

"How to Stand Out on LinkedIn!"



Why do we put on these webinars?

- We care about your success
- Bring value beyond insurance
- Love to learn and share
- Introduce you to great people



LinkedIn Statistics of Note

- 1 in 3 professionals on the planet are on LinkedIn
- Two new users join every second
- The average CEO has 930 connections
- Almost 40% of users pay for special features

What social media channel produces the most B2B leads?



Who is Leslie Hughes?

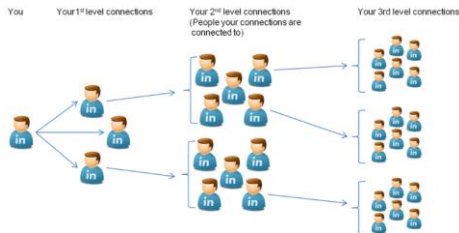
- LinkedIn Specialist
- Social Selling Consultant
- “Social Media Guru” by CBC Radio



Today's Agenda

- **CREATE:** The three key areas you MUST complete to make a strong first impression on LinkedIn.
- **CONNECT:** How to use the right etiquette to build a network of quality connections.
- **CONVERT:** Key ways to build brand awareness, thought leadership and how to nurture relationships to convert higher paying customers.

How LinkedIn Works



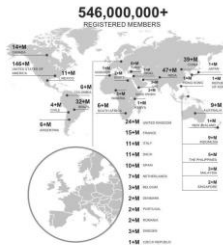
Why LinkedIn Is Essential

Over **546 million** members in 200 countries

- 73 million senior-level influencers
- 45 million decision makers

Decision-makers are **INVESTING** more time here

Members have **more buying power** than other social media sites





Personal brand is what people say about you when you leave the room.

- Jeff Bezos, Founder, Amazon.com

STEP #1: Create a strong first impression



Three areas you MUST focus on:

1. Photo
2. Headline
3. Summary

It takes mere seconds to make a first impression



Your LinkedIn Profile Photo Should Be..

- Professional & polished
- Clean & close up (ideally head & shoulders only)
- Smiling & approachable
- Confident



WOW with a strong headline



Pro Tip: Write your draft in a WORD document.
 Headline = 120 characters.

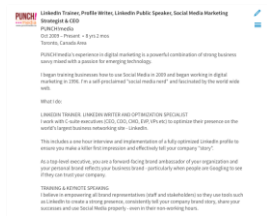
Fascinate with your LinkedIn Summary

- Your summary is your elevator pitch
- 2,000 characters to effectively tell your story
- Write in the first person
- Include accomplishments, keywords, call to action

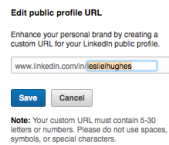
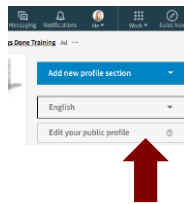


LinkedIn Current Experience

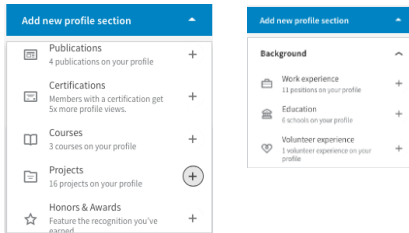
- Link to Company Page
- Explain the “WHAT” that you do and what your organization does
- Specialties
- Website



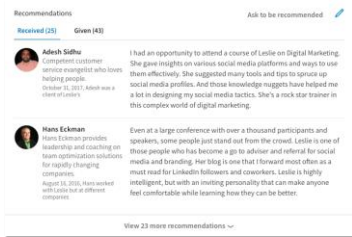
Obtain your “vanity” URL



Add more over time



Obtain Social Proof: Testimonials build trust



CREATE: Your Next Steps

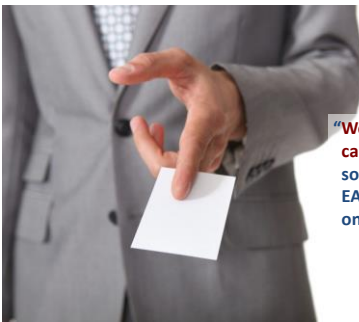
Step #1: Audit your online presence or choose a partner to audit your presence for you.

Step #2: Set strategies to “clean up” or makeover your first impression.



STEP #2: Make Quality Connections





"We don't exchange business cards without a conversation, so be sure to personalize EACH connection request on LinkedIn!"

Turn Connections Into Meetings/Informational Interviews




Responding to Stranger Requests

My Network > Manage All > Message

Manage invitations

Received Sent

Select 1-50 of 207 Filter By: All invitations

 **Marc Alonso Moreno**
Bespoke 360 customer experience services by using visual, acoustic & scent. International rollouts are our speciality.
1 day ago

Ignore Accept

[Message](#)

Thank you for your invitation to connect. Can you refresh my memory as to how we know each other?

CONNECT: Your Next Steps

Step #1: Write down at least **5 people** you want to connect with.

Step #2:

- Who can introduce you to people working there?
- What do you have in common? (Icebreakers)
- How can you be of value to them and/or their organization?

Stay “Top-of-Mind” Status updates & blog posts

- Share “tips”
- What’s new/breaking news
- Frame WHY people should click & ask questions

 **Leslie Hughes**
LinkedIn & Social Selling Corporate Trainer • LinkedIn Profile Writer • Professional Writer

I'm extremely excited to be back presenting not once, but three times at the Association of Administrative Professionals Conference on Sunday & Monday. This is a world-class conference with some of the most delightful speakers and liveliest attendees. Such energy!

I'm also (hopefully) going to reconnect with high school alum Marci Ieri who is the closing keynote Monday night!

 **How to write a killer bio/LinkedIn Summary for you and your executive.**

CONVERT: Your Next Steps

Build thought leadership and share relevant articles.

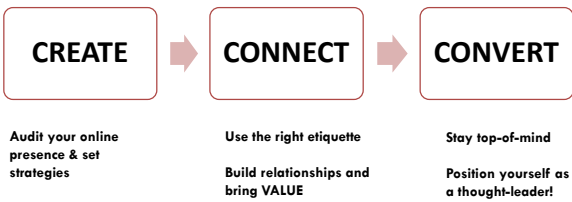
Continue to nurture and deepen relationships **BEFORE** you need them:

- Comment on their status updates
- Share an article you think they will find relevant.

Because fundamentally.....

**Social Media is about
relationship-building**

Let's Review



Need help writing your profile?

www.linkedin.com/in/leslie-hughes

leslie@punchmedia.ca



Questions?

www.linkedin.com/in/leslie-hughes
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kpaterson@brysoninsurance.ca