



LINKEDIN WITHOUT THE CRINGE

Build Trust. Grow
Influence. Start
Conversations.

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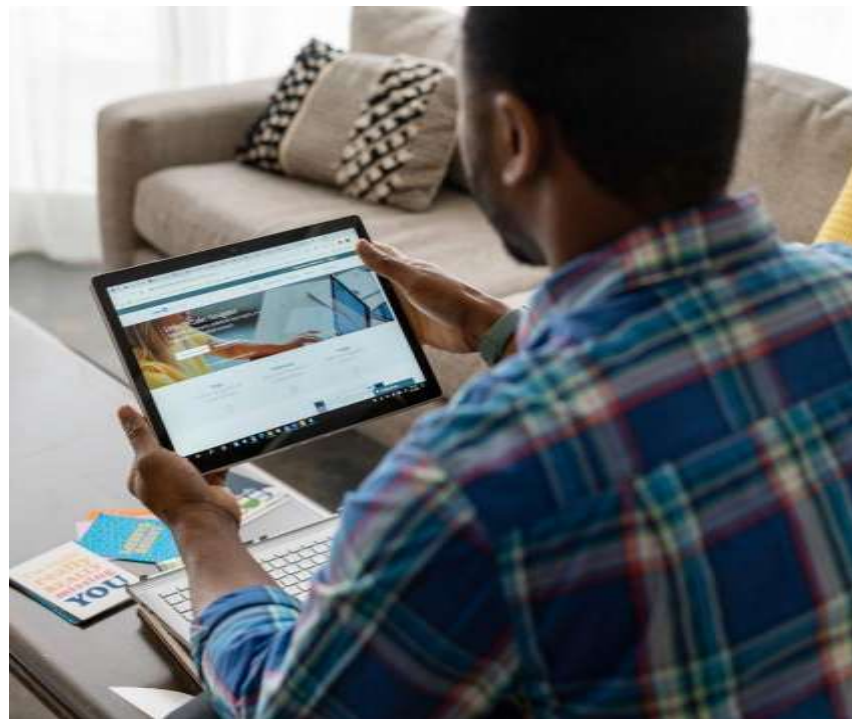
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[@matthalloran_](https://twitter.com/matthalloran_)



HISTORY OF LINKEDIN



- 2003: Online resume & jobs board.
- 2016: acquired by Microsoft, world's largest professional network, publishing powerhouse.



WHY LINKEDIN STILL MATTERS



Over 65 million decision-makers use LinkedIn.

#1 most trusted social platform for 6 years running.

Still the go-to place for professional content, networking, and B2B growth.



SHOW UP IN SOCIAL, ONLINE, AND GENERATIVE AI RESULTS



1. Website,
2. Social Media
+
Reviews &
Recommendations



SET UP, SHINE, SURPRISE



Backup, Adjust Settings, Change Profile URL,
Collect Statistics.



Optimize Your Personal Profile and Company Page.



Endorse Skills, Give and Receive Recommendations,
React, Comment, Post.



WHAT'S BROKEN



Cold, spammy DMs – “Let’s connect!” → Instant pitch.



Content overload – Self-promo, noisy feeds, little value.



Transactional mindset – Short-term gains > real relationships.

VS



Authentic conversations
– Build trust before the ask.



High-signal content.
– Insightful, human & scroll-stopping.

