



LinkedIn for SuperStars



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Agenda

- Profile – All Star Status
 - Personal vs Business Page
 - What to post & using their Articles Platform
 - Engagement & Growth
 - Benefits of Paid Version – Sales Navigator
-

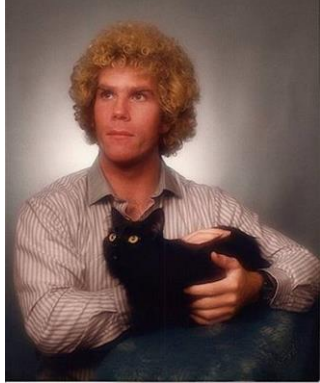
What?

LinkedIn is a business and employment-oriented service that operates via websites and mobile apps.

LinkedIn allows members to create profiles and "connections" to each other in an online social network which may represent real-world professional relationships.

Why?

- Create Relationships w/ Business Connections
 - Create Sales
 - 500 Million Members
 - 200 Countries
 - 106 Million Active Members
 - Free Module is Robust
 - On-Line & Robust Resume
-



Getting Started

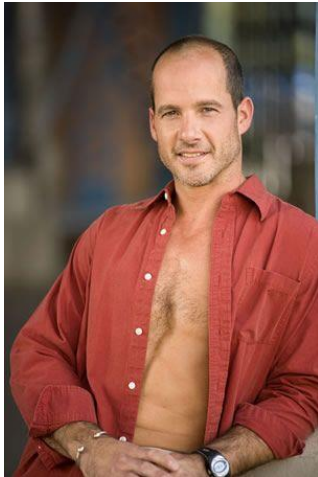
A Professional Photo is critical.

This is your first impression.

No pets, kids, significant others, alcohol bottles, etc.....

Clean crisp background with your genuine smile.

Cover photo can be created easily in [Canva.com](https://www.canva.com).



Tagline!

Trust me - it is not easy



15 words that will catch interest
AND explain what you are seeking.

Christine (Christy Lockhart) Morse

☆ On-Site Marketing & Sales Training.
Accessibility Academy. Connecting Speakers &
Trainers with Clients for Growth.. ✨


Complete All Fields - Resume


- Education
- Previous Work Experience
- Your Location - makes you 23% more “findable”
- List YOUR Unique Qualities. What really makes you more applicable than the next person. **SPEAK FROM THE HEART.**
 - Experience
 - Skills
 - Motivation
 - Interests





← Q Vera Silva ...


Featured Skills & Endorsements


Finance · 15 


 Endorsed by Albert and 4 others highly skilled at this

Data Analysis · 36 

 Endorsed by 5 of Vera's colleagues at First National Bank

 Endorsed by Jim and 2 other mutual connections

Data Models · 11 

 Endorsed by 3 of your colleagues at Visualia

[See 3 more skills](#)

Recommendations

"I signed on to First National Bank after Ann presented to me at Forbes. From the

Your Skills

List over 5 of your skills. You are 17 times more likely to have your profile reviewed and you will appear in searches when people are seeking these skills.

Your connections can endorse you which is encouraging for the reader.

Ask for Recommendations



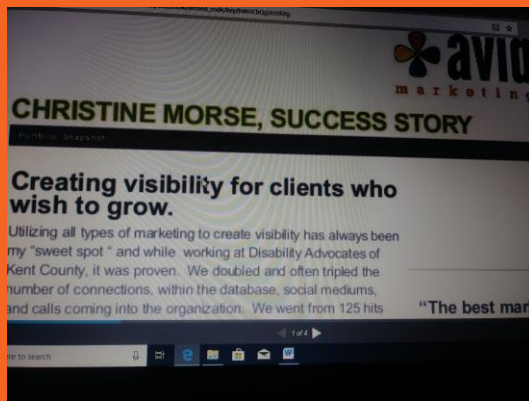
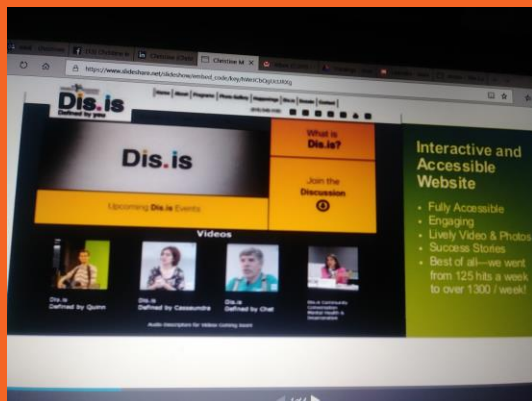
3 to 5 recommendations from each
previous position.

Teammate

Supervisor

Client

Upload Projects!



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Christine@avidmarketing.com

Now - Time to Connect!



Follow companies that you admire or want to learn about.

Locate / Search for people you know and send a request to connect with them.

Send them a nice message. If they may not remember you, remind them of how you know them.

Update your status on a regular basis. 3 times a week is great to shoot for.

What do you post?

Create an Editorial Calendar

An **Editorial Calendar**
is a simple listing of topics and
approximate dates for sending them.

Prevent knee-jerk posts!

Stay Active



- **Update your status** at least three times a day on the actual site itself, versus using third-party tools so that you have full control over your message and increase engagement. ***! STATE 3 X / WEEK!***
 - **Share and comment** on the updates of your connections at least once a day.
 - **Send an invitation** to connect to at least one new person per day.
 - **Start and/or participate** in LinkedIn Group Discussions three times a week.
 - **Answer questions** on status reports to enhance engagement three times a week.
 - **Comment on profile updates** from the companies or people you follow once a day.
 - **Going Live** - this is easy and fun. Demonstrates your personality
-

FALL IN LOVE
with the
PROCESS

and the
RESULTS WILL
FOLLOW.

- Share Your Knowledge!
 - It is great when you lead people to your website by provide a unique url.
 - Tips that will help people and/or improve their lives.
-

Let's Create Some Content!

GO!
