

Leveraging to **Grow** Your Brand and Your Business

Presented by Judi Hays

Agenda

- ❖ **The A to Z of LinkedIn**
 - **Create A Professional Brand**
 - **Audience Segmentation**
 - **Engage with Insights**
 - **Build Strong Relationships**

**LinkedIn is the
networking event of social media.**

**Facebook & Instagram
are the backyard barbecue.**

There's a different **MINDSET when you
attend a barbecue, vs. when you attend a
networking event.**

DID YOU KNOW

80% of B2B marketers say their biggest challenge is generating high quality leads.

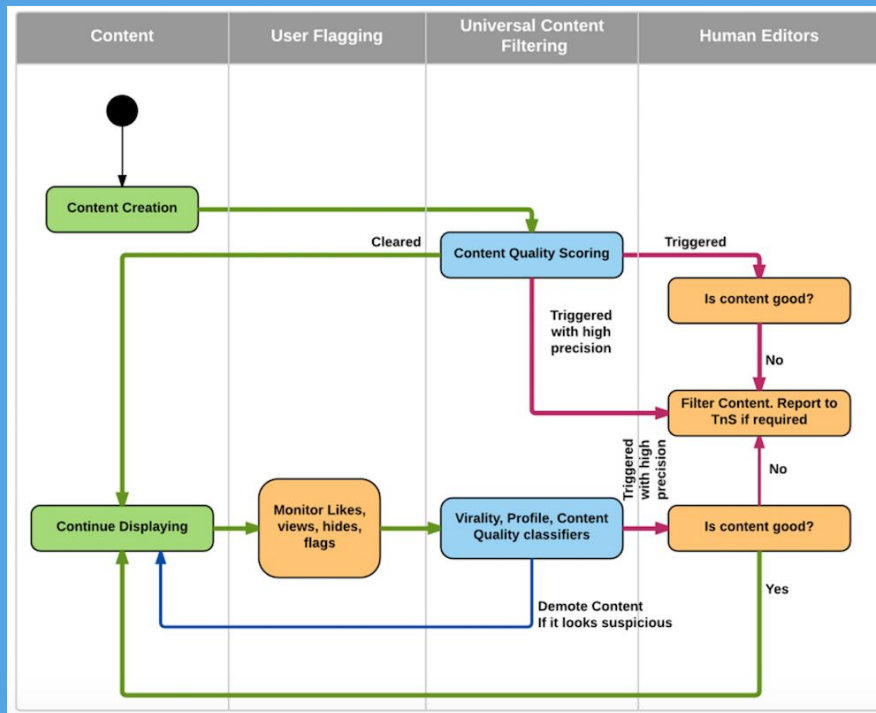
**Learn how to leverage the unmatched powers of LinkedIn for branding, targeting and engaging to
GROW YOUR BRAND and YOUR BUSINESS.**

DID YOU KNOW

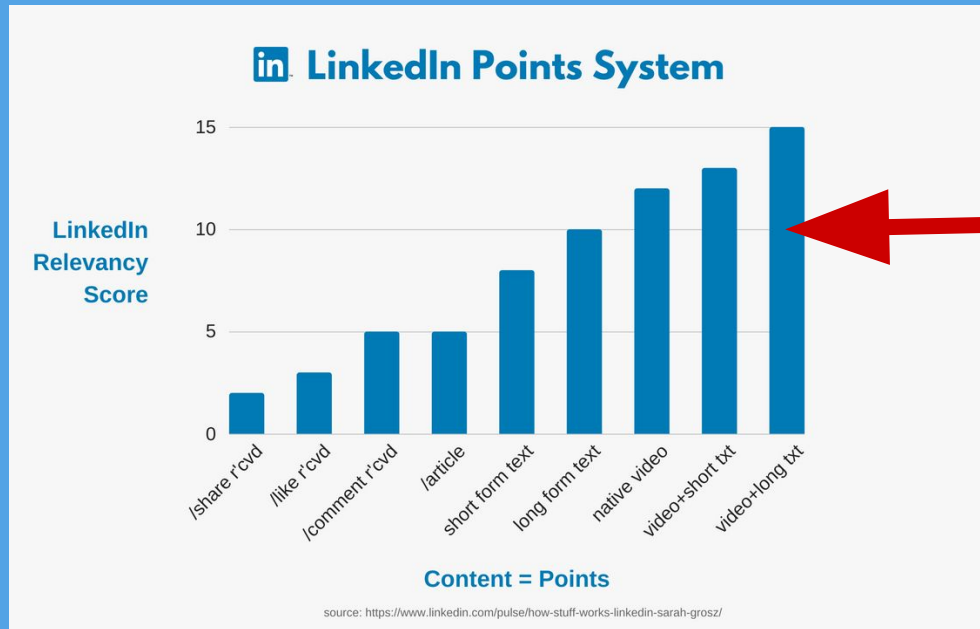
**61% of B2B leads come from LinkedIn,
while 13% come from Twitter
and only 7% from Facebook.**

**If you are in the B2B space, LinkedIn social
media marketing should be your primary focus**

A is for Algorithm



A is for Algorithm



A is for All Star Profiles

Users with complete Profiles are 40 times more likely to receive opportunities through LinkedIn.



All Star

Expert

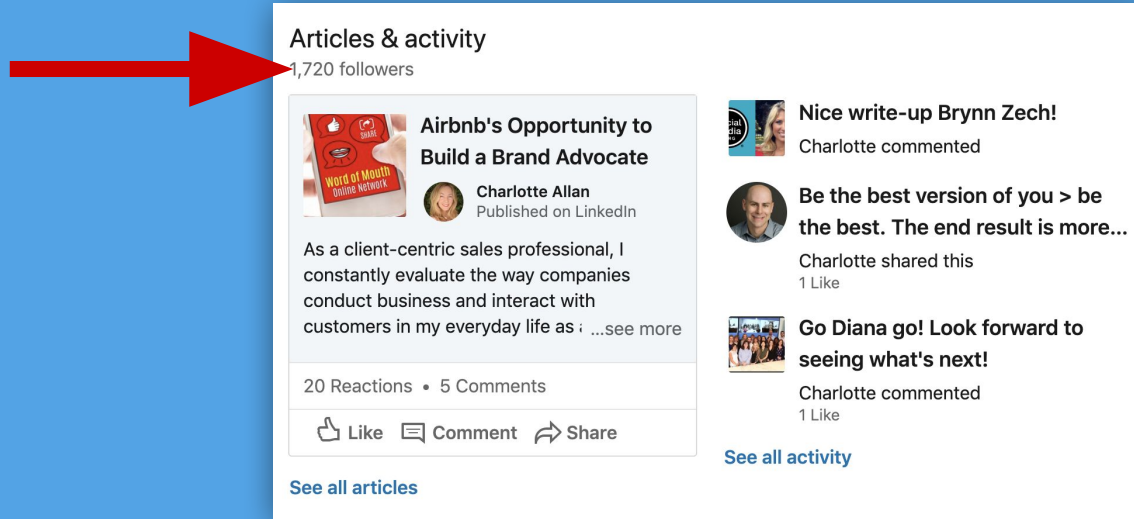
Advanced

Intermediate

Beginner



A is for Articles and Activity



A screenshot of a social media profile's 'Articles & activity' section. A large red arrow points from the left to the 'Articles & activity' header. Below the header, it shows '1,720 followers'. The main content area is divided into two columns. The left column features an article titled 'Airbnb's Opportunity to Build a Brand Advocate' by Charlotte Allan, published on LinkedIn. The article text reads: 'As a client-centric sales professional, I constantly evaluate the way companies conduct business and interact with customers in my everyday life as i ...see more'. Below the article, it shows '20 Reactions • 5 Comments' and buttons for 'Like', 'Comment', and 'Share'. The right column shows three activity items: 'Nice write-up Brynn Zech!' (Charlotte commented), 'Be the best version of you > be the best. The end result is more...' (Charlotte shared this, 1 Like), and 'Go Diana go! Look forward to seeing what's next!' (Charlotte commented, 1 Like). At the bottom of the right column is a link 'See all activity'. At the bottom of the left column is a link 'See all articles'.

Articles & activity
1,720 followers

Airbnb's Opportunity to Build a Brand Advocate
Charlotte Allan
Published on LinkedIn

As a client-centric sales professional, I constantly evaluate the way companies conduct business and interact with customers in my everyday life as i ...see more

20 Reactions • 5 Comments

Like Comment Share

[See all articles](#)

Nice write-up Brynn Zech!
Charlotte commented

Be the best version of you > be the best. The end result is more...
Charlotte shared this
1 Like

Go Diana go! Look forward to seeing what's next!
Charlotte commented
1 Like

[See all activity](#)

TIP: To find out how many connections someone has, look at their Articles & Activity section. The number of followers is usually close to their number of connections

A is for Automation

Don't Do It!



B is for B2B

LINKEDIN BY THE NUMBERS:

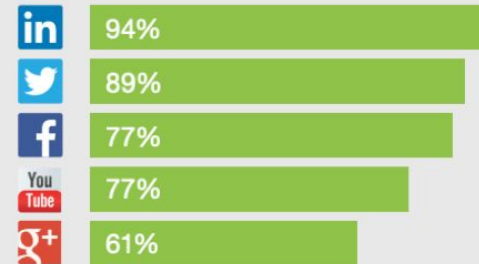
LINKEDIN CONSIDERED MOST EFFECTIVE FOR B2B LEAD GEN

80% of social media B2B leads come from LinkedIn



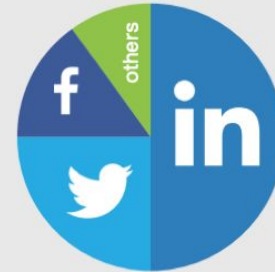
LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

B2B marketers who use various social media sites to distribute content:

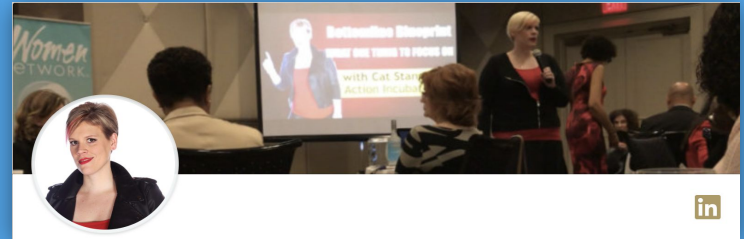
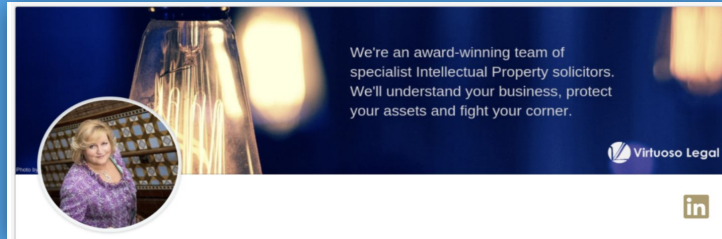


LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

90% of social traffic was driven by the big three networks, with half of it coming from LinkedIn.



B is for Banner Image



TIP: This is Free real estate. Use Canva.com to create your banner

B is for Building Your Brand

Why is it important to establish your professional brand?



Reps that exceed quota get 35% more page views than those that don't



81% of buyers are more likely to engage with a strong, professional brand



92% of B2B buyers engage with sales professionals if they are known industry thought leaders

B is for Blocking

Blocking and hiding

Followers

Choose who can follow you and see your public updates

Change

Everyone

Blocking

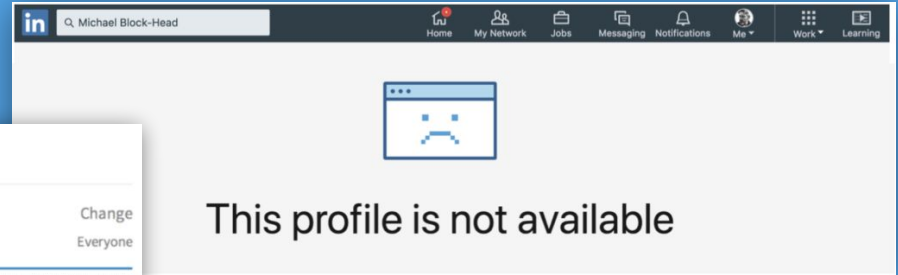
See your list, and make changes if you'd like

Close

You're not blocking anyone.

Need to block or report someone? Go to the profile of the person you want to block and select "Block or Report" from the drop-down menu at the top of the profile summary.

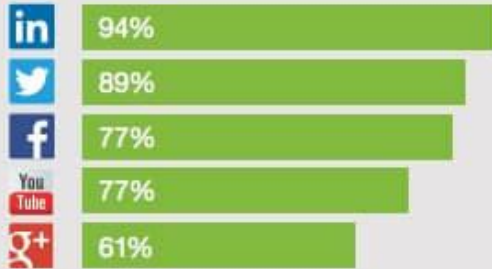
Note: After you've blocked the person, any previous profile views of yours and of the other person will disappear from each of your "Who's Viewed Your Profile" sections.



C is for Content

LINKEDIN IS THE #1 CHANNEL TO DISTRIBUTE CONTENT

B2B marketers who use various social media sites to distribute content:



LINKEDIN DRIVES MORE TRAFFIC TO B2B BLOGS & SITES

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EXECUTIVES RATE LINKEDIN HIGH ON VALUE GAINED FROM THEIR SOCIAL MARKETING INITIATIVES

LinkedIn is the number one choice for professionally relevant content.



Why create content on LinkedIn?

That's like being given a 30-minute speaking slot at the networking event.

Would you turn down a speaking slot for your business at a networking event?

C is for Comments



Eduard Smit, Marketing Strategist Designer said:

There is more value in comments. Not only is it one of the only ways to truly show who we are but also build meaningful relationships with your audience and the audience with you, it also builds familiarity and from familiarity trust, which is essential in friendships, business and being better connected humans.

C is for Comments



**Jules White, Entrepreneur
Sales Coach and Podcast
Host responded:**

This is such a great strategy—you wouldn't meet someone in a bar, listen to what they say and then do a thumbs up and walk away?! It's the same thing online ! Have a conversation !!!