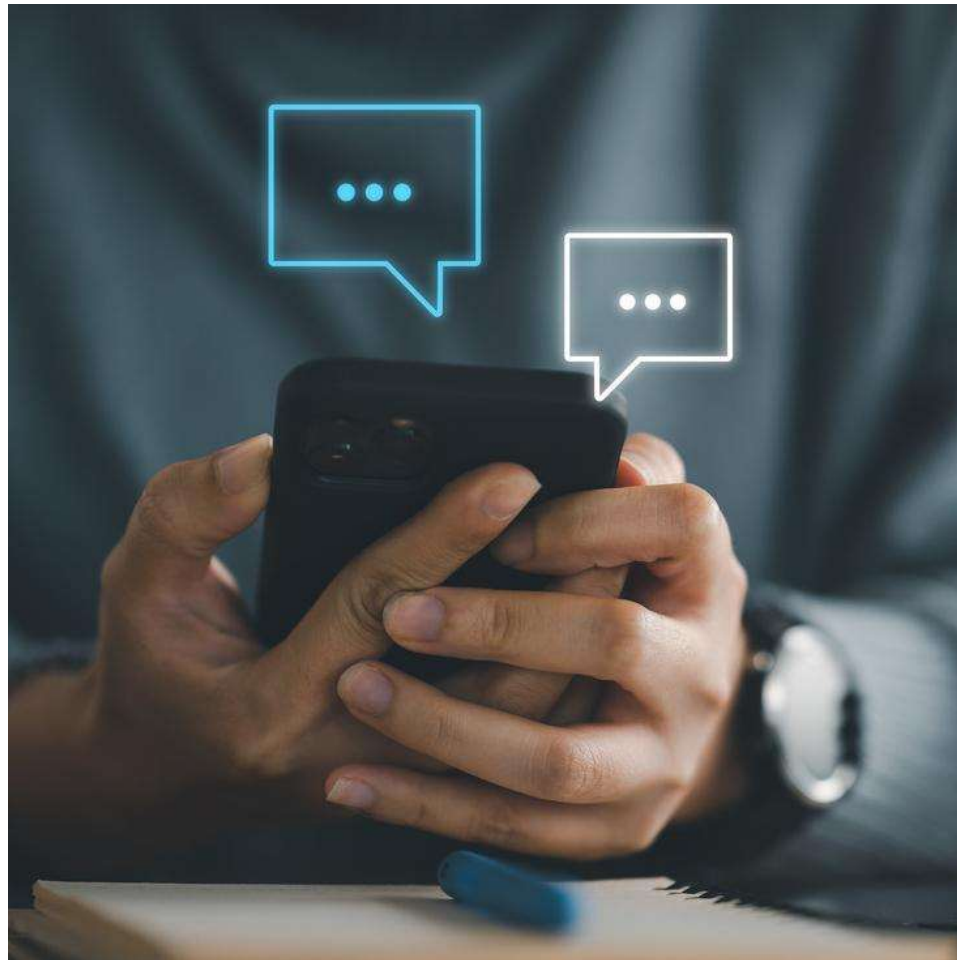


Relationship-driven growth
– From contacts to community.

