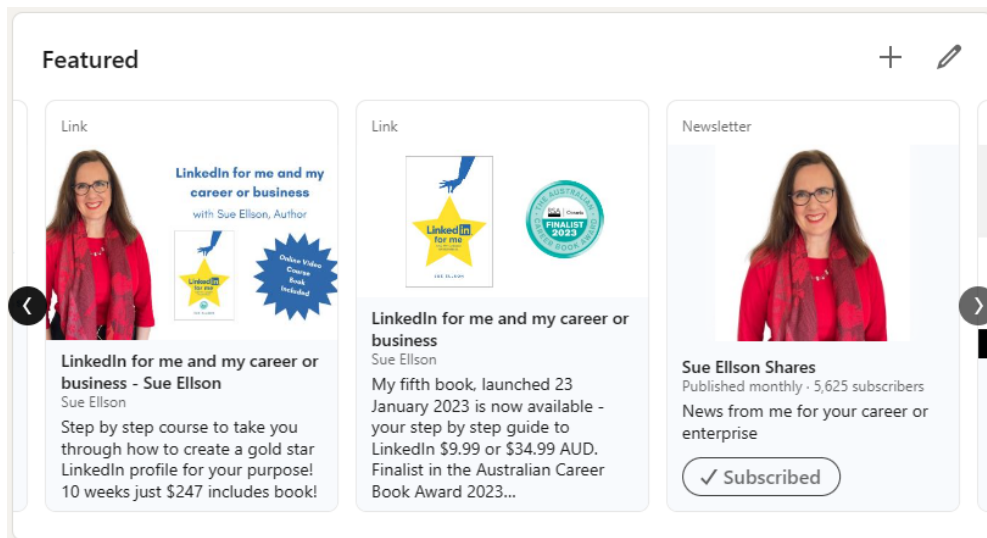
- consider Embedding an item
- consider including Code
- consider a template approach
- be warned, copying code from a website doesn't mean it will 'paste' into a LinkedIn Newsletter

The screenshot shows the LinkedIn newsletter editor interface. At the top, there is a search bar with the LinkedIn logo and a search icon. Below the search bar is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The main editing area shows the name 'Sue Ellison' and a partial title 'Sue Ellison Sharing N...'. Below the name is a rich text editor toolbar with options for Style, Bold (B), Italic (I), Bulleted List, Numbered List, Quote, Code, Link, and Image. To the right of the toolbar are 'Manage' and 'Update' buttons.

10 Ways to Improve your LinkedIn Newsletters

7. Promoting the Newsletter on LinkedIn

- what is your Call to Action 'end' for each edition?
- have you responded to all Comments (if shared from a Company Page, remember to check your notifications)
- add a tile to the 'Featured' Section of your LinkedIn Profile
- invite more Connections to Follow the Company Page
- click 'Share' and share around!



— Sue Ellson GK BBus MPC PCDAAS ASA WV SPN MedPlus

Independent LinkedIn Specialist, Author, Educator, Practitioner

See Sue Ellson Profile LinkedIn version here

<https://www.linkedin.com/pulse/sue-ellson-shares-newsletter-edition-23-sue-ellson-dmkoc>

See Sue Ellson Page LinkedIn version here <https://www.linkedin.com/pulse/sue-ellson-sharing-newsletter-edition-23-sue-ellson>

Subscribe to this email newsletter or see past editions here <https://sueellson.com/newsletters> (currently 72 Subscribers)

Subscribe to the Sue Ellson Shares LinkedIn newsletter here <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328> (currently 5,607 Subscribers)

Subscribe to the Sue Ellson Sharing LinkedIn newsletter here <https://www.linkedin.com/newsletters/sue-ellson-sharing-newsletter-7011478630589497344> (currently 282 Subscribers)

You can follow me on social media by scanning this QR code and visiting the Contact Page of my website and clicking on the links there or the links below.