C is for Comments



Duncan Garrood, CEO at Bill's Restaurant, a regular frequent commenter on LinkedIn emphasized:

Comments create a story line and exchange views so we all learn. They are the golden nuggets!!! Likes are easy but we don't learn from them so please comment everyone!!

C is for Contact Info & Links

Contact Info

Your Profile
linkedin.com/in/judihays

Websites
judihays.com (Company Website)
bit.ly/LinkedIn_Worksheet (Free LinkedIn Worksheet)
bookme.name/judihays (Book a Free Consultation)

Phone
929-352-5277 (Mobile)

Address
United States

Email
judi@judihays.com

Twitter
[askjudihays](https://twitter.com/askjudihays)

Birthday
October 15

JUDI (Radice) HAYS · 1st


LinkedIn Business Development Acceleration for Business Executives | Tradeshow ROI Maximizer | Ongoing Marketing Support Services + Content Creation + LinkedIn Sales Training

Greater New York City Area · [See 500+ connections](#) · [See contact info](#)


[Message](#) [View in Sales Navigator](#) [More...](#)


[Social Sales Link](#)
[HubSpot Academy](#)


C is for Company Page


 **LINKEDIN COMPANY
& SHOWCASE PAGES**

OBJECTIVES

 **Lead
Generation**

 **Brand
Awareness**

 **Thought
Leadership**


 **Event
Registration**

ACTIONS

☒ Post 3-4 times a day


☒ Engage with followers via post comments


☒ Change header image every 6 months


 **45%**


Company Updates containing links can have up to 45% higher follower engagement than updates without links.

Experience

 **Life & Career Coach**
Independent
May 2014 – Present · 5 yrs 1 mo

 **Corporate Trainer**
Contractor
Jan 2014 – Present · 5 yrs 5 mos
County Dublin, Ireland

 **Senior Hedge Funds Analyst**
Citi
May 2007 – Apr 2014 · 7 yrs
County Dublin, Ireland

 **Manager**
Red Cow Moran Hotel

C is for Connecting

CONNECT WITH PEOPLE THAT MATCH STRATEGY

LINKEDIN CAMPAIGN EXAMPLES

- **EXECUTIVES** connect with peers and open deals “from the top”
- **MARKETERS** build an audience for corporate messaging
- **BUSINESS DEVELOPERS** target specific industries and audiences
- **SALES PROFESSIONALS** get appointments
- **EVENT HOSTS** invite past attendees and others
- **PARTNER MANAGERS** find and engage one another leading to larger deals
- **INVESTORS** connect with CEO’s of startups for a fresh flow of deals
- **RECRUITERS** build a growing network of passive candidates



C is for Character Counts

Status Update: 1,300 characters maximum

LinkedIn Publisher Headline: 100 characters maximum

LinkedIn Publisher Article: 40,000 characters maximum

C is for Call-to-Action (CTA)

Let People Know HOW to Reach You

Here's a link to my calendar ScheduleaCallwithBrynne.com please pick a time that works best for you.

215.499.0499 | Brynne.Tillman@SocialSalesLink.com

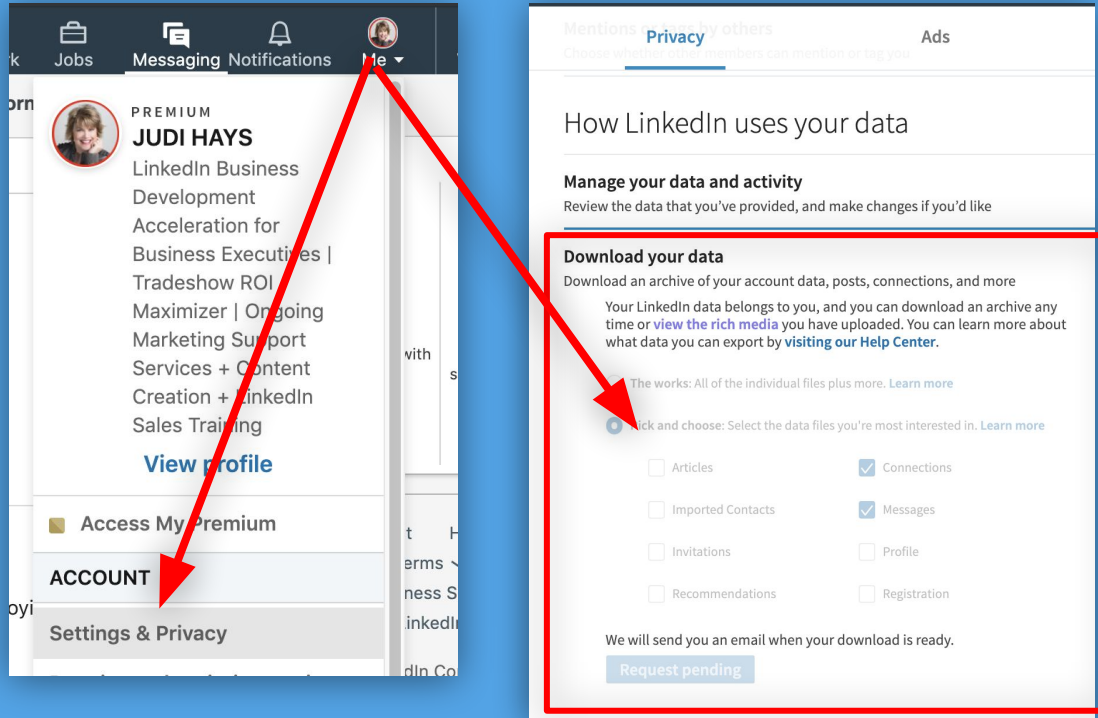


WATCH ► 8 Stages of Rolling Out a Successful Social...



READ 🖱️ My Salesforce.com Guest Blog: The...

D is for Database



D is for Database

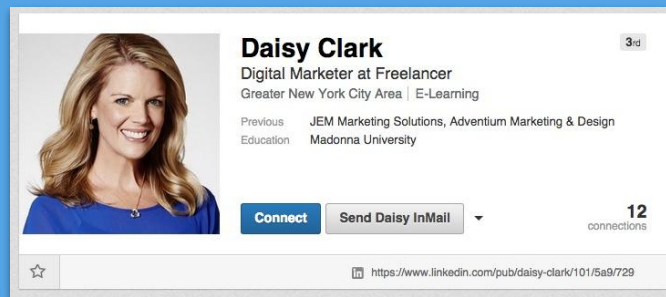
Recogniz	First Name	Last Name	Company	Position	Connected
Yes	Shay	Rowbottom	Rowbottom Marketing	CEO	26-May-19
Yes	Isaac	Serwanga	ESM Prep	College Coach	26-May-19
No	Stephen	Viscusi	The Viscusi Group	CEO	26-May-19
Yes	Julia Angelen	Joy	Swyft	PR Account Director	26-May-19
No	Sharan	Hildebrand	Capax Global, a Hitachi	Senior Vice President	26-May-19
Yes	Steve	Nudelberg	Nudelberg	Speaker, Sales Trainer	26-May-19
No	Bob	Sager	SpearPoint Solutions	Founder	26-May-19
No	Austin	Belcak	Microsoft	Director of Partner I	26-May-19
Yes	Baidurya	Mukherjee	Acom Digital Pvt Ltd	Director	26-May-19
Yes	Sue	Thompson	Catch Design Manager	OWNER	26-May-19
Yes	Christina	D. Warner	Walgreens Boots Allian	Associate Marketing	26-May-19
Yes	JULIE	BONDY ROBER	Coming Alive Career Co	LinkedIn Profile Writ	26-May-19
Yes	Jason	Evans	Distil Networks	Senior Vice President	25-May-19
No	James	Casola	Dun and Bradstreet	Regional Vice Presid	25-May-19
No	Lisa	Fattore-Skelly	ADP	Vice President of Sa	25-May-19
No	Greg	Pappas	Evolve Controls	Vice President of Sa	25-May-19

D is for Direct Message

**Best way to engage with your network
is to message someone directly.**

F is for Fake Profiles

<https://www.linkedin.com/help/linkedin/ask/TS-NFPI>

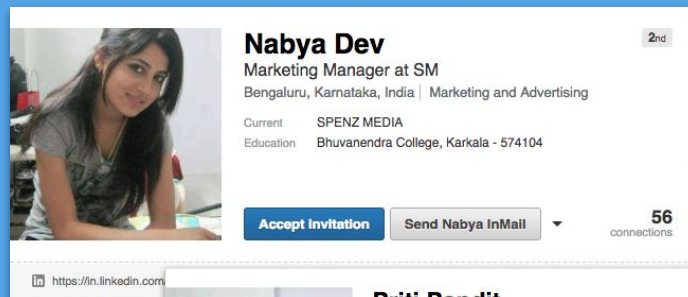


Daisy Clark 3rd
Digital Marketer at Freelancer
Greater New York City Area | E-Learning

Previous JEM Marketing Solutions, Adventium Marketing & Design
Education Madonna University

Connect **Send Daisy InMail** 12 connections

<https://www.linkedin.com/pub/daisy-clark/101/5a9/729>




Nabya Dev 2nd
Marketing Manager at SM
Bengaluru, Karnataka, India | Marketing and Advertising

Current SPENZ MEDIA
Education Bhuvanendra College, Karkala - 574104

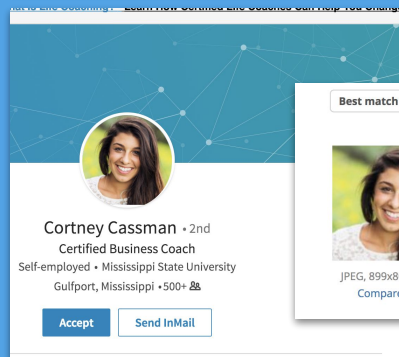
Accept invitation **Send Nabya InMail** 56 connections


<https://in.linkedin.com>



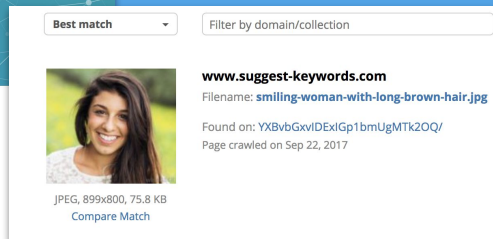
vi Palavi's mobile blog | palavi4

12.11.2013 20:36 EST



Cortney Cassman • 2nd
Certified Business Coach
Self-employed • Mississippi State University
Gulfport, Mississippi • 500+ 

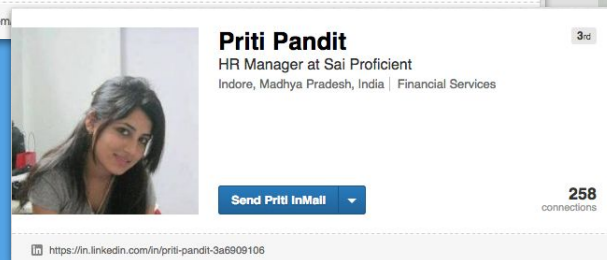
Accept **Send InMail**



Best match Filter by domain/collection

www.suggest-keywords.com
Filename: **smiling-woman-with-long-brown-hair.jpg**
Found on: YXBvbGxvIDExIjGp1bmUgMTk2OQ/
Page crawled on Sep 22, 2017

JPEG, 899x800, 75.8 KB
Compare Match



Priti Pandit 3rd
HR Manager at Sai Proficient
Indore, Madhya Pradesh, India | Financial Services

Send Priti InMail 258 connections

<https://in.linkedin.com/in/priti-pandit-3a6909106>









F is for Followers

Articles & activity
5,082 followers [Manage followers](#)

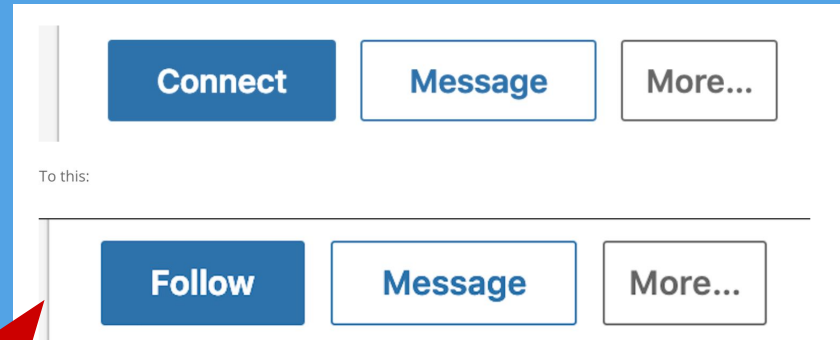
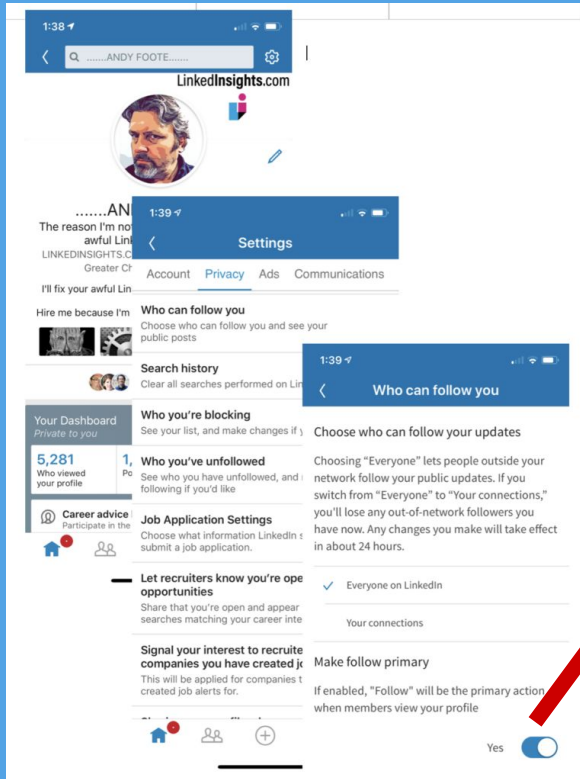