WHAT'S NEW



WHAT TRUST LOOKS LIKE

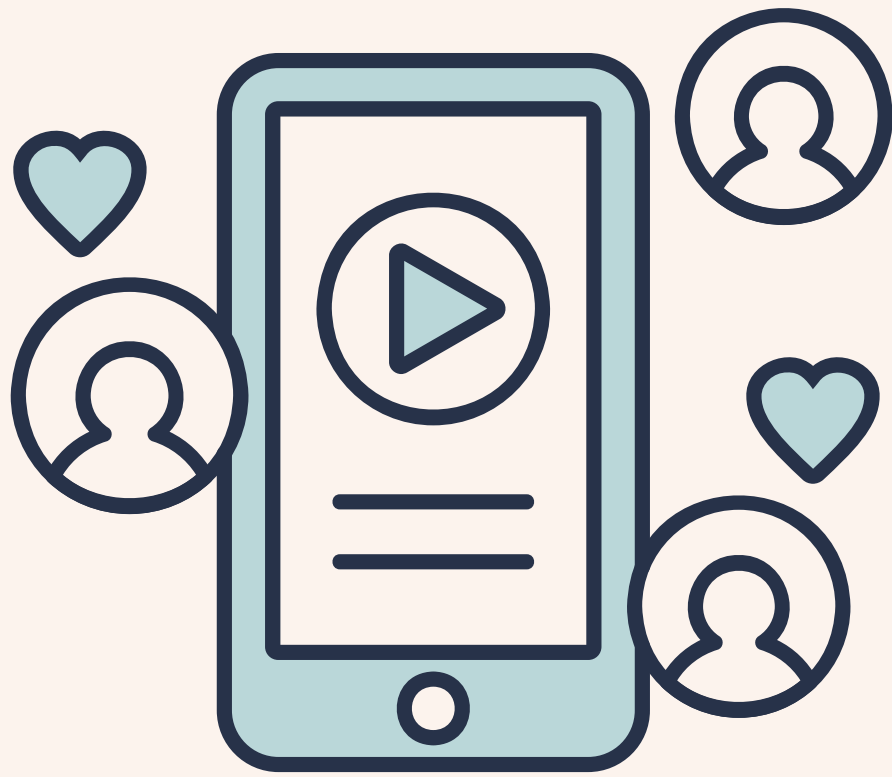


Human,
Specific,
Consistent

•



TRUST-BUILDING CONTENT RULES

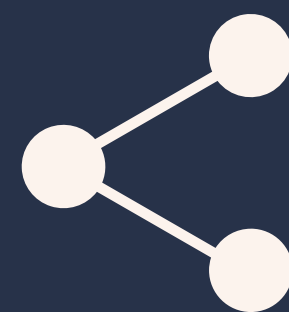


**Engage first.
Don't Post and Ghost.
Be Authentic.
Friendly and Professional.
Conversation Focus.**



HOW REAL EXPERTS POST

Write like you talk




Share earned insight


Focus on conversations



HOW REAL EXPERTS POST

ROBOTIC

**BizBot 3000**
🤖 Automated Business Consultant
1h • 🌐

 **Common Oversights in Bookkeeping**
In the world of bookkeeping, mistakes are often made that can significantly impact your financial records.

1. Uncategorized Transactions
2. Missing Receipts
3. Duplicate Entries
4. Unreconciled Bank Accounts
5. Incorrect Classifications


! **Implications of These Oversights**
Missing or inaccurate transactions, incorrect filings, financial reports that don't reflect the true financial state of your business, potential penalties during an audit.

🔍 **Recommendations Before Sending Your Bookkeeping to Your Accountant**

- Reconcile all bank and credit card accounts.
- Categorize all transactions correctly.
- Ensure all expenses are backed by receipts.
- Double-check for duplicate entries.

Taking the time to carefully review your bookkeeping records ensures a smoother process for your accountant and minimizes the risk of mistakes.

HUMAN

**Michael Eckstein, EA** • Following
Tax therapist to marketing agencies 🧐 | Returns filed, books kept, estim...
1mo • 🌐

I usually review my clients' bookkeeping before preparing their returns.

I'm not necessarily required to. And, some accountants would argue it isn't my job. But, I consider it part of a job well done.

And, wooooo boii, you'll see the wildest shit in there.

- 🧐 1000+ missing transactions
- 🧐 Books that haven't been reconciled since the Carter administration
- 🧐 Missing payroll (???)
- 🧐 A casual \$85,000 correction


Those sorta mistakes cost big money. And, your books may not be that bad, but I'd bet there's a few thousand missing.

Take a few hours to review your Profit & Loss and Balance Sheet before giving your accountant the go-ahead.

- 🔍 Skim thru the revenue transactions: are any of these loans or investments in the business?
- 🔍 Skim thru the expenses: are any of these distributions, personal expenses, or loan principal repayments?
- 🔍 Skim thru your Balance Sheet: did any revenue or expenses sneak onto the BS?


A second look couldn't hurt.

