



WOMEN IN BUSINESS

LUNCHEON





Sue Ellson
Guest Speaker

Let's Talk

LinkedIn Strategy and Personal Branding

For You and Your Business

1. Personal Profile
2. Company / School Page
3. Networking Strategy
4. Engagement Strategy
5. Content Strategy
6. Brand and Sales Strategy



Online Process

Past

- Relationships
- Keywords
- Authority
- Participation
- Viral Goal

Present

- Intentional
- Context
- Meaning
- Relevance
- Support Goal


1. Personal Profile

- add all of your email addresses to back end
- and your mobile phone number to back end
- fill in as many sections as possible
- Headline (underneath name) most important
- nominate Skills for as many sections as possible
- give and receive written Recommendations
- change your URL to just your name
- collect your statistics and review quarterly

2. Company / School Page

- make sure you have 3+ Admins
- fill in as many sections as possible
- invite your Followers to Follow
- invite your Followers to Connect with you
- check Notifications weekly
- post weekly if not monthly
- consider a monthly newsletter
- consider LinkedIn events (but only free ones)

3. Networking Strategy

- connect with everyone you meet FROM NOW ON
- connect with everyone you contact (phone, email, DM)
- aim to connect with 3+ people per event
- invite People You May Know [linkedin.com/mynetwork/grow](https://www.linkedin.com/mynetwork/grow)
- use Google Advanced Search to find anyone on LinkedIn
- set KPIs to go from 500+ to maximum 30,000 connections
- download your data and cross match CRM
- [linkedin.com/mypreferences/d/download-my-data](https://www.linkedin.com/mypreferences/d/download-my-data)
- click  on VIP people and pages

4. Engagement Strategy

- click 🔔 on VIP people and pages (curate your feed)
- choose various reactions
- add longer (no AI) comments
- aim for 'Save' posts
- repost only with comments
- align with your main topic
- align with your main relationships
- remember all being assessed for context and meaning
- people like it when you like their stuff! (e.g. your boss!)

5. Content Strategy

- curate, create, collaborate, respond to @mentions, DMs
- aim to be 'scroll-stopping' - let images tell a story
- short form portrait video < 3 minutes doing well
- consider PDFs and one question Polls
- maximum 3x week
- consider Articles (can be optimised for Search and AI)
- consider Newsletters (but stick to monthly)
- keep on platform wherever possible (megalomaniac)

6. Brand and Sales Strategy

- what is it? (friendly, professional, solution-focused)
- who is it? (build your network accordingly)
- when is it? (keep you and your business in circulation)
- where is it? (on LinkedIn and your own name website)
- why is it? (what is your goal – AI is easily confused)
- how is it? (be consistent and maintain quality)
- don't recommend LinkedIn Ads
- can recommend LinkedIn Jobs and Careers Premium
- remember network = net worth!

Special Gift

1-on-1 Session LinkedIn or Digital Mentoring

- normally \$195 per hour
- book first session before 12 May 2026
- use code 'WIB'
- \$145 per hour up to five hours
- save up to \$250!
- sueellson@sueellson.com



Evaluation

Highly Valued!

1. What was most helpful to you?
2. What will you do next?
3. What would you like to learn next?
4. Any other helpful comments or advice?





Whitehorse Business Group Reviews

Gratefully Received

Website - currently 5

<https://www.whitehorsebusinessgroup.com.au/testimonials>

Facebook - currently 7

<https://www.facebook.com/WhitehorseBusinessGroup/reviews>

Google - currently 13

<https://search.google.com/local/writereview?placeid=ChIJwX4S1q9AlmoR7IlgFVI4BCsQ>



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