Follow fresh perspectives 3,827 Following [5,082 Followers](#) [Done](#)

People who most recently followed you

 Andrew Middleton CEng Project Management, Business Strategy and... 1.5K followers ✓ Following	 Jeremy J. B2B Marketing & Content Specialist SEO SEM ... 927 followers ✓ Following	 Jeremy Hanson Building Engineer and Experienced Facility Manager 181 followers + Follow	 Ananth Velmurugan QA Lead (Web Application API Embedded... 1.7K followers + Follow
 Agnieszka Wnuk LinkedIn Consultant & Strategist I Help Get More... 4.3K followers + Follow	 Yetta Moskowitz I get the word out & the money in~ Marketing &... 2.2K followers ✓ Following	 Mona Blasi Digital Marketing with Engineering Background 1.1K followers + Follow	 Itzik Woda Helping CIOs Running The Business Smoothly by... 6.8K followers ✓ Following

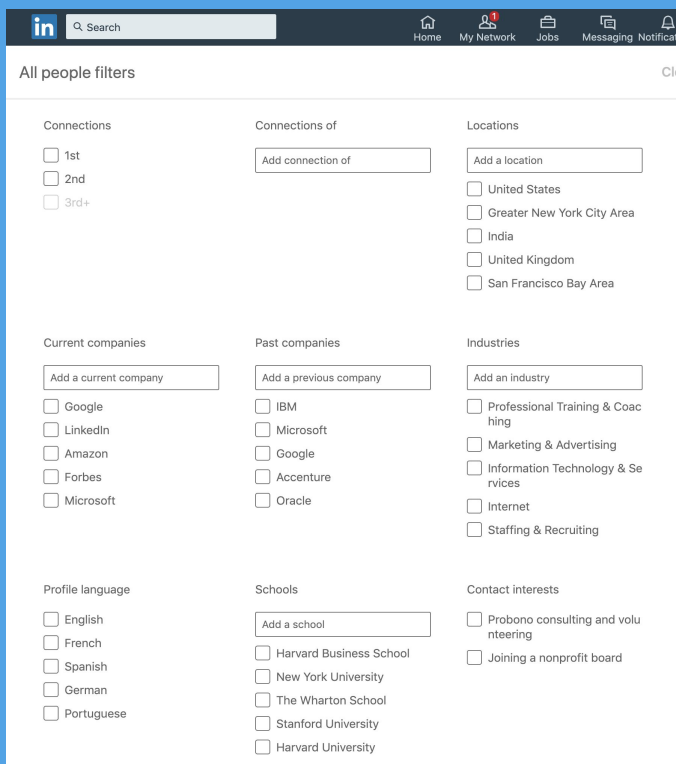
F is for Follow vs Connect



F is for Free vs Paid

	FEATURES	LINKEDIN FREE	PREMIUM BUSINESS	SALES NAVIGATOR PROFESSIONAL	SALES NAVIGATOR TEAM	SALES NAVIGATOR ENTERPRISE
See when prospects check you out	Who's Viewed My Profile	Last 5 people	Last 90 days	Last 90 days	Last 90 days	Last 90 days
Reach prospects directly	InMails (per month)	-	15	20	30	50
	PointDrive presentations (per month)	-	-	-	10	Unlimited
Find the right leads and accounts	Extended LinkedIn Network Access	-	√	√	√	√
	Advanced Sales-Specific Search Tools	-	-	√	√	√
	Saved Leads	-	-	1,500	5,000	10,000
	Automatic Lead & Account Recommendations	-	-	√	√	√
	Territory Preferences	-	-	√	√	√
Stay organized and up-to-date on leads & accounts you're interested in	Job Change Alerts	-	-	√	√	√
	Prospect & Company News Alerts	-	-	√	√	√
	Notes & Tags	-	-	√	√	√
	Sales Navigator for Gmail	-	-	√	√	√
Training and education	Sales Navigator Learning Center	-	-	√	√	√
Leverage LinkedIn wherever you work	Dedicated Mobile App	-	-	√	√	√
	CRM Widgets	-	-	-	√	√
	CRM Sync (with Write-Back)	-	-	-	√	√
Access the entire LinkedIn network	Out-of-Network Unlocks (per month)	-	-	-	25	25
Unlock the power of your company's social graph	Warm Introductions through TeamLink	-	-	-	Team network	Company network
Enterprise Capabilities	Seat Management	-	-	-	Basic	Enterprise-grade
	Usage Reporting	-	-	-	√	√
	Single-Sign-On Integration	-	-	-	-	√
Billing and Support	Volume and Multi-Year Discounts	-	-	-	√	√
	Invoicing	-	-	-	√	√
	Dedicated Relationship Manager	-	-	-	√	√

F is for Filters



in Search

Home My Network Jobs Messaging Notifications

All people filters

Connections

- ☐ 1st
- ☐ 2nd
- ☐ 3rd+

Connections of

Add a connection of

Locations

Add a location

- ☐ United States
- ☐ Greater New York City Area
- ☐ India
- ☐ United Kingdom
- ☐ San Francisco Bay Area

Current companies

Add a current company

- ☐ Google
- ☐ LinkedIn
- ☐ Amazon
- ☐ Forbes
- ☐ Microsoft

Past companies

Add a previous company

- ☐ IBM
- ☐ Microsoft
- ☐ Google
- ☐ Accenture
- ☐ Oracle

Industries

Add an industry

- ☐ Professional Training & Coaching
- ☐ Marketing & Advertising
- ☐ Information Technology & Services
- ☐ Internet
- ☐ Staffing & Recruiting

Profile language

- ☐ English
- ☐ French
- ☐ Spanish
- ☐ German
- ☐ Portuguese

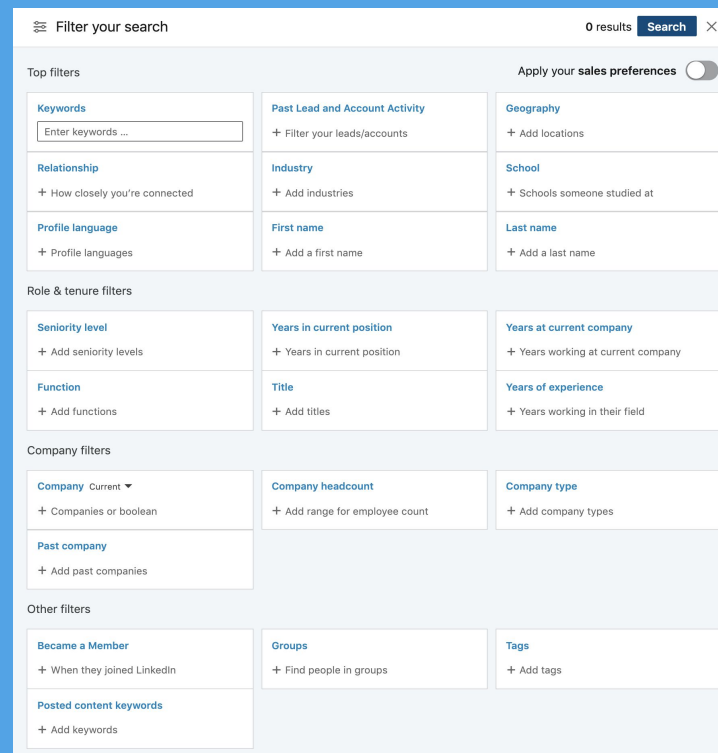
Schools

Add a school

- ☐ Harvard Business School
- ☐ New York University
- ☐ The Wharton School
- ☐ Stanford University
- ☐ Harvard University

Contact interests

- ☐ Probono consulting and volunteering
- ☐ Joining a nonprofit board



Filter your search 0 results Search X

Top filters Apply your sales preferences

Keywords

Enter keywords ...

Relationship

+ How closely you're connected

Profile language

+ Profile languages

Past Lead and Account Activity

+ Filter your leads/accounts

Industry

+ Add industries

First name

+ Add a first name

Geography

+ Add locations

School

+ Schools someone studied at

Last name

+ Add a last name

Role & tenure filters

Seniority level

+ Add seniority levels

Function

+ Add functions

Years in current position

+ Years in current position

Title

+ Add titles

Years at current company

+ Years working at current company

Years of experience

+ Years working in their field

Company filters

Company Current

+ Companies or boolean

Past company

+ Add past companies

Company headcount

+ Add range for employee count

Company type

+ Add company types

Other filters

Became a Member

+ When they joined LinkedIn

Posted content keywords

+ Add keywords

Groups

+ Find people in groups

Tags

+ Add tags

G is for Google

**Your prospects are searching online
before they are ready to buy.**

**Articles published on LinkedIn
are indexed by Google.**

G is for Groups


Join Groups where your PROSPECTS belong.

Utilize the ability to contact other group members directly .


G is for Gray Boxes

???


Experience




Co-Founder
Social Media Manager School
Jun 2012 - Present • 6 yrs 11 mos






Founder
TimeBliss.ME
Jun 2014 - Present • 4 yrs 11 mos



Owner
Phyllis Khare - Social Inc.
Jan 2008 - Present • 11 yrs 4 mos



Senior Content Expert, Social Media Strategy
MyPath101
Jul 2012 - Jul 2016 • 4 yrs 1 mo

 My Network  Post  Notifications

H is for Headline

WHO your serve, **WHAT** you do and
WHY they should care or the
RESULTS you bring

**TIP: Desktop limite is 120 characters.
Use mobile app to get up to 220 characters.**

H is for Headline

Janet Andrews, M.A. • 1st

Executive Career & Job Search Coach ♦ Outplacement ♦
Land the Best Fit Executive Job ♦ Healthcare, Biotech,
Pharma, Medical Devices, Pharmacy, Technology, IT, IOT

Greater San Diego Area

Cat Stancik, Business Coach • 2nd

I help coaches dramatically increase their revenues by
turning connections into clients.

Kensington, Maryland

Steve Nudelberg • 1st

I'm not a sales trainer...I'm a sales doer sharing
knowledge through keynotes and boot camps

Bob Sager • 1st

I help organizations dramatically increase revenues with
customized strategies and training on becoming more
innovative.

Sharan Hildebrand • 1st

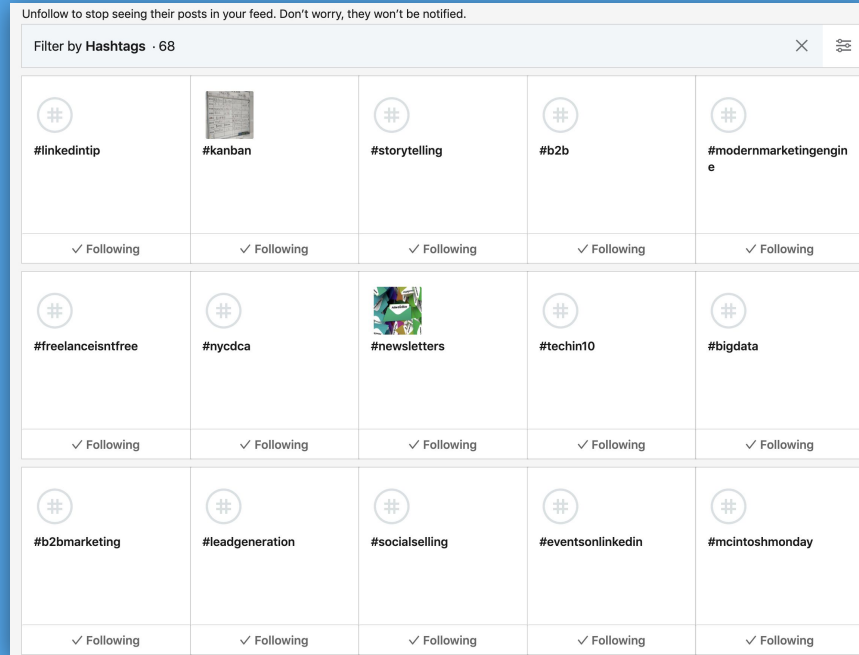
Sales Strategy Executive | Solving Problems with Data
and Analytics | Empowering the Next Generation of
Female Leader

JULIE BONDY ROBERTS, MA • 1st

Courage Sparker | Inspires LinkedIn Confidence to
Grow Your Business | Forbes Contributor | LinkedIn
Conference Speaker | LinkedIn Consultant

Indianapolis, Indiana Area

H is for Hashtags



H is for Human



**AJ Kulatunga, Keynote
Speaker and Entrepreneur
Advisor replied:**

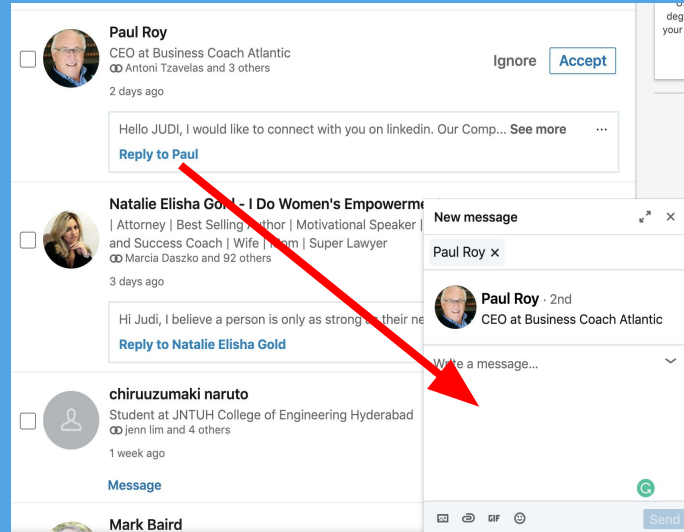
*It provides the highest
return on investment on
LinkedIn because it's
about being human. And a
lot of people forget that
because we're perceived to
be living in a tech
driven world.*

I is for Invite

- **ALWAYS** personalize your invitations
- Use response rates as a way to gauge success of your connection requests