[#RestingBusinessFace](#) - accounting for agencies

 202
49 comments • 3 reposts



[Credit: Michael Eckstein, EA via LinkedIn](#)



Sue Ellison • You
Independent LinkedIn Specialist • Digital Mentor, Coach, Author, Educator, Co...
2mo • 🌐

CHANGING CAREERS // Do you know how to choose your next job or career? 🤔

Well, some years ago, I did a whole lot of research 📖 over about three years, reading books 📚, looking online 🌐 for information and I realised I just had way too many choices.

So I created a Mind Map 🗺️ and I started with a circle in the middle with my non negotiables and then I did a brain dump of everything I had ever done or had even considered.


No editing allowed.

I left it for 24 hours, came back and circled the things that were most relevant to me and then every suggestion or idea I had, I put it in that tool to decide would this be a fit for me or not.


It has lasted well over 20 years and if you would like to do it in three hours instead of three years, I suggest you either read the article below or reach out to a [Career Development Association Australia](#) Career Development Practitioner.

https://lnkd.in/bnv_gpz


[#careerchoice](#) [#changingcareer](#) [#sueellson](#)







How To Choose Your Next Job Or Career

 You and 440 others

34 comments • 8 reposts


 Search

 Home  My Network  Jobs  Messaging

Post analytics

Export

Sue Ellison posted this • 1mo

 CHANGING CAREERS // Do you know how to choose your next job or career? 🤔 Well, some years ago, I did a whole lot of research 📖 over about three years, reading books 📚, looking online 🌐 for information and I realised I just had way too many choices. ...show more