Follow on social [media](#)



Sue Ellson Website Contact Page

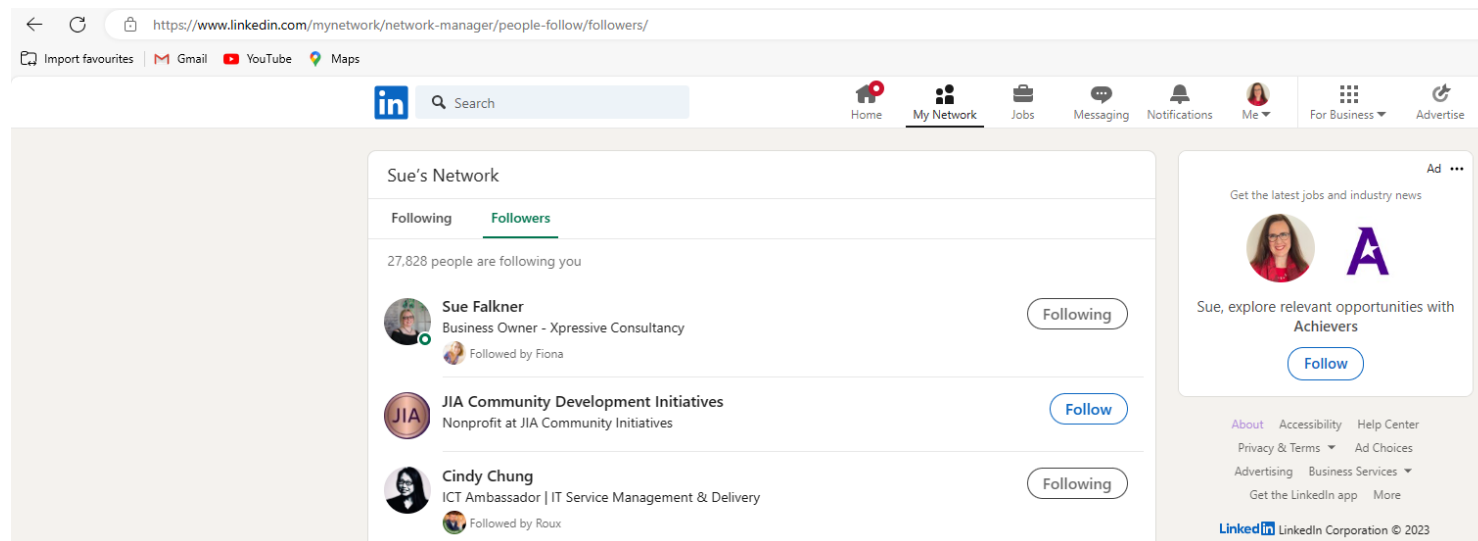
Scan, Press or Click – Links to Sue Ellson Website Contact Page with links to Follow on social [media](#)

10 Ways to Improve your LinkedIn Newsletters

8. Following up Followers – Personal Profile

- if you track your Followers, from now on, you could personally message them with a link to your your latest LinkedIn Newsletter and a link where they can subscribe if they haven't already.