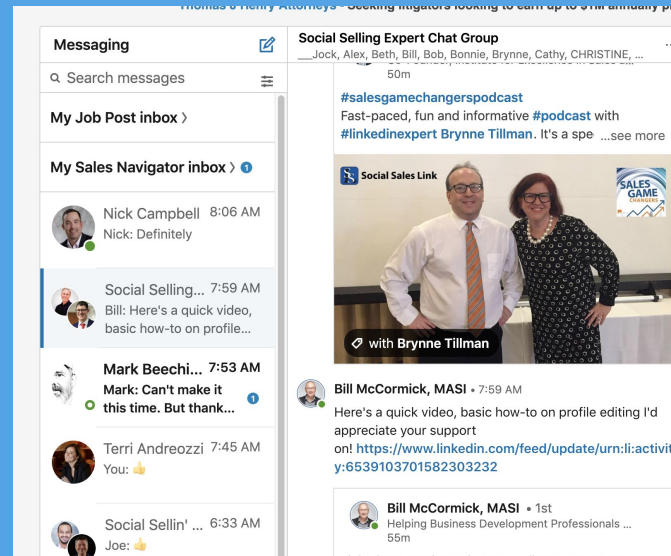
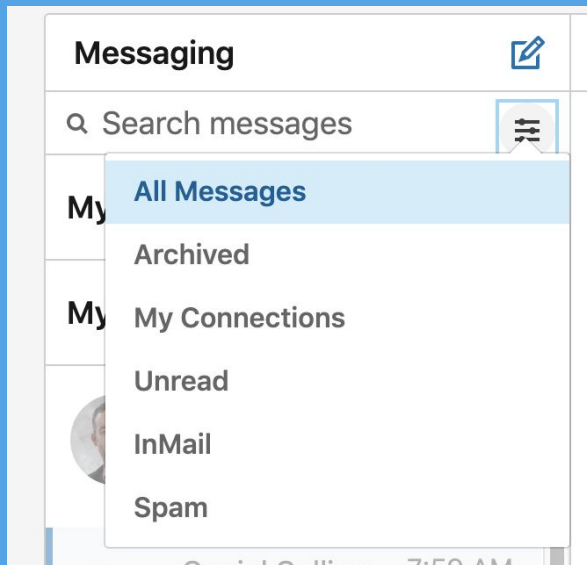
TIP: Click on the person's profile, **NOT the **CONNECT** button to customize invite**

I is for Invitations



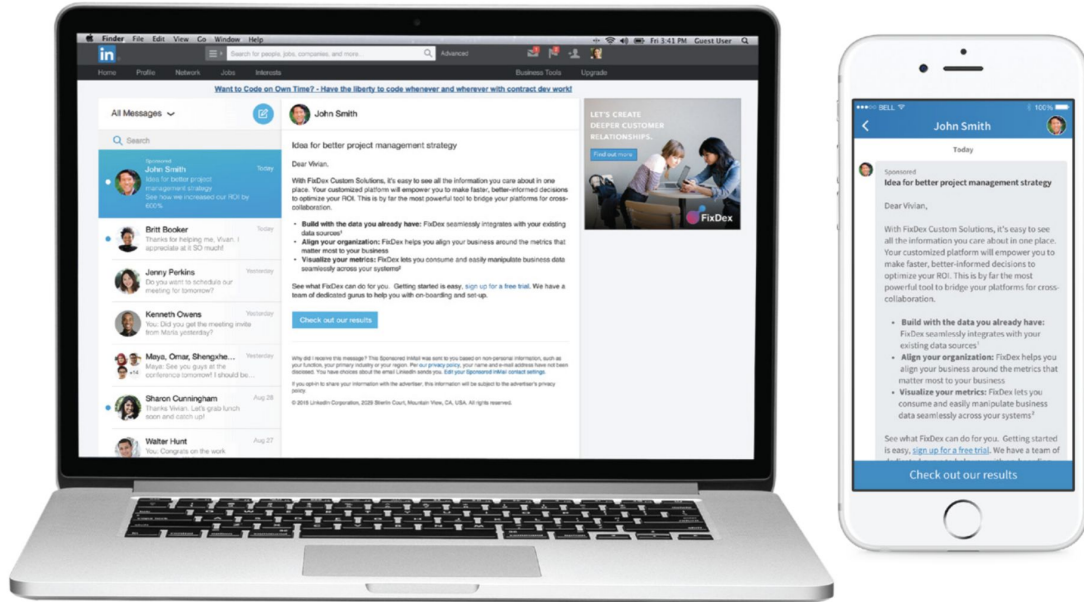
TIP: You can reply before accepting

I is for sane Inbox



TIP: Only use LinkedIn.com for messaging

I is for InMail



I is for INfluencers



Ann Handley



Joe Pulizzi



Brian Solis



Dave Kerpen



Jonah Berger



Charlene Li



Ryan Holmes



David Edelman



Linda Coles



Dharmesh Shah

I is for Insights

- Find timely articles, industry data and news to share.
- Share relevant content that shows you care and tag them when you share.

J is for Journey of Buyer



03 Getting Started with Social Selling on LinkedIn

Buyers use social media to research purchases and evaluate brands.

72%

72% of buyers use social media to research before making a purchase. They're looking up product and brand information. They're checking references. They're asking the opinion of their connections and your customers.

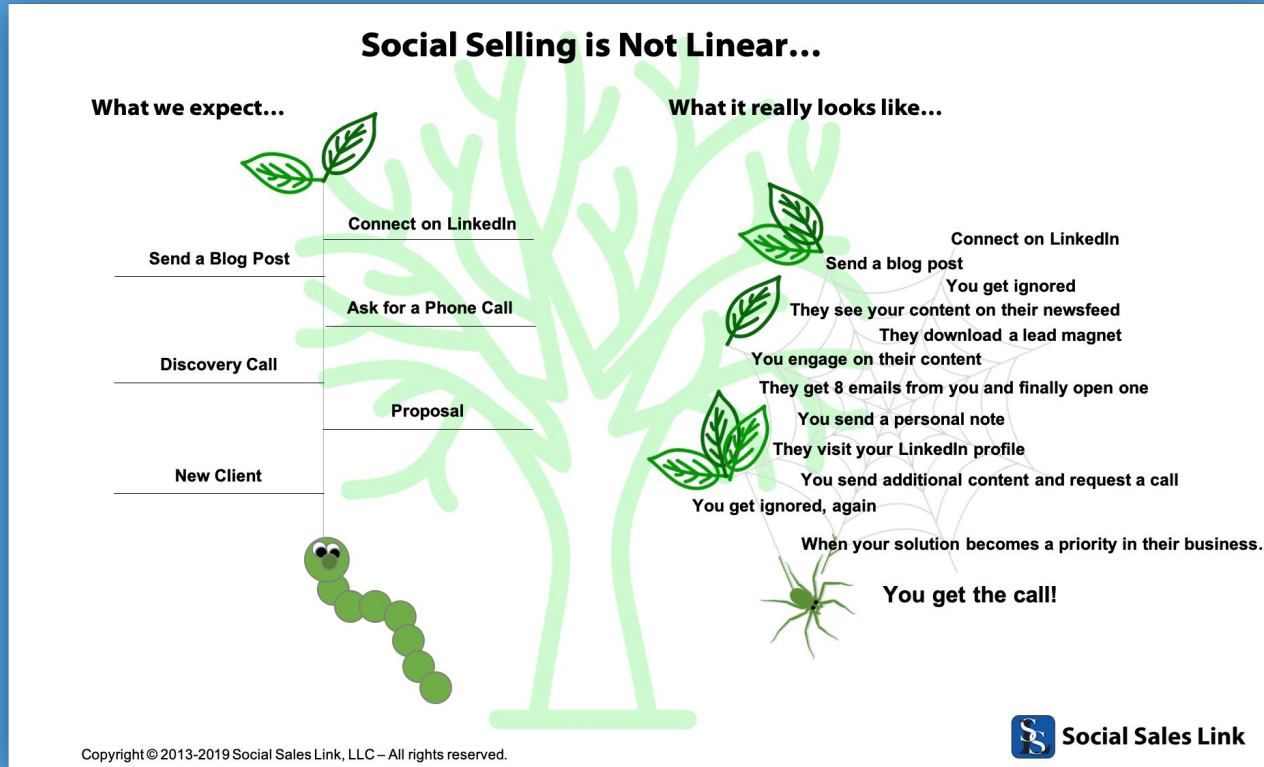
Source: DemandGen 2013 B2B Buyer Behavior Survey

81%

Your social media presence is your introduction to these buyers. In fact, 81% are more likely to engage with a strong, professional brand. The social selling model ensures that your company's brand will encourage buyers to seek you out.

Source: LinkedIn Global Survey of 1,500 B2B Decision Makers and Influencers, May 2014

J is for Journey of Buyer

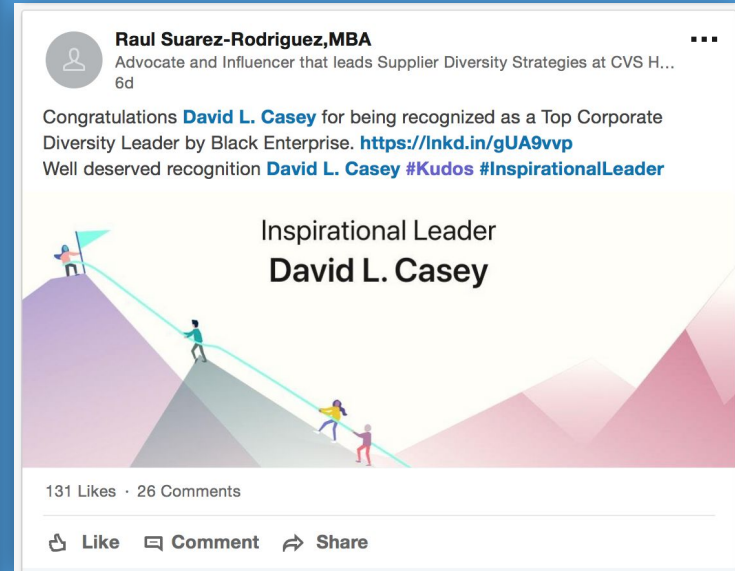
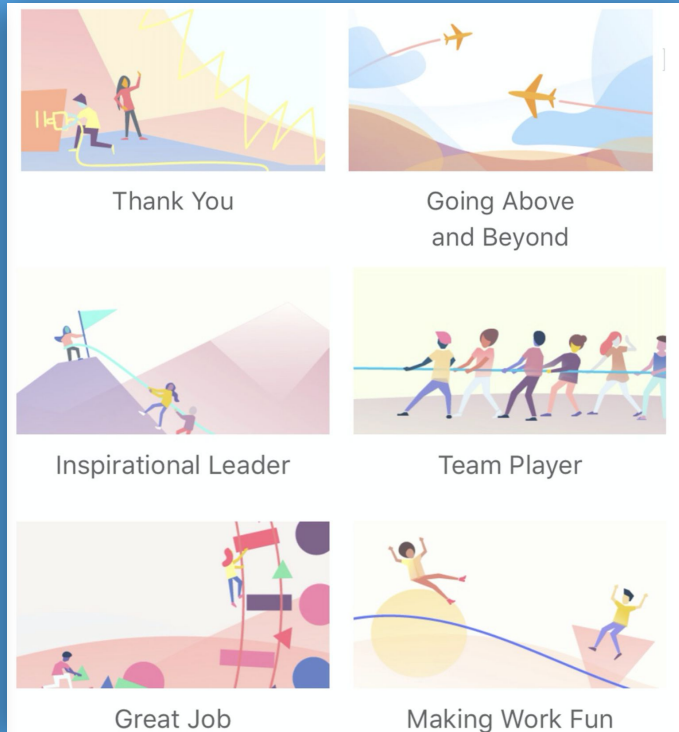
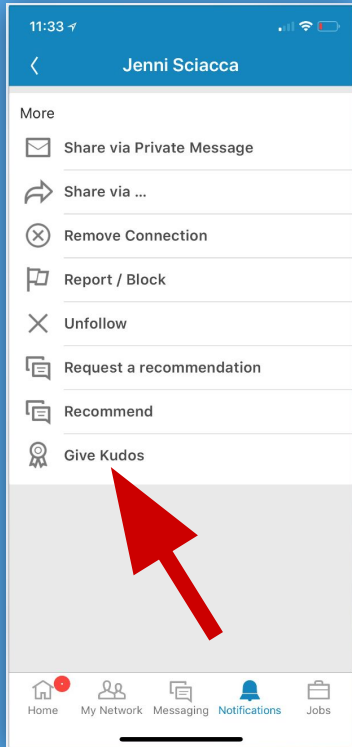


J is for Jail



**TIP: Install Chrome Extension - Nefarious
to know what LinkedIn is flagging**

K is for Kudos



K is for Know-Like-Trust

73% of B2B leads are not ready to purchase your service or product

**Building trust, a long-term relationship
and staying TOP-OF-MIND
with your prospects is key.**

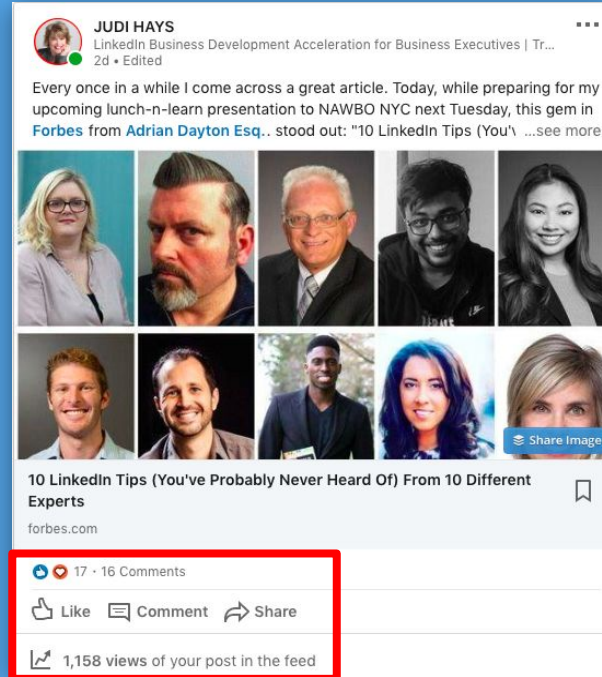
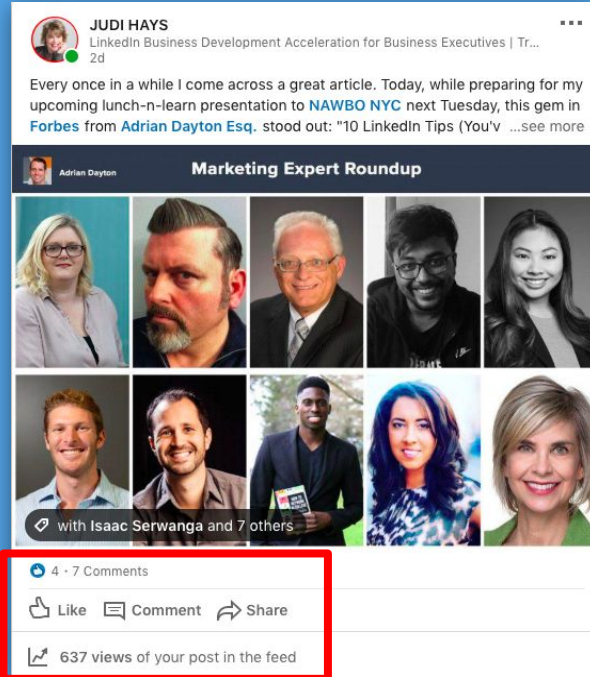
K is for KPI

- **Followers' Demographics**: Where do my followers come from?
- **Number of Followers**: Is my business influential enough?
- **Impressions & Reach**: How many people have seen my posts?
- **Engagement Rate**: What kind of content engages most?
- **Viewer Information**: Who viewed my profile and updates?
- **Contact & Network Growth**: Where should I find new contacts?
- **Profile Views by Job Title**: How is my profile performing over time?
- **Post Views & Engagements**: How is my engagement developing?