Discovery

4,964,086

Impressions

2,817,594

Members reached

Video performance

360,739

Video Views

653h 2m

Watch time

6s

Average watch time

Engagement

Reactions

441 →

Comments

34 →

Reposts

8 →

Video viewer demographics

Salesperson

With this or related job title

6%

London Area, United Kingdom

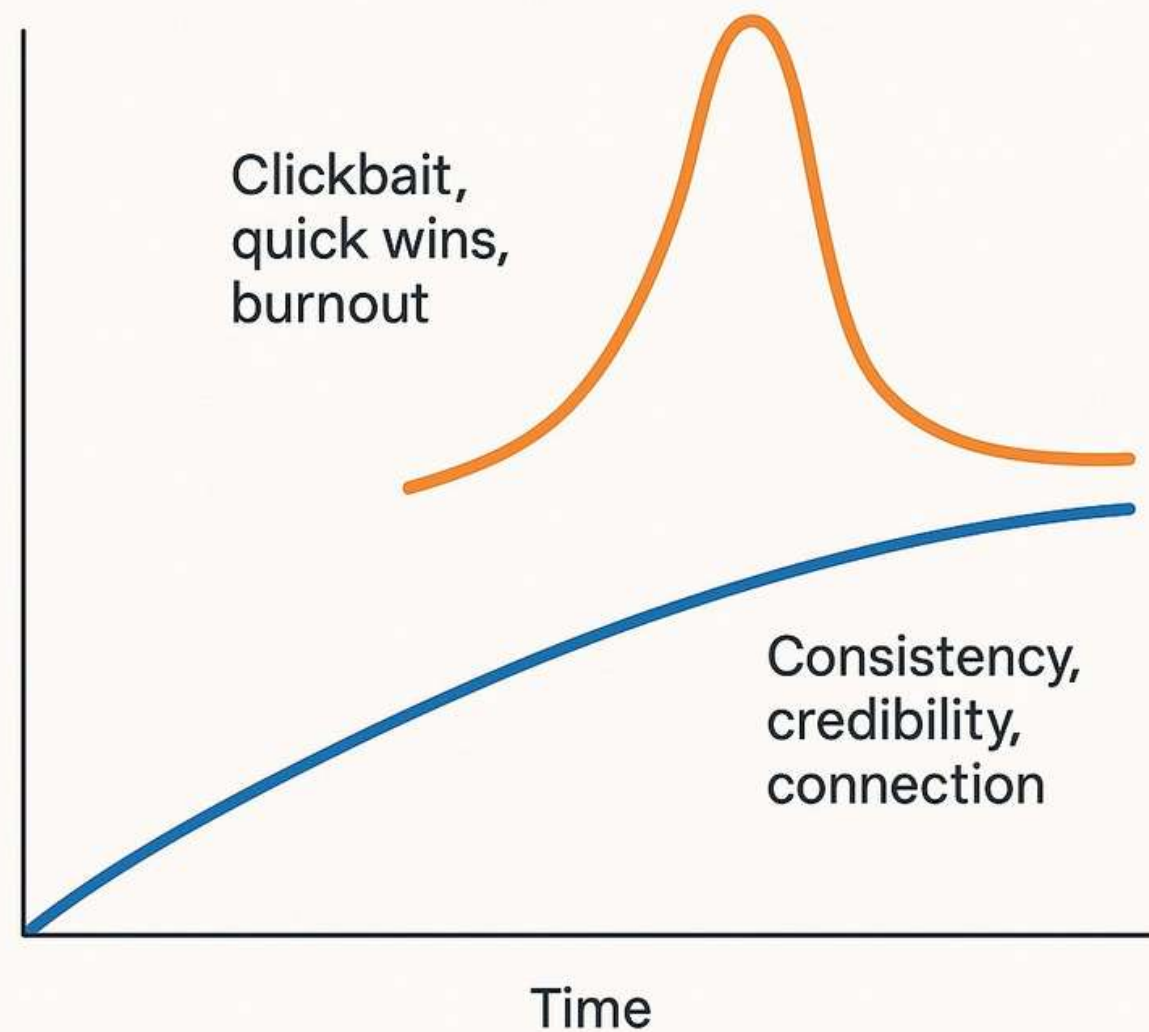
From this location

6%

Show all →



Trust Compounds Over Time



“

REACH

DOESN'T EQUAL

RESULTS”

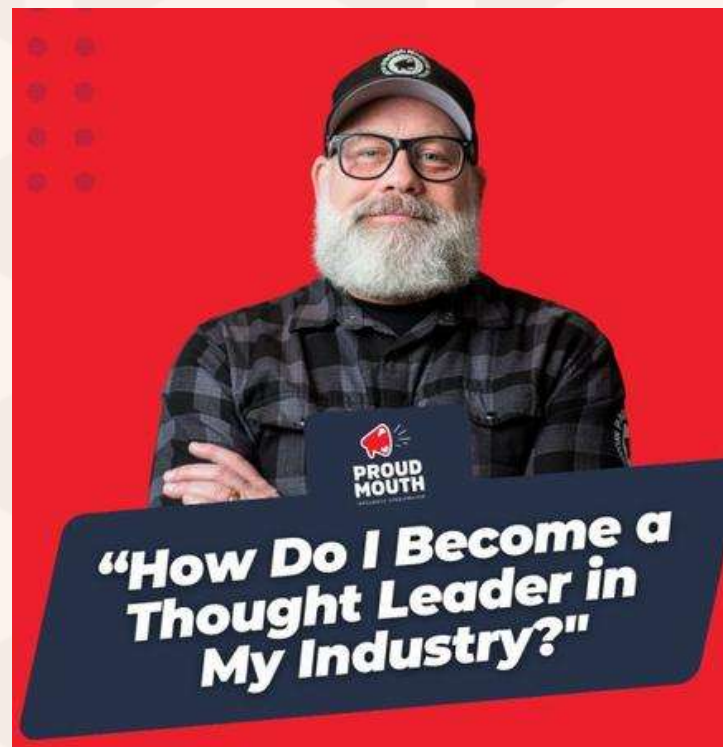
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Trust Beats Attention



Monday

EDUCATIONAL HOW-TO +
UNIQUE EXPERIENCE OR
POV



Wednesday

INSPIRATIONAL /
MINDSET-SHIFTING +
UNIQUE EXPERIENCE



Friday

PERSONAL INTEREST
THAT RESONATES WITH
YOUR AUDIENCE



Your Weekly LinkedIn Rhythm



YOUR WEEKLY LINKEDIN RHYTHM

MONDAY: EDUCATIONAL HOW-TO + UNIQUE EXPERIENCE OR POV

- How to know if you're ready to buy a business (3 questions I ask every aspiring owner).
- 5 ways to approach money-talk with your kids (without passing on anxiety from your childhood experiences).