<https://www.linkedin.com/mynetwork/network-manager/people-follow/followers>



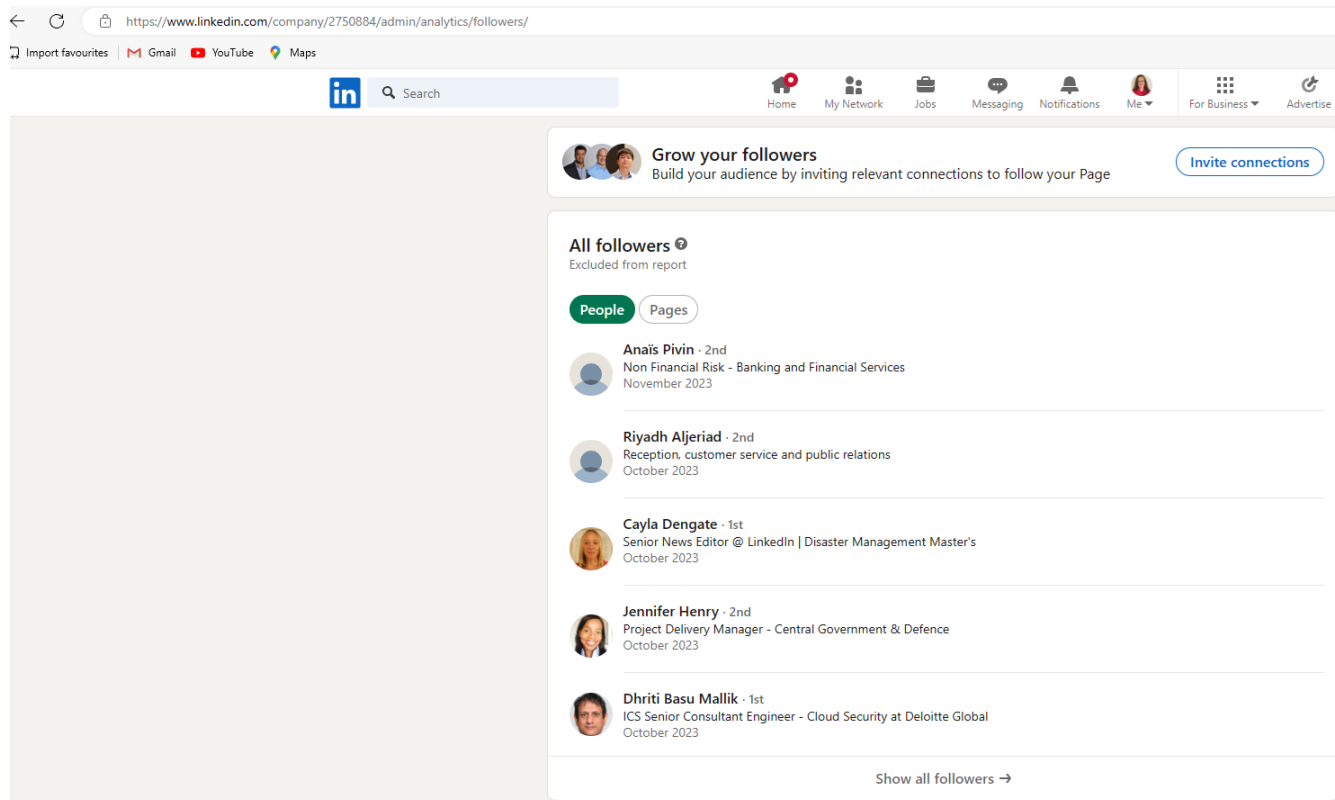
The screenshot shows a web browser window displaying the LinkedIn 'Followers' page for a user named Sue. The browser's address bar shows the URL: <https://www.linkedin.com/mynetwork/network-manager/people-follow/followers/>. The LinkedIn navigation bar is visible at the top, including the search bar and icons for Home, My Network, Jobs, Messaging, Notifications, Me, For Business, and Advertise. The main content area is titled 'Sue's Network' and has two tabs: 'Following' and 'Followers', with 'Followers' selected. Below the tabs, it states '27,828 people are following you'. Three follower profiles are listed: Sue Falkner (Business Owner - Xpressive Consultancy, followed by Fiona), JIA Community Development Initiatives (Nonprofit at JIA Community Initiatives), and Cindy Chung (ICT Ambassador | IT Service Management & Delivery, followed by Roux). Each profile has a 'Following' or 'Follow' button. On the right side, there is an advertisement for 'Achievers' with a 'Follow' button. The footer of the page includes links for About, Accessibility, Help Center, Privacy & Terms, Ad Choices, Advertising, Business Services, Get the LinkedIn app, and More, along with the LinkedIn logo and copyright notice: 'LinkedIn Corporation © 2023'.

10 Ways to Improve your LinkedIn Newsletters

8. Following up Followers – Company Page

- if you track your Followers, from now on, you could personally message them with a link to your your latest LinkedIn Newsletter and a link where they can subscribe if they haven't already (bottom of Followers page).

<https://www.linkedin.com/company/2750884/admin/analytics/followers>



The screenshot shows the LinkedIn interface for a company's 'All followers' page. The page is titled 'Grow your followers' and includes a search bar and navigation icons. The main content area displays a list of followers under the heading 'All followers' (Excluded from report). The list is filtered by 'People' and shows five entries:

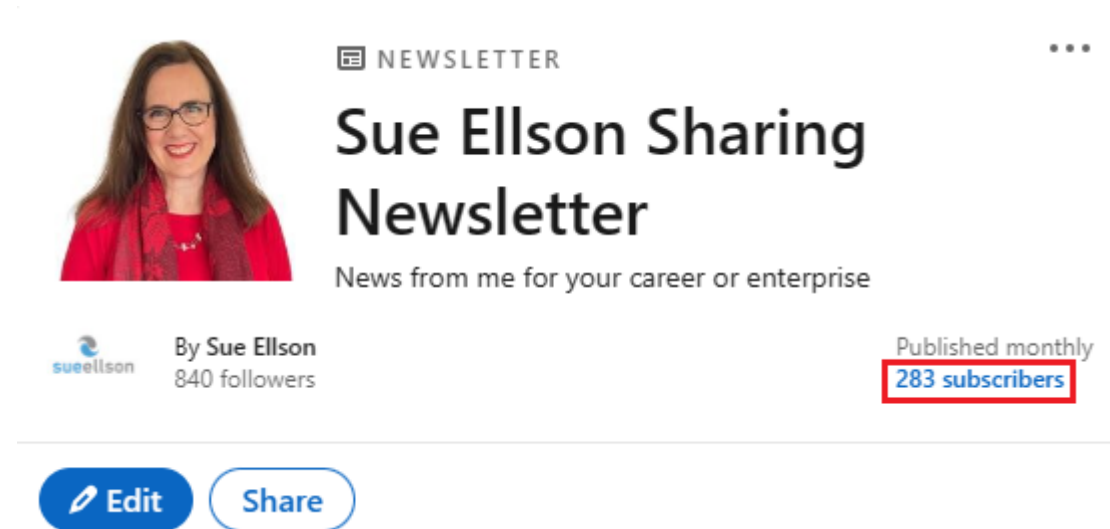
- Anaïs Pivin** · 2nd
Non Financial Risk - Banking and Financial Services
November 2023
- Riyadh Aljeriad** · 2nd
Reception, customer service and public relations
October 2023
- Cayla Dengage** · 1st
Senior News Editor @ LinkedIn | Disaster Management Master's
October 2023
- Jennifer Henry** · 2nd
Project Delivery Manager - Central Government & Defence
October 2023
- Dhriti Basu Mallik** · 1st
ICS Senior Consultant Engineer - Cloud Security at Deloitte Global
October 2023

At the bottom of the list, there is a link to 'Show all followers →'.

10 Ways to Improve your LinkedIn Newsletters

9. Following up Subscribers

- See who your Subscribers are and reach out to them with a direct message, or invite them to Connect etc



The screenshot shows a LinkedIn Newsletter profile for Sue Ellson. On the left is a profile picture of Sue Ellson, a woman with glasses wearing a red top. To the right of the picture, the text reads 'NEWSLETTER' with a small icon, followed by the name 'Sue Ellson Sharing Newsletter' in a large, bold font. Below the name is the tagline 'News from me for your career or enterprise'. Underneath the profile picture is a small circular icon with the text 'sueellson' and 'By Sue Ellson' with '840 followers' below it. To the right of this, it says 'Published monthly' and '283 subscribers', with the subscriber count highlighted in a red box. At the bottom of the profile are two buttons: 'Edit' with a pencil icon and 'Share'.

10 Ways to Improve your LinkedIn Newsletters

10. What to Watch Out For

- Social Media Examiner – Judi Fox #FoxRocks
<https://www.bing.com/videos/riverview/relatedvideo?q=social%20media%20examiner%20podcast%20linkedin>
- see what Newsletters you have subscribed to at
<https://www.linkedin.com/mynetwork/network-manager/newsletters>
- The Business Accelerator Newsletter
<https://www.linkedin.com/newsletters/6861500938058915840/>
- This used to work!
<https://www.linkedin.com/directory/newsletters>
- <https://dripify.io/linkedin-newsletter> includes examples and tips
- beware – do you want to publish an ARTICLE or a NEWSLETTER?

AS SEEN IN: yahoo! finance, Social Media Examiner, #FoxRocks says...
VIDEO INFLUENCERS, CONTENT MARKETING, Inc., SOCIAL MEDIA MARKETING WORLD, VIDEO MARKETING WORLD, SOCIAL MEDIA WEEK, agora pulse, INBOUND 2021, HOUSINGWIRE, VidSummit

Judi Fox · 2nd
#FoxRocks RING Founder LinkedIn Business Accelerator | Business Coach • Sales Strategy • Podcast • #H2H Marketing • LinkedIn Audio Events & Clubhouse Speaker • Approachable & Hilarious

Top Sales Voice

Talks about #foxrocks, #salesadvice, #linkedincreator, #womenleadership, and #businessstrategycoach

Greater Richmond Region · [Contact info](#)
20 LinkedIn Post Prompts

45,875 followers · 500+ connections

Manage my network		
Connections		24,491
Following & followers		
Groups		64
Events		201
Pages		521
Newsletters		245
Hashtags		7

10 Ways to Improve your LinkedIn Newsletters

10. Keep a backup

- suggest you email a copy of your Article content and link to yourself
- suggest you copy/paste the link at <https://archive.org/web> for a permanent record to be kept online
- suggest you add it to your Spreadsheet List of Publications – date, title, link, text, archive.org link

	A	B	C	D	E	F	G	H
1	Date	Paywall	Title of Article	Publication Name	Author	Link to Article	Archive.org/web Link	Text / Details
2								

What were your faves?