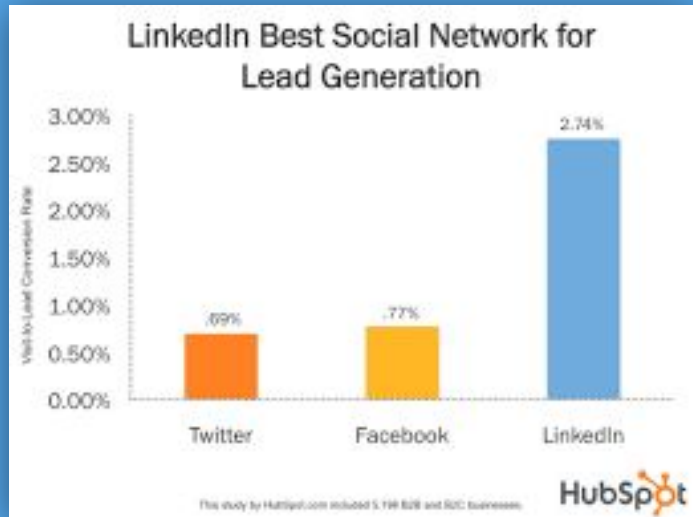
L is for Lurkers



L is for Link in Post vs Comments



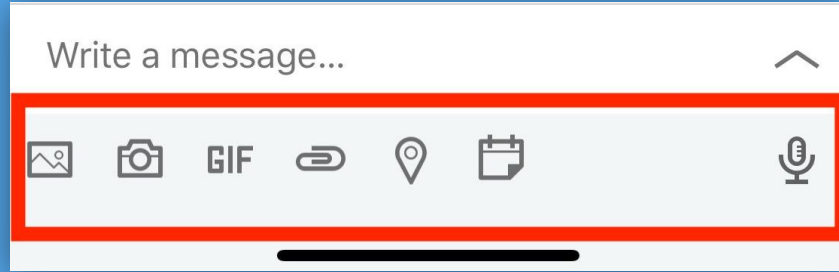
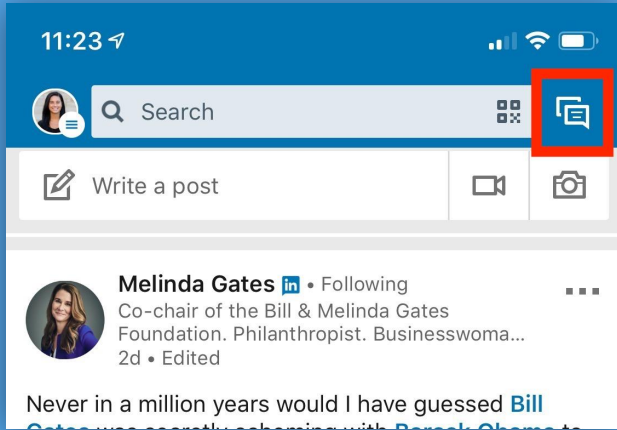
L is for Lead Generation



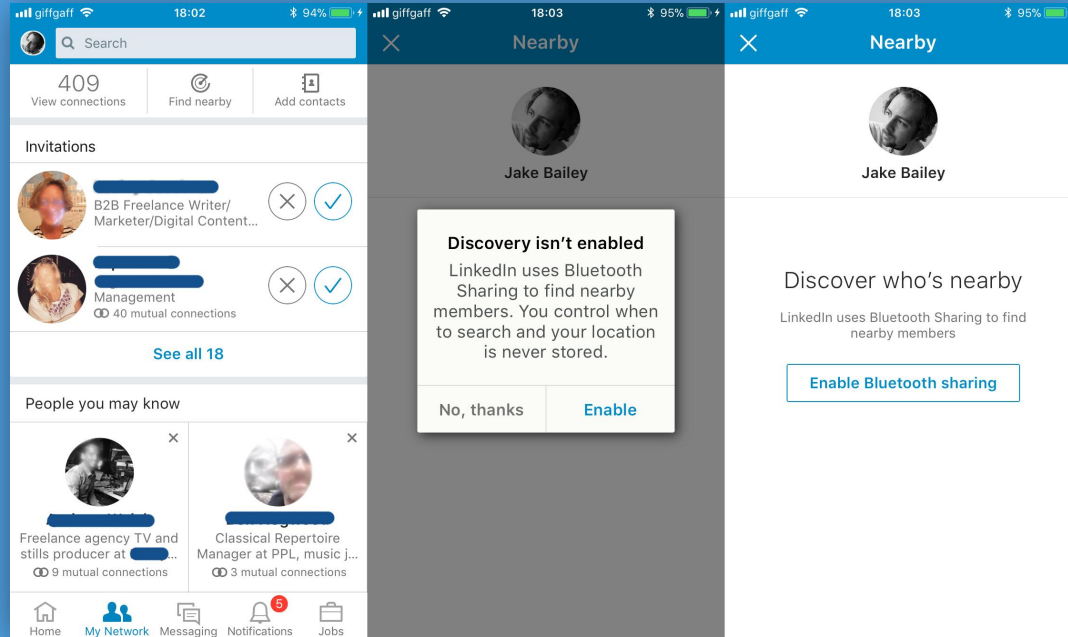
80% of B2B marketers say their biggest challenge is generating high quality leads.

Leverage the unmatched powers of LinkedIn for branding, targeting and engaging

M is for Mobile App



M is for Mobile App

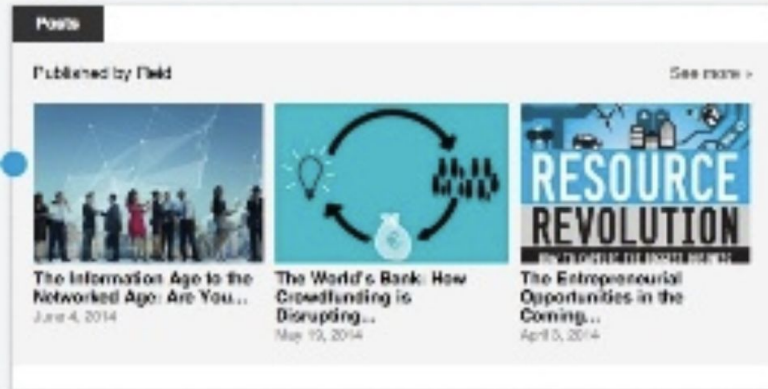


M is for Meet

- **Personal Touch Goes a Long Way**
- **Not everyone on LinkedIn Wants to Network**
- **You Will be Judged Based on Your Profile**
- **Take online relationships offline (phone call, zoom video conference, virtual or live coffee)**

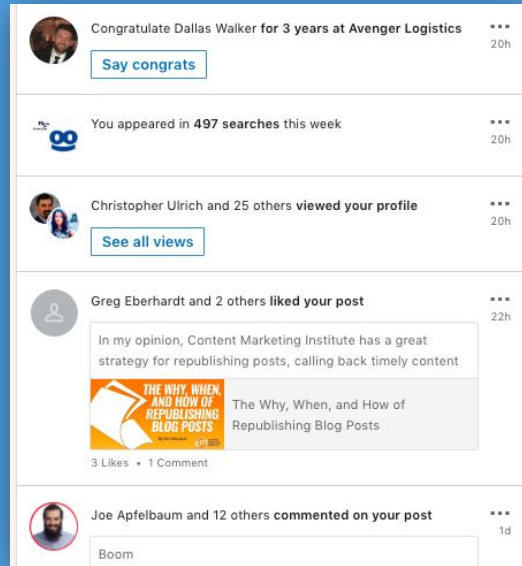
M is for Multimedia

Add multimedia content to your profile.

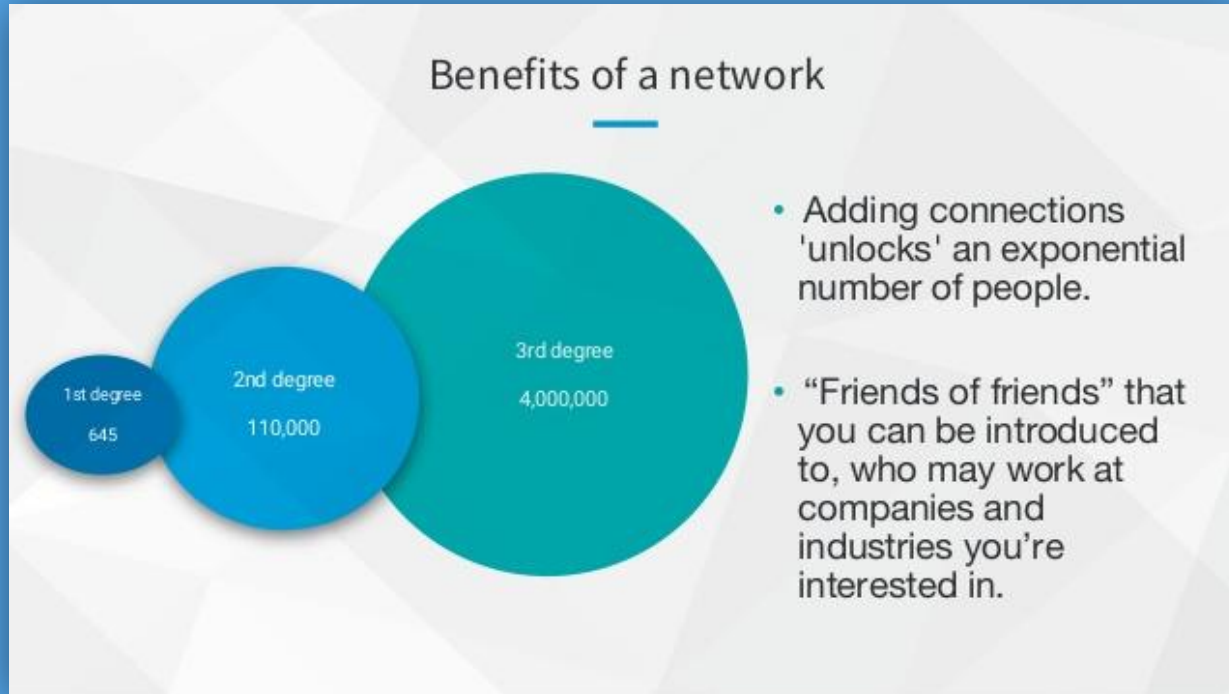


N is for Notifications

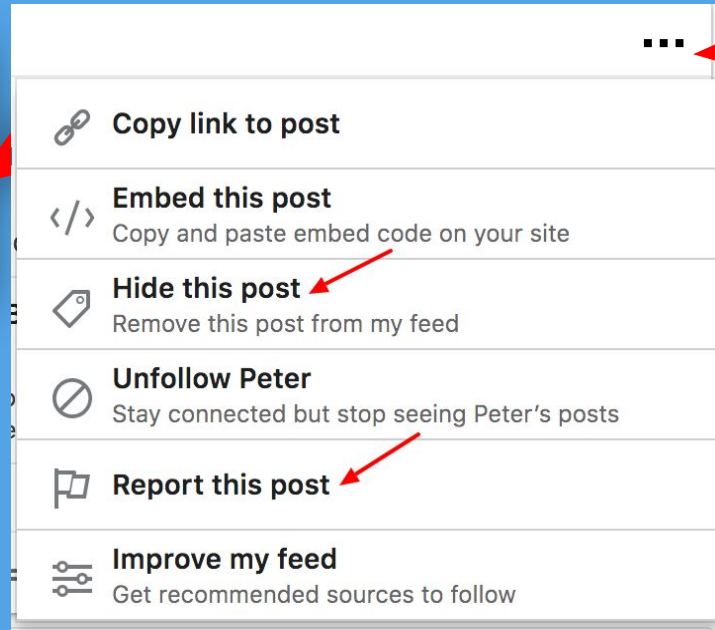
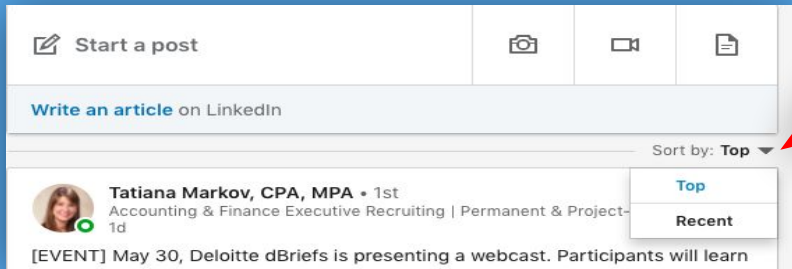
Check your notifications often and take action



N is for Network



N is for News Feed



O is for Optimal Sizes



image size cheat sheet 2019

Optimal sizes in pixels.

