Linked in



Unlocking LinkedIn's Potential: Proven **Strategies to Enhance Your Profile and Engage Key Contacts**

With
Janeen Vosper



Why LinkedIn

- Over **1 billion** registered users in 200 countries.
- 310 million of them being active on a monthly basis.
- Google has the highest LinkedIn following for an organisation.
- In searches for your business, LinkedIn is likely to be at the top
- 95 million of these users are senior-level influencers.
- 65 million are in decision-making positions.
- You can easily connect with valuable contacts.
- You can meet people YOU DON'T KNOW ALREADY!



Setting Yourself Up

Keep your profile up to date.

- Your photo
- Your title
- Your banner
- Your headline
- Your about





Choosing a Photo

- Use a photo
- Look professional
- Smile & look approachable
- Frame your face
- Be natural and authentic
- Avoid distractions
- Update Regularly

Headline

- 220 characters with which to grab people's attention and stand out from the crowd.
- Start with who you are.
- Move on to who you are targeting.
- List results achieved for clients.

For example:

- Marketing Strategist | Helping businesses implement our Focused Leverage framework so they can maximise exposure & ROI.
- 1 assist female leaders & business owners who want to fast-track their success with a confident message that is CONCISE & COMPELLING, so they overcome self-doubt & are prepared when OPPORTUNITY KNOCKS.- Let's talk







Amanda McNeil (She/Her) · 1st

Resilience & Empowerment Coach A Helping people stuck in their comfort zone build RESILIENCE & CONFIDENCE & be EMPOWERED to make a major CHANGE in their life 💢 Counsellor Fitness Trainer

Talks about #coaching, #identity, #wellness, #confidence, and #empowerment

Australia · Contact info



You Empowered Coaching



The Life Coaching College





Webinar Host Connecting Businesses With Online Specialists at Business Owners Smashing It Online

Talks about #marketingcoach, #wordpressexpert, #digitaleducation, #onlinebusinesstips, and #onlinebusinesscoach

Robina, Queensland, Australia · Contact info

3,801 followers · 500+ connections



SmashGo



Traffic & Conversion Summit



Janeen Vosper - Brand Builder 🎤 🜒 (Conference







I assist female leaders & business owners who want to fast-track their success with a confident message that is CONCISE & COMPELLING, so they overcome self-doubt & are prepared when OPPORTUNITY KNOCKS.- Let's talk 🦣

Greater Brisbane Area · Contact info

BOOK YOUR STRATEGY CALL HERE (2)

6.191 followers · 500+ connections

Open to

Add profile section

More



Speech Perfect



Key Person of Influence

About

Here, you have 2,600 characters with which to sell your skills and expertise.

The first sentences must get the readers attention.

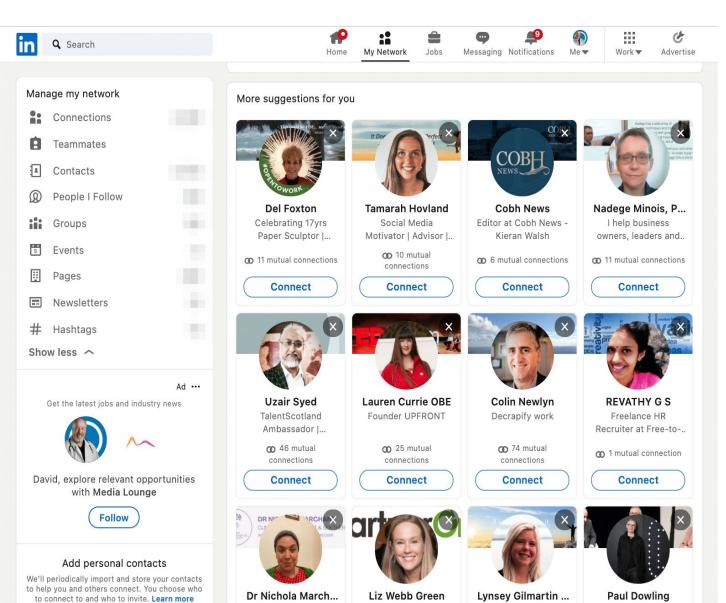
The summary must be written in a way that is engaging and solves the problems of the reader.

Your best bet is to divide your summary into six paragraphs.

- 1. Identify the problem
- 2. Aggravate the problem
- 3. Solve the problem
- 4. Proof of solution
- 5. Demonstrate your credibility
- 6. Add a CTA

Make Connections & Build Relationships

- Actively ask for connections
- Follow company pages



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THE DIFFERENCE BETWEEN

Follow

Connect

ON Linked in