Please choose three things from this session to do in three hours from now

3 in 3

LinkedIn Insight Webinars

Next LinkedIn Insight Webinar – 27th – 10 Ways to Improve Your LinkedIn Events 13 December 2023

<https://sueellson.com/blog/10-ways-to-improve-your-linkedin-events>

- 10 Ways to Improve your LinkedIn Newsletters 7 November 2023
- 10 Ways to Improve your LinkedIn Articles 11 October 2023
- 10 Ways to Improve your LinkedIn Posts 13 September 2023
- 10 Ways to Improve your LinkedIn Engagement 9 August 2023
- 10 Ways to Improve your LinkedIn Page 12 July 2023
- 10 Ways to Improve your LinkedIn Profile 14 June 2023
- LinkedIn for Real Estate and Commercial Property Professionals 10 May 2023
- LinkedIn for Military, Defence and Emergency Services Professionals 12 April 2023
- LinkedIn for Social Media, Marketing and Digital Strategy Professionals 8 March 2023
- LinkedIn for Recruiters, Headhunters and Executive Search Professionals 8 February 2023
- LinkedIn for Medical, Health and Nursing Professionals 11 January 2023
- LinkedIn for Migrants, Expatriates and Repatriates 14 December 2022
- LinkedIn for Sales People 9 November 2022
- LinkedIn for Career Changers 12 October 2022
- LinkedIn for Tradespeople 14 September 2022
- LinkedIn for Students and Future Graduates 10 August 2022
- LinkedIn for Women Wednesday 13 July 2022
- LinkedIn for Authors Wednesday 8 June 2022
- LinkedIn for Early Career Professionals Wednesday 11 May 2022
- LinkedIn for Creatives Wednesday 13 April 2022
- LinkedIn for Education Professionals Wednesday 9 March 2022
- LinkedIn for Human Resource Professionals Wednesday 9 February 2022
- LinkedIn for Journalists and Media Professionals Wednesday 12 January 2022
- LinkedIn for Board Directors and Senior Leaders Wednesday 8 December 2021
- LinkedIn for CEO's and Business Owners Wednesday 3 November 2021
- LinkedIn for Business Coaches and Career Specialists Wednesday 6 October 2021

All Registration Links, Slides and Recordings from past webinars – all FREE plus list of future webinars

<https://sueellson.com/linkedin-insight-webinars-and-recordings>

Online Course



LinkedIn for me and my career or business ★

- ✓ includes digital copy of book
- ✓ quick start program
- ✓ entire book instructions – videos too!
- ✓ clickable links
- ✓ LinkedIn Profiles, Pages, Groups
- ✓ LinkedIn Engagement, Content, Results
- ✓ Setup, Shine, Surprise Methodology

10 weeks – two hours a week

\$247 AUD

<https://sueellson.com/courses/linkedin-for-me-and-my-career-or-business>

Special Gift – Free Downloads

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

- Usernames and Passwords Spreadsheet (most popular)
- LinkedIn Statistics and Backup Spreadsheet
- Basic Social Media Statistics Spreadsheet
- List of Publications Spreadsheet
- Sample Resume Layout – Applicant Tracking System Friendly

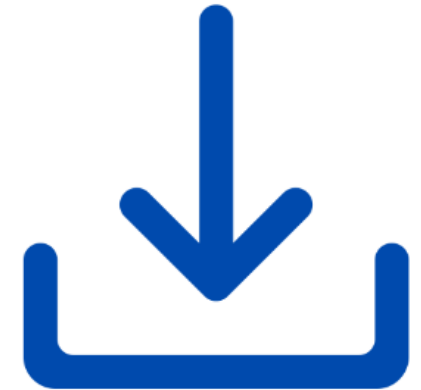
✓ **will send these direct to participants who attended live!**

✓ **LIVE EVENT – LinkedIn for me and my career or business Workshop**

Saturday 25 November 2023 9:30am – 1:30pm in person in Canterbury, Melbourne

<https://linkedinforme.eventbrite.com.au> \$195 includes printed book Maximum four people