See bit.ly/SMSizes for details.

Profile Avatar 1:1 400 x 400

Profile Banner 4:1 1584 x 396

Update/Link 1.91:1 1200 x 628

Company Cover 1536 x 768¹

Company Logo 1:1 300 x 300

¹crops differently per device, limit text

Pixel size can be larger if you
stay within these proportions.

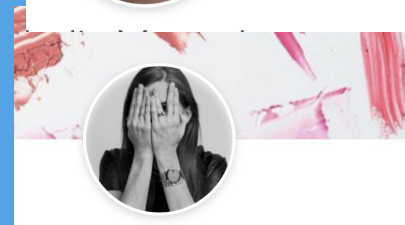
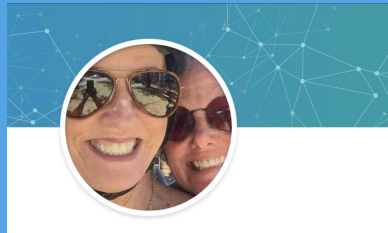
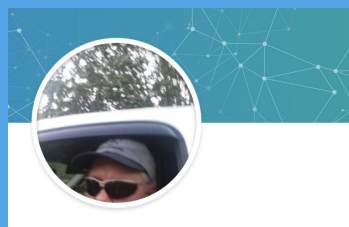
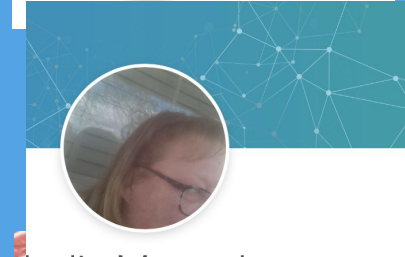
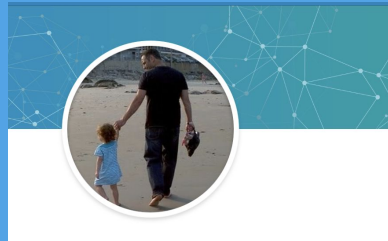
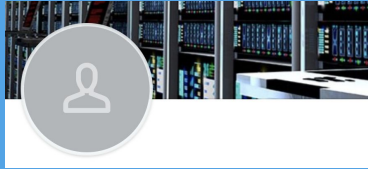
Louise Myers
Visual Social Media



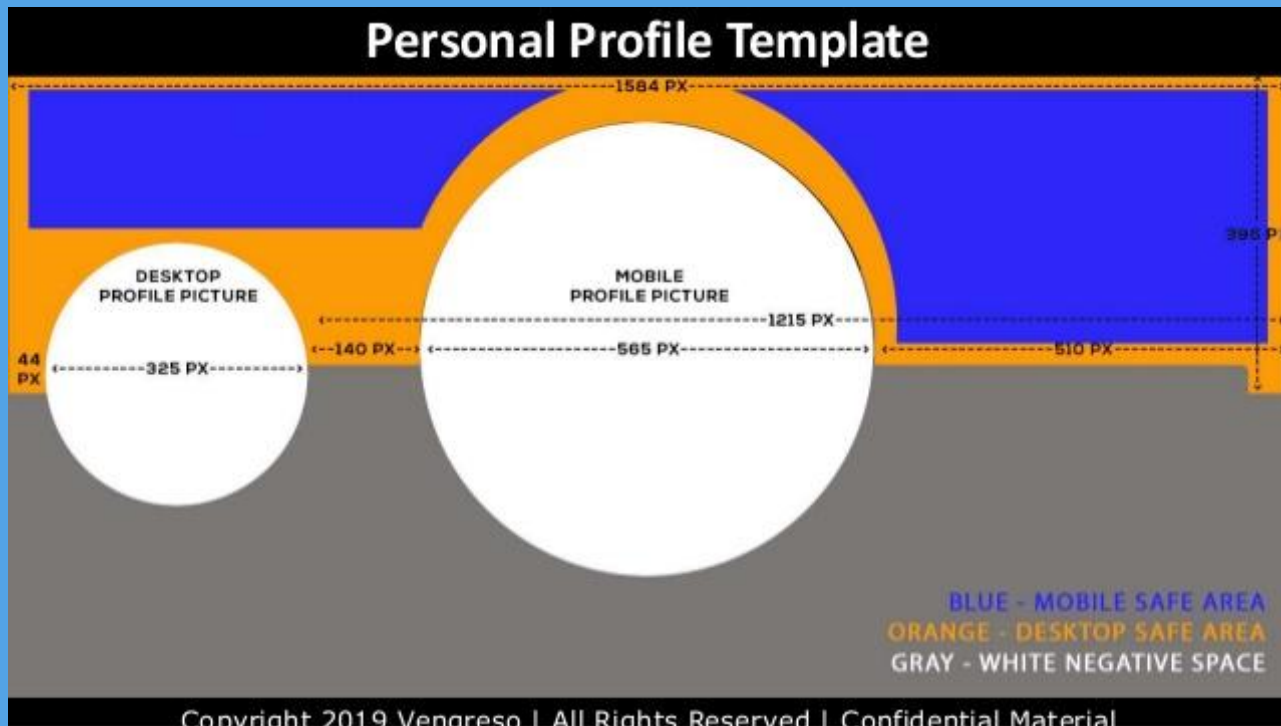
P is for Posts

- A Post shows up and then goes away - it's like a Tweet.
- Commenting on a Post brings it back into the feed
- An article stays in your profile and is indexed by Google.

P is for Profile Photo



P is for Profile Photo



P is for Publish

</> PUBLISHING ON LINKEDIN

OBJECTIVES



Thought Leadership

ACTIONS

- ☒ Publish Whenever You Feel Passionate
- ☒ Recommended: Bi-Weekly or Once a Month



Our over 1 million unique publishers publish more than 130,000 posts a week on LinkedIn. About 45% of readers are in the upper ranks of their industries: managers, VPs, CEOs, etc.

P is for Personalize

**Remind the recipient of how they know you
and why you'd like to connect with them.**

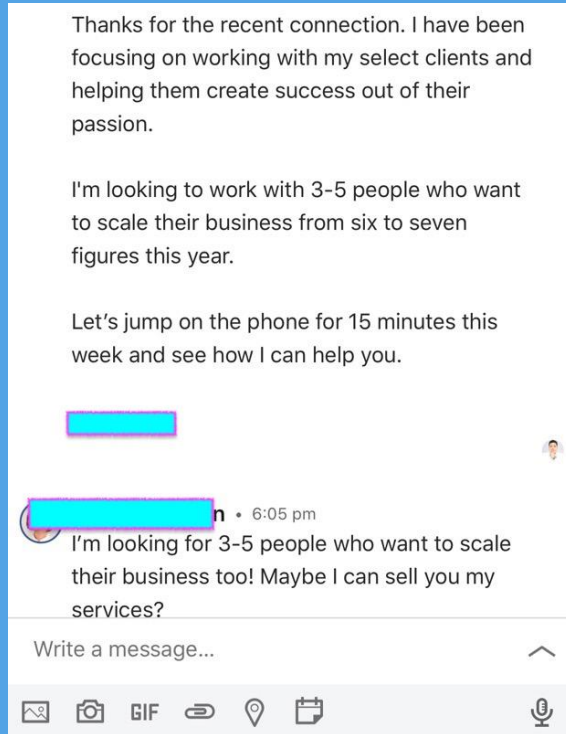
**TIP: Look at a person's recommendations to
see if their name is shortened (William vs Bill)**

P is for Public vs Private

The image shows a screenshot of the LinkedIn privacy settings interface. At the top, there are two tabs: 'PUBLIC' and 'PRIVATE'. Below the tabs are two buttons: 'Privacy & Settings' (with a lock icon) and 'Review' (with a hand cursor icon). The 'Review' button is highlighted. The main content is divided into three sections: 'Your Connections', 'Your Updates', and 'Your Visit Activity'. Each section has two columns of settings, one for 'PUBLIC' and one for 'PRIVATE'.

PUBLIC	PRIVATE
Your Connections <ul style="list-style-type: none">✓ Your connections can view your entire network	Your Connections <ul style="list-style-type: none">🔒 Your connections can only view the people that you have in common
Your Updates <ul style="list-style-type: none">✓ Everyone can see your activity feed✓ If you turn on your activity broadcast, your connections will receive notifications when you update your profile	Your Updates <ul style="list-style-type: none">🔒 Restrict who can see your activity feed: your network, your connections or only you🔒 If you turn off your activity broadcast, your network does not receive notifications
Your Visit Activity <ul style="list-style-type: none">✓ People you recently visited can see your name & tagline	Your Visit Activity <ul style="list-style-type: none">🔒 Be a LinkedIn Anonymous User: select your level of anonymity

P is for Pitching



Don't Do It!



Mobile • 3m ago

APR 17

3:04 PM

Hi Rob

I was reviewing your profile and believe that you and I would be a great fit to each other's networks.

Please feel free to review mine and reach out if you would like to get connected with anyone.

is now a connection

APR 19


6:19 PM

I'm glad that we are finally connected Rob!

If you have ever considered increasing your profits, I would be happy to help! I implement a proven system to support you by creating a strong vision, instilling accountability and discipline while helping your company leaders become a cohesive operating team. I know the demands that are placed on a business owner.

I would love to chat with you on how implementing some simple concepts and time tested business tools will improve) your company and its profits more than you can imagine. Please review this short video <https://youtu.be/ZB259n1DTDo>

I look forward to talking to you in the near future Rob and hope you have a great day! Feel free to schedule a meeting www. .com



Not sure

Thanks

👍

Mobile • 38m ago

APR 25


8:25 PM

Hi Rob,

I haven't had the pleasure of speaking with you and we have been connected for over a week! I wanted to reach out and inquire about your business. Do you have a strong leadership team? Do you have a clear vision? I would be more than happy to provide you with the tools to increase your revenue and have clarity in your business vision. Take 10 minutes and review my video <https://youtu.be/ZB259n1DTDo>

Have you had a chance to review my network? If there is anybody you would like to connect with, don't hesitate to ask. I will be more than happy to facilitate the connection.

I look forward to hearing back from you! If you would like to schedule a time to chat, please do so by visiting here www. .com



Leading Coach for Growing Companies | Professional EOS Implementer

youtube.com

WEDNESDAY

9:21 PM

Hey Rob,


A few weeks have gone by since we connected and I haven't had the opportunity to chat. I would love to hear about your business goals and what you want out of the future! Don't miss out on the opportunity of allowing me to help you get what you want out of your business!

Not sure

Thanks

👍

Mobile • 1m ago



Leading Coach for Growing Companies | Professional EOS Implementer

youtube.com

WEDNESDAY

11:37 PM

Hi Rob I hope you are doing well!


We connected over two months ago. Being a business owner myself, I am passionate about helping the people who put in the hard work and sacrifice. I know how much time is invested to build, own and run a business, and I want to help give you back some of your time.

In the two months we've been connected, we could have already implemented goals, visions and tools to increase your businesses growth! Please review this video and schedule a time to discuss your vision.

<https://youtu.be/ZB259n1DTDo>

Let's talk business, your business. I look forward to hearing from you.

www. .com



Leading Coach for Growing Companies | Professional EOS Implementer

youtube.com

P is for Pitching

"Instead of spamming people with your sales pitch, ask them questions to learn what their needs are.

Then you can learn where they're at in the sales cycle and genuinely bring them value, even if there's not a sale involved."

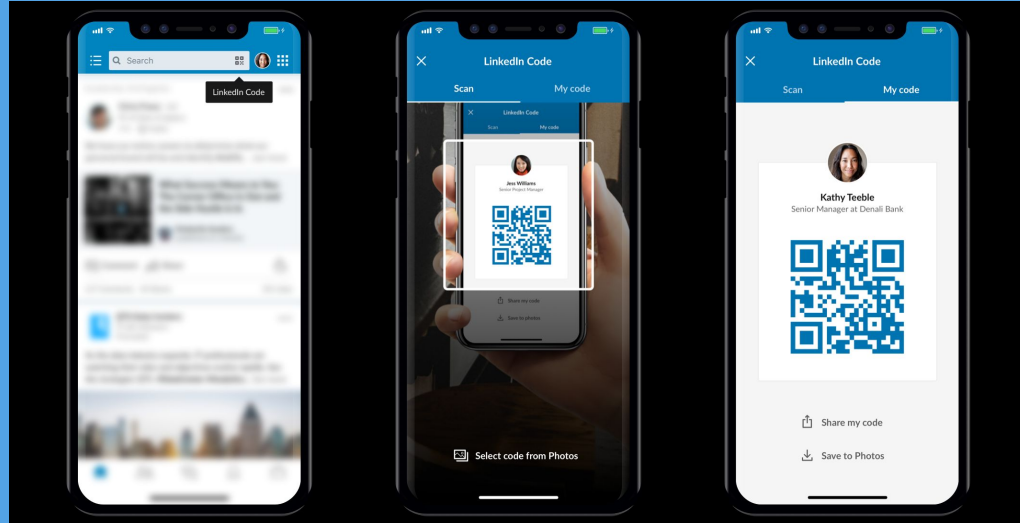
P is for Pruning Your Network

Don't Do It!



**Each connection expands your
2nd degree network by 400**

Q is for QR code



TIP: Always follow up with a message mentioning the context where you met

Q is for Quality vs Quantity



R is for Routine

- Check & respond to messages (5 mins)
- Check & respond to notifications (5 mins)
- Check & browse interesting profile visitors (5 mins)
- Quick scroll of Home feed (5 min)
- Comment & like relevant/interesting content (5 mins)
- DM several of my high value connections (5 mins)

S is for Search

The image shows a screenshot of the LinkedIn search interface with several annotations. On the left, a vertical sidebar contains the text "Follow", "People", and a circular profile picture. Below this, there are checkboxes for "TITLE" and "LOCATION", both of which are checked. The main search area has a search bar with the text "boolean searching". Below the search bar, there are two rows of filter buttons: "Content", "Posted by", "Date posted", "Author industries", and "All Filters" in the first row; and "People", "Connections", "Locations", "Current companies", and "All Filters" in the second row. A central graphic shows a person's profile icon connected to various icons representing different aspects of their profile (e.g., education, work, location). To the right of this graphic, a list of search results is shown, with several items highlighted by red boxes. The annotations include a large "S" at the top left, a "Y SIZE" label next to the "TITLE" and "LOCATION" checkboxes, and a "Y SIZE" label next to the "All" filter button in the second row of filters.

Search for

- People
- Jobs
- Content

TITLE

LOCATION

Y SIZE

Y SIZE

boolean searching

Content

Posted by

Date posted

Author industries

All Filters

People

Connections

Locations

Current companies

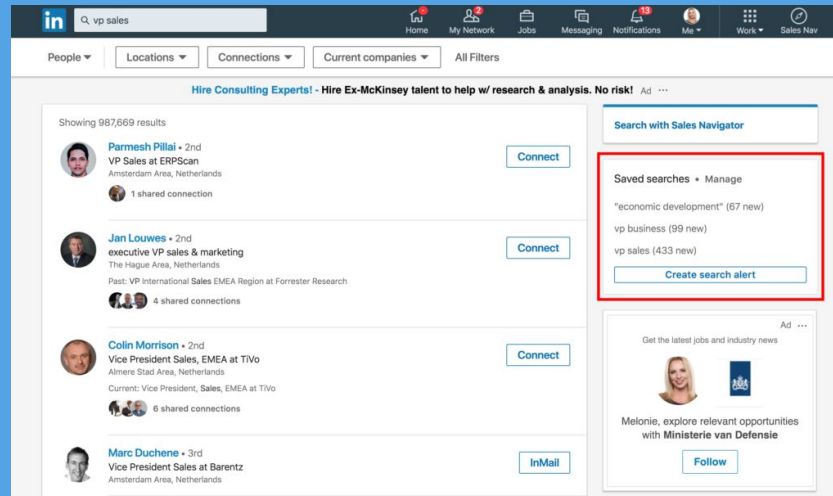
All Filters

CEO

Y SIZE

S is for Saved Search

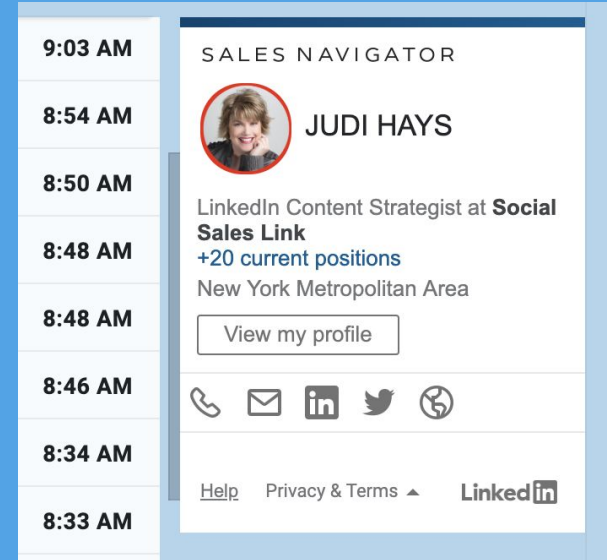
This is a powerful tool because you will get search alerts directly from LinkedIn when people match that criteria.



S is for Sales Navigator

“If LinkedIn.com were a Sport Utility Vehicle (SUV), Sales Navigator would be a Pickup Truck.”

S is for Sales Navigator




S is for Strategy



S is for Summary

About

 **UP NEXT:**  **SPEAKER**  at NAWBO NYC Lunch & Learn 5/28: Leveraging LinkedIn to grow your brand and your business. Request a complimentary profile audit:  <https://bookme.name/judihays/profile-audit>

Transforming the way B2B professionals grow their business by teaching them how to leverage the unbeatable power of LinkedIn.

♦ It is critical today, in order to stand out from the crowd, that YOU and your company brand shows your uniqueness like nobody else. That's a tall order if you don't understand some fundamentals. My superpower is creating consumable content that gets visibility and engagement with your target audience.

▶▶▶ Here are a few LinkedIn Strategies that you can implement today ▶▶▶

- ❶ Reorient your LinkedIn profile from a you-focus to a customer-focus. Include bits of VALUE and disruptive perspectives that visitors can immediately adapt to shift the course of their business to greater growth.
- ❷ Run targeted searches and go VISIT the profiles of your ideal customers. Many of them will view back to your brilliantly compelling profile, and most of those will invite you to connect with them.
- ❸ Use your Notifications to engage with your connections - like, share, or comment on their posts. Encourage them; thank them; offer follow-up resources; PROMOTE them!

S is for SlideShare

LINKEDIN SLIDESHARE

OBJECTIVES

- Lead Generation (gear icon)
- Brand Awareness (lightbulb icon)
- Thought Leadership (cloud with exclamation mark icon)
- SEO (magnifying glass icon)

ACTIONS

- ☒ Upload new content weekly
- ☒ Highlight decks on profile page
- ☒ Group content into playlists
- ☒ Add lead forms

 *More than 15 million pieces of content uploaded to SlideShare*

S is for Sponsored Content

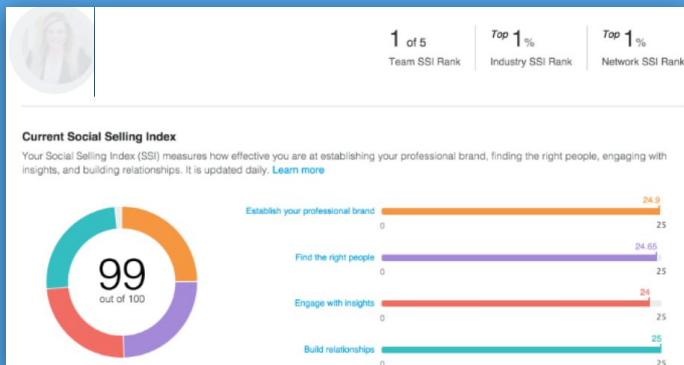


S is for Social Selling



S is for Social Selling Index

<https://www.linkedin.com/sales/ssi>



Scores are contingent on:



Create a Professional Brand

Establish a professional presence on LinkedIn with a complete profile:

- Profile completeness
- Multimedia on profile
- Cover photo
- Endorsements
- Long-form posts and followers from posts



Build Strong Relationships

Expand your network to reach prospects and those who can introduce you to prospects:

- Connections
- VP+ connections
- Internal connections
- Acceptance rate for connection requests sent



Find the right people

Prospect efficiently with powerful search and research capabilities:

- Advanced lead and account searches
- Prospecting profile views
- Inbound profile views
- Leads saved
- Days active



Engage with Insights

Discover and share valuable information to initiate or maintain a relationship:

- Engagements given and received
- Engagements received on long-form posts
- Shares
- Messages sent and InMail response rate
- Groups joined
- Accounts saved
- Research views

S is for Skills



Generate endorsements from customers and colleagues

List your skills as a simple, efficient way to show your prospects how you can help them.

EXPERT TIP

Endorsing connections on LinkedIn often prompts them to return the favor

T is for Tools

- | | |
|--|--|
| <ul style="list-style-type: none">• Calendly• Canva• Feedly• Otter.ai | <ul style="list-style-type: none">• Google Suite (docs, slides, sheets)• Text Expander• Buffer/HootSuite |
|--|--|

T is for Targeting



PROFESSIONAL

Job Title (Project Manager)
Job Function (Marketing)
Seniority (Manager)
Skills (Nunchuck, MySQL)
Group (Project Management R Us)



COMPANY

Category/Industry (Hi-tech, Consumer Goods)
Company Size (51 - 2000)
Company Name (Microsoft)



EDUCATION

School Name (Stanford)
Degree/Field of Study



DEMOGRAPHICS

Gender (M/F/Both)
Age (55+)
Geography (San Francisco Bay Area)



COMBINATIONS & EXCLUSIONS

T is for Tagging @

JUDI HAYS
LinkedIn Business Development Acceleration for Business Exec...
2d • Edited

Every once in a while I come across a great article. Today, while preparing for my upcoming lunch-n-learn presentation to NAWBO NYC next Tuesday, this gem in [Forbes](#) from [Adrian Dayton Esq.](#) stood out: "10 LinkedIn Tips (You've Probably Never Heard Of) From 10 Different Experts".


I am testing the algorithm to see if having a link in the post impacts the views. <https://lnkd.in/eEuCJBz>

👍👍👍

Also if you have a great tip to share, please post it below.

👍👍👍

#linkedintip #contentstrategy #influencermarketing
#alwayslearning #b2bmarketing #algorithm.....ANDY FOOTE.....
Michael Marrer Baidurya Mukherjee Christina D. Warner Dylan Max Isaac Anderson
Isaac Serwanga Julia Angelen Joy JULIE BONDY ROBERTS, MA
[NAWBO NYC](#)



10 LinkedIn Tips (You've Probably Never Heard Of) From 10 Different Experts
forbes.com

👍❤️ 17 • 14 Comments

👍 Like 💬 Comment ➦ Share

📊 1,085 views of your post in the feed

JUDI HAYS
LinkedIn Business Development Acceleration for Business Exec...
2d

Every once in a while I come across a great article. Today, while preparing for my upcoming lunch-n-learn presentation to [NAWBO NYC](#) next Tuesday, this gem in [Forbes](#) from [Adrian Dayton Esq.](#) stood out: "10 LinkedIn Tips (You've Probably Never Heard Of) From 10 Different Experts".

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👍👍👍

#linkedintip #contentstrategy #influencermarketing
#alwayslearning #b2bmarketing #algorithms

 **Marketing Expert Roundup**



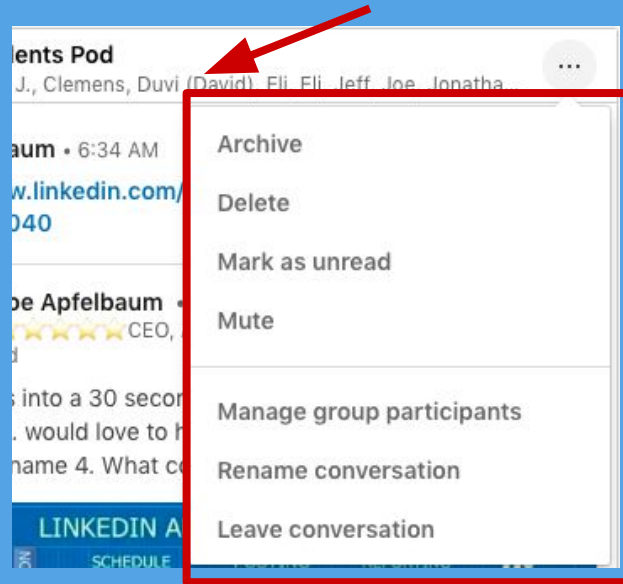
🗨️ 4 • 7 Comments

👍 Like 💬 Comment ➦ Share

📊 603 views of your post in the feed

T is for Three Tiny Dots

TIP: Always click on the “...” for more options



U is for URL

Customize it

Put it in your email signature

Add it to your social media sites

U is for Upgrade?

- To utilize the Advanced Search feature
- To see more than the last 5 people who viewed your profile
- To create more than 3 saved searches
- To send more than 3 InMail messages a month

V is for Video



By 2019, video content will be the driving factor behind **85%** of search traffic in the US.¹

3x

Users stay to engage with video ads almost **3x** longer than a static Sponsored Content ad.¹

TIP: Add captions and publish text as a post

V is for Views

10 LinkedIn Tips (You've Probably Never Heard Of) From 10 Different Experts
comments

17 reactions 14



[1,086 views](#)



4 people from ADP viewed
your post

Linux Academy	2
State Farm ®	2
Gartner	2
Blue Cross and Blue Shield of Illinois, Montana, New Mexico, Oklahoma & Texas	2
Upwork	2
Raymond James	2
Black & Veatch	1
Sofrecom Tunisie	1



72 people who have the
title Salesperson viewed
your post

Executive Director	52
Business Strategist	36
Founder	29
Marketing Specialist	22
Consultant	21
Business Owner	18
Project Manager	16
Author	11



94 people viewed your post
from Greater New York City
Area

Greater Chicago Area	39
Greater Los Angeles Area	19
Kansas City, Missouri Area	19
San Francisco Bay Area	17
London, United Kingdom	13
Austin, Texas Area	10
Greater Boston Area	9
Toronto, Canada Area	9

[Show less](#)

V is for Viewers of This Profile

The image shows a screenshot of a LinkedIn profile's privacy settings page. On the left, a sidebar titled 'People Also Viewed' lists six individuals: Reed Hastings (CEO Netflix), Jessica Alba (Founder of The Honest Company), Kevin Systrom (CEO, Instagram), Sean Parker (Board Member, Investor at Spotify), Brian Chesky (Co-founder, CEO @ Airbnb), and Andrew Chen (General Partner at Andreessen Horowitz). The main content area is titled 'Privacy' and contains several sections: 'How others see your profile and network information', 'Edit your public profile', 'Who can see your email address', 'Who can see your connections', and 'Viewers of this profile also viewed'. A red arrow points to the toggle switch for the 'Viewers of this profile also viewed' feature, which is currently set to 'No'.