WEDNESDAY: INSPIRATIONAL/MINDSET SHIFTING + UNIQUE EXPERIENCE

- Entrepreneurship isn't about playing the game, it's about changing it!
- Growth hurts. But staying stuck hurts more.

FRIDAY: PERSONAL INTEREST THAT RESONATES WITH YOUR AUDIENCE

- The hobby that helps you recharge.
- An upcoming milestone and what it means to you (e.g., mom's birthday, wedding anniversary).



TRUST-BUILDING MARKETING



Attract first. Connect with **EVERYONE** you meet online or offline.



Find people with Google Advanced Search.



See who is engaging with content and connect with them as well.



HOW TO COMMENT AND DM LIKE A HUMAN



Hey [Name], I saw your post on [topic]—really insightful. I work in social too and always enjoy connecting with others in the space. Let me know if you'd be up for a quick chat or collab down the line!

Hi, I help businesses grow fast on social media. Let's book a call—I can show you how we get results. ❌

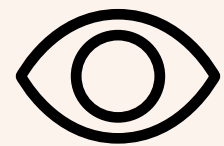


TRUST-BUILDING ACTIVITY



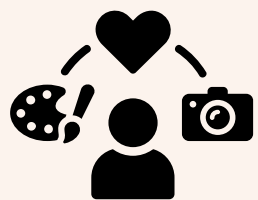
Focus on quick wins.

- Be responsive to messages. Consider voice messaging.



Stay connected and visible.

- Be willing to refer to others. Stay in touch with Pages & Profiles with the Notification Bell. Stay visible by creating a LinkedIn Newsletter.



Stoke curiosity.

- Share your creative side.



WHETHER TO USE **LINKEDIN ADS**



Not currently recommended.



Focus on networking and referrals.

– Not what you know or who you know,
but what or who finds you and how you
can be verified.



WHAT TOP EXPERTS QUIETLY DO



Test everything. even what's already “working.”

They constantly A/B test captions, thumbnails, post times, and formats, even if the content is performing well. Optimization never stops.



Study platforms beyond the surface. They read algorithm patents, track feature rollouts, and analyze changes in reach—not just follow trending audio.



Build relationships in the DMs. They nurture partnerships, collabs, and opportunities in private conversations long before anything shows up publicly.