✓ keep up to date by following me on social media



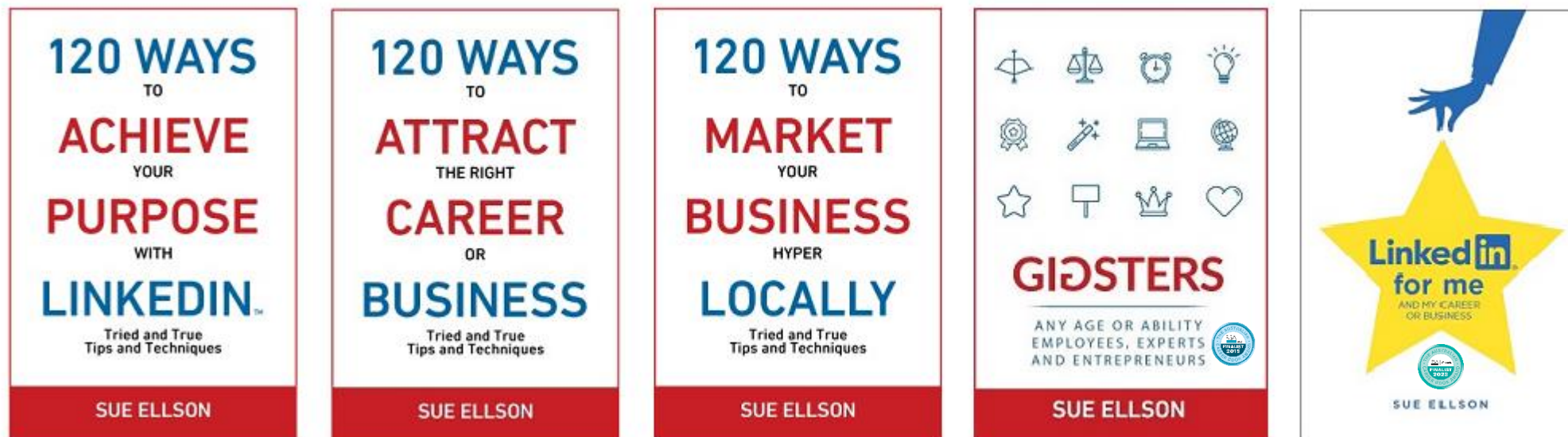
Follow / Subscribe to Sue Elson Online



- ✓ LinkedIn Profile <https://www.linkedin.com/in/sueellson> (24,491 Connections, 27,828 Followers)
- ✓ YouTube <https://www.youtube.com/@sueellson> (339 Subscribers – goal is 1,000+)
- ✓ LinkedIn Page <https://www.linkedin.com/company/sue-ellson> (840 Followers)
- ✓ Facebook <https://www.facebook.com/sueellson2> (168 Followers)
- ✓ Twitter <https://twitter.com/sueellson> (429 Followers)
- ✓ Instagram <https://www.instagram.com/sueellson> (mostly poems) (400 Followers)
- ✓ TikTok <https://www.tiktok.com/@sueellson> (39 Followers)
- ✓ Sue Elson Shares LinkedIn Newsletter (5,625 Subscribers) <https://www.linkedin.com/newsletters/sue-ellson-shares-6869552819440099328>
- ✓ Sue Elson Sharing LinkedIn Newsletter (283 Subscribers) <https://www.linkedin.com/newsletters/7011478630589497344>
- ✓ Sue Elson Email Newsletter (72 Subscribers) <https://sueellson.com/newsletters>



Author of five books



Latest – **LinkedIn for me and my career or business** – launched 23 January 2023

Give yourself a gold star ★ LinkedIn Presence

<https://sueellson.com/books> or <https://120wayspublishing.com>

Extra Resources

Blog

<https://sueellson.com/blog>

Publications

<https://sueellson.com/publications>

Presentations

<https://sueellson.com/presentations>

Podcasts

<https://sueellson.com/podcasts>

Television

<https://sueellson.com/television>

Videos

<https://sueellson.com/videos>

Today's slides and recording will be at <https://sueellson.com/blog/10-ways-to-improve-your-linkedin-newsletters>



What has been most helpful to you today?

✓ You can add a comment saying what was most helpful in the Zoom chat now – great reflection for others

✓ Please complete the Exit Survey when you leave the webinar

✓ **Write a Review on**

Google <https://g.page/sue-ellson-author/review> (140 Google Reviews) or

Facebook <https://www.facebook.com/sueellson2/reviews> (8 Reviews)

Online <https://sueellson.com/reviews> (lots!)

✓ **Follow Sue Ellson's Socials or Contact directly** <https://sueellson.com/contact>



Google Review



Facebook Review



Online Review



Follow Socials / Contact