People Also Viewed

- Reed Hastings** • 3rd
CEO Netflix
- Jessica Alba** • 2nd
Founder of The Honest Company
- Kevin Systrom** • 3rd
CEO, Instagram
- Sean Parker** • 2nd
Board Member, Investor at Spotify
- Brian Chesky** • 2nd
Co-founder, CEO @ Airbnb
- Andrew Chen** • 2nd
General Partner at Andreessen Horowitz

Privacy

How others see your profile and network information

Edit your public profile [Change](#)
Choose how your profile appears to non-logged in members via search engines or permitted services

Who can see your email address [Change](#)
Choose who can see your email address on your profile [1st degree](#)

Who can see your connections [Change](#)
Choose who can see your list of connections [Connections](#)

Viewers of this profile also viewed [Close](#)
Choose whether or not this feature appears when people view your profile [No](#)

Should we display "Viewers of this profile also viewed" box on your Profile page?
No ☐

V is for Visibility

The image is a screenshot of the LinkedIn Privacy settings page. At the top, there are three tabs: 'Privacy' (selected), 'Ads', and 'Communications'. Below the 'Privacy' tab, there is a section titled 'Your name and headline' with a red box around it containing the text 'Look for your privacy section'. Below this is the user's profile information for Sandra Clark, including her name, headline, and location. A red box around this section contains the text 'Show yourself to get full benefits from LI'. Below the profile information is the 'Private profile characteristics' section. It has two radio button options: 'Recreation Professional in the Professional Training & Coaching industry from San Francisco Bay Area' and 'Anonymous LinkedIn Member'. A red box around the 'Recreation Professional' option contains the text 'Worst of both worlds, no control over what LI chooses to call you and sometimes humorous - "Recreation Professional"?! LI training is "recreation"?! Well, I do have fun with what I do.' A red box around the 'Anonymous LinkedIn Member' option contains the text 'If you choose anonymous, that's all anyone on LI (paid or otherwise) will see. It does make a difference to what you can see if you have the free or paid version of LI.' At the bottom, there is a section titled 'Selecting Private profile characteristics' with a link to 'Upgrade to Premium'.

Privacy Ads Communications

Select what others can see when you've viewed their profile

Your name and headline

Sandra Clark
LinkedIn Training | Consulting | Profile Optimizer | Speaker ★★ ★ Transforming LinkedIn Profiles for Results ★★ ★
San Francisco Bay Area | Professional Training & Coaching

Private profile characteristics

☐ Recreation Professional in the Professional Training & Coaching industry from San Francisco Bay Area

☐ Anonymous LinkedIn Member

Selecting Private profile characteristics
Who's Viewed Your Profile and

[Upgrade to Premium](#) to see all who viewed your profile while browsing in private mode.

Look for your privacy section

Show yourself to get full benefits from LI

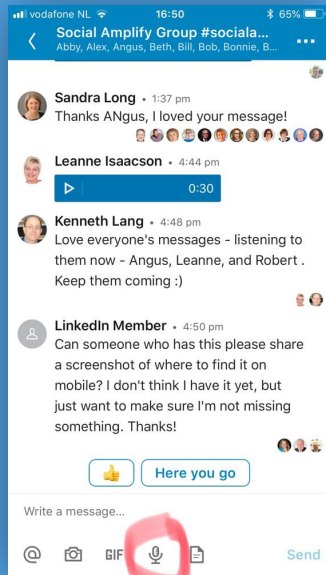
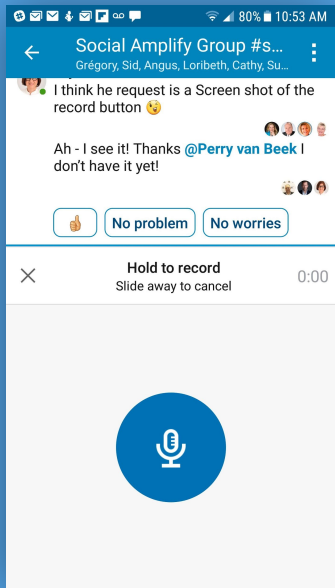
Worst of both worlds, no control over what LI chooses to call you and sometimes humorous - "Recreation Professional"?! LI training is "recreation"?! Well, I do have fun with what I do.

If you choose anonymous, that's all anyone on LI (paid or otherwise) will see. It does make a difference to what you can see if you have the free or paid version of LI.

V is for Virtual Networking



V is for Voice Messages



W is for Warm Referrals



Leverage warm introductions to expand your network

Expand your reach with 2nd degree connections, which can transform cold outreach into a warm introduction.


EXPERT TIP

Filter to 2nd degree connections with the same filters to identify potential introductions


W is for Welcome

ALWAYS send a welcome message
start a conversation

W is for What NOT TO DO



Business Development Manager –
web development agency

 Rico de Leon and 28 others

Ignore

Accept

Hi Mandy

are an LA based devshop, working with startups and agencies as an external tech resource.

We improve website conversion rates & increase user engagement while giving you bespoke solutions to support your future goals. Could we schedule a call for tomorrow?

Regards,

[See less](#)

[Reply to](#)



Marketing Consultant | Digital Sales
Closer | Lead Generation |

 Tyler Foo and 1 other

Ignore

Accept

Hi Mandy

My name is and I love the work you are doing. I would like to add value to you and your business. I have a link below to properly introduce myself to you.


<https://youtu.be/>

If my skill-set peaks your interests, let's connect.

[See less](#)

[Reply to](#)

W is for Wall of Shame



[Redacted Name]
#Husband #Father #PassiveIncome
#Entrepreneur #Investment #giver
Will Mitchell and 63 others

Ignore Accept


Hey Mandy, ...

I noticed we have a few mutual connections.

Please check my profile and if it makes sense – let's get on a call.

Thanks,
[Redacted Name] [See less](#)

[Reply to \[Redacted Name\]](#)



Ainsworth Hatch
Assistant Manager at BP
Emmanuel Debuyck

Ignore Accept

How are you doing today ?

You look very beautiful.

I would like to know more about you.

You can reach me with my email hatchainsworth@gmail.com
OR
whatsapp number: +1 737 219 7866

Best Regards.

Ainsworth Hatch [See less](#)

[Reply to Ainsworth](#)

LinkedIn is NOT TINDER!!

Clickedin—The safe, smart LinkedIn lead generation solution that's powered

AUG 29

1:16 PM

Hi Rob

I always like adding a President to my LinkedIn network. Wanna connect?

TODAY

now a connection

11:13 AM

Thank you for connecting back with me.

I see that you're the President at

I think I have something revolutionary for you.

We've developed an artificial intelligence software that syncs with your LinkedIn account. It can help you identify your exact target audience, connect with them, and generate daily leads in a meaningful way.

We like working with Recruiting companies because we understand your audience and understand what you need.


Would you be interested in introducing to our CEO Frank and setting up a quick demo so he can show you how the software works? If you like what you see, he'll even set up your campaigns for free, no strings attached.

Thoughts?

Debbie Monroe

Clickedin—Real Leads. Real Results that's powered by Artificial Intelligence

OCT 13




Debbie Monroe • 5:14 PM
Hi Rob

I always like adding a President to my LinkedIn network. Would you like to connect?

Debbie

OCT 16


Debbie Monroe is now a connection



Debbie Monroe • 1:09 PM
Thank you for connecting back with me. Rob, I see that you're the President at McIntosh Search. I think I have something revolutionary for you. We've developed an artificial intelligence software that syncs with your LinkedIn account. It can help you identify your exact target audience, connect with them, and generate daily leads in a meaningful way. We like working with Recruiting companies because we understand your audience and understand what you need. Would you be interested in speaking to our CEO Frank and setting up a quick demo so he can show you how the software works? If you like what you see, he'll even set up your campaigns for free, no strings attached. Thoughts?

Debbie

SATURDAY




Debbie Monroe • 10:46 AM
Rob, I'm just following up with my message above. In the meantime, I wanted to share some results that you can expect using our software; 336 new connections, 26 sales calls, 3-7 new clients per month! You can expect the same results for McIntosh Search. Our users typically start scheduling sales calls as fast as 72 hours after starting their first campaign. Since you're our ideal client, we would love the opportunity to show you a demo. How does your upcoming week look? I can introduce you to our CEO Frank? Debbie

Lambert Horton

Openless Apps | Bots | Chatbots | Ai

SATURDAY




Lambert Horton • 2:04 PM
Hi Rob,

I always like adding a President to my LinkedIn network. Would you like to connect?

lambert

Lambert Horton is now a connection

SUNDAY



Lambert Horton • 11:55 AM
Thank you for connecting back with me.

Rob, I see that you're the President at McIntosh Search.

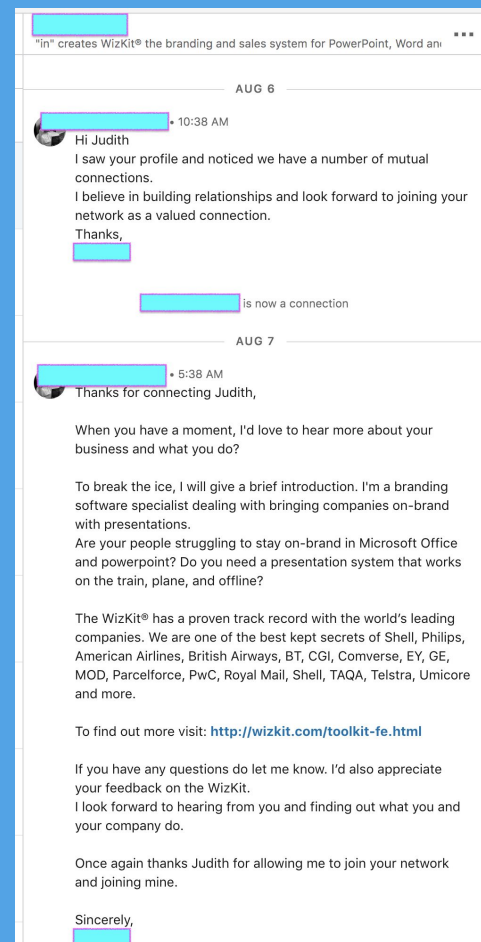
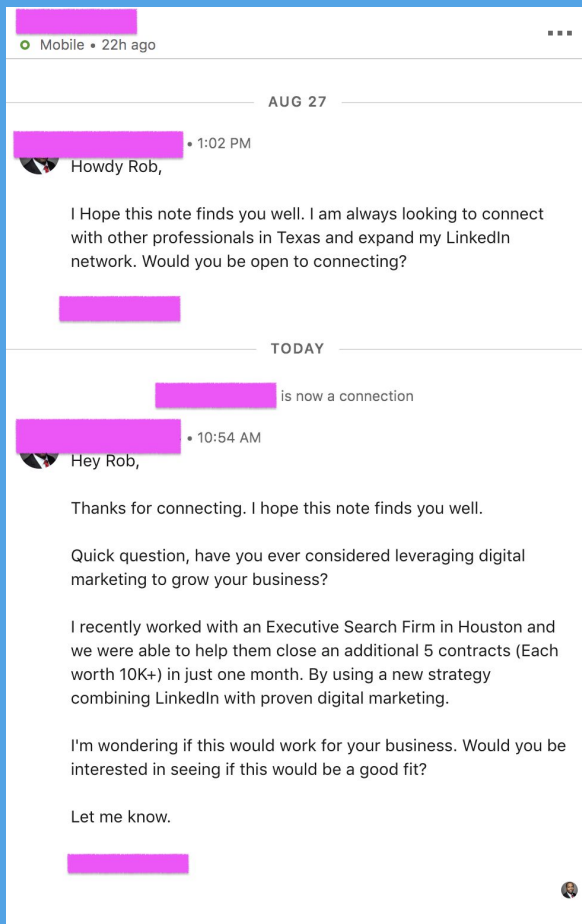
I think I have something revolutionary for you.
I've developed a new app software that replaces websites, phones apps, and email marketing - which aren't working like they once did. Openless means no download, opens instantly, and syncs with your LinkedIn messages. Even better it brings people back to nurture and convert with text messaging and push notification at rates of over 90%. You can't do that with email.
It can help you generate daily leads and nurture your exact target audience to get conversions.

I only work with Recruiting companies because I understand your audience and understand what you need.

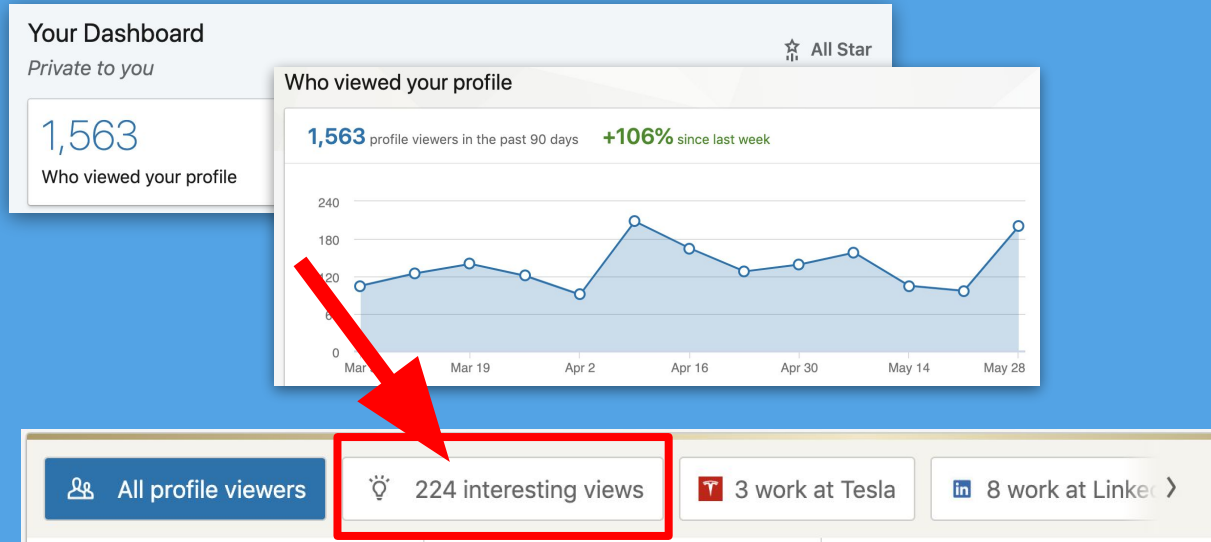
Would you be interested in setting up a quick chat so I can demo the app and discuss how it can be your solution?

Thoughts?

lambert