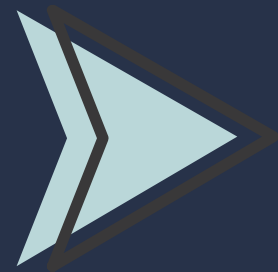
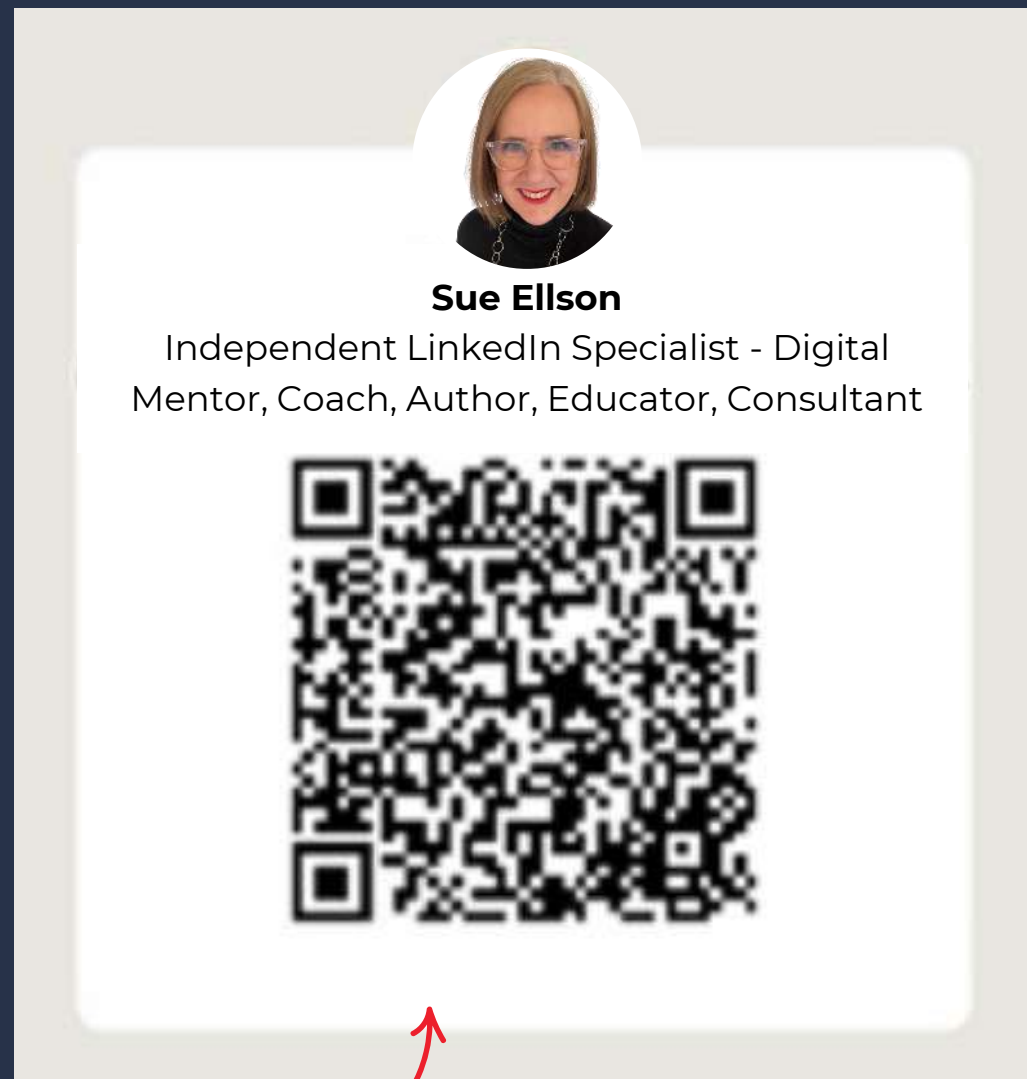


Real connections over sales pitches.
Post to connect. Comment to
deepen. DM to invite. Let's keep it
simple, human, and meaningful

**YOUR
NEXT
STEP**



REQUEST YOUR FREE DIGITAL COPY: 'LINKEDIN FOR ME AND MY CAREER OR BUSINESS'



WORK WITH SUE:

- ◆ Online Course AUD97:
<https://sueellson.com/courses>
- ◆ One-on-one: AUD195 per hour
- ◆ Group: AUD500 per training hour

1. Scan Code
2. Click Three Dots or 'More' and choose 'Personalize Invite'
3. Mention 'ProudMouth' and connect to receive '*LinkedIn for me and my career or business*'



LET'S LOOK AT YOUR STRATEGY TOGETHER



Book a 30-minute conversation with Matt Halloran to get clarity on what's working and what's holding you back. —————→ bit.ly/MattSession

- Get direct, honest feedback on your current marketing strategy and what's holding you back.
- See how MIA leads your strategy so you can focus on what you do best.
- Learn simple, proven ways to build trust and connect with the right people consistently.



Stop Guessing. Start Growing.
Book Your Free Strategy Session
Limited spots: first come, first served.