



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.
-  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 



Amanda McNeil (She/Her) · 1st

🌍🌍🌍 Resilience & Empowerment Coach 🏠 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](#)



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Nik Cree (Respond to anything) · 1st

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](#)



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Janeen Vosper - Brand Builder (Conference Presenter) [Verify now](#)

 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](#)

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6,191 followers · 500+ connections

- [Open to](#)
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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

The screenshot displays the LinkedIn user interface. At the top, there is a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. Below this is a search bar and a 'Manage my network' sidebar. The sidebar includes options for Connections, Teammates, Contacts, People I Follow, Groups, Events, Pages, Newsletters, and Hashtags. The main content area is titled 'More suggestions for you' and features a grid of profile cards. Each card shows a profile picture, name, title, and a 'Connect' button. The profiles include Del Foxtan, Tamarah Hovland, Cobh News, Nadege Minois, Uzair Syed, Lauren Currie OBE, Colin Newlyn, REVATHY G S, Dr Nichola March..., Liz Webb Green, Lynsey Gilmartin, and Paul Dowling.

Manage my network

- Connections
- Teammates
- Contacts
- People I Follow
- Groups
- Events
- Pages
- Newsletters
- Hashtags
- Show less

More suggestions for you

- Del Foxtan**
Celebrating 17yrs
Paper Sculptor |...
11 mutual connections
[Connect](#)
- Tamarah Hovland**
Social Media
Motivator | Advisor |...
10 mutual connections
[Connect](#)
- Cobh News**
Editor at Cobh News -
Kieran Walsh
6 mutual connections
[Connect](#)
- Nadege Minois, P...**
I help business
owners, leaders and...
11 mutual connections
[Connect](#)
- Uzair Syed**
TalentScotland
Ambassador |...
46 mutual connections
[Connect](#)
- Lauren Currie OBE**
Founder UPFRONT
25 mutual connections
[Connect](#)
- Colin Newlyn**
Decrapify work
74 mutual connections
[Connect](#)
- REVATHY G S**
Freelance HR
Recruiter at Free-to-...
1 mutual connection
[Connect](#)
- Dr Nichola March...**
Helping professionals...
[Connect](#)
- Liz Webb Green**
Director of Content M...
[Connect](#)
- Lynsey Gilmartin ...**
Founder at Lynsey...
[Connect](#)
- Paul Dowling**
Imagery Technology...
[Connect](#)

Ad ...

Get the latest jobs and industry news

David, explore relevant opportunities with **Media Lounge**

[Follow](#)

Add personal contacts

We'll periodically import and store your contacts to help you and others connect. You choose who to connect to and who to invite. [Learn more](#)

THE DIFFERENCE BETWEEN

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ON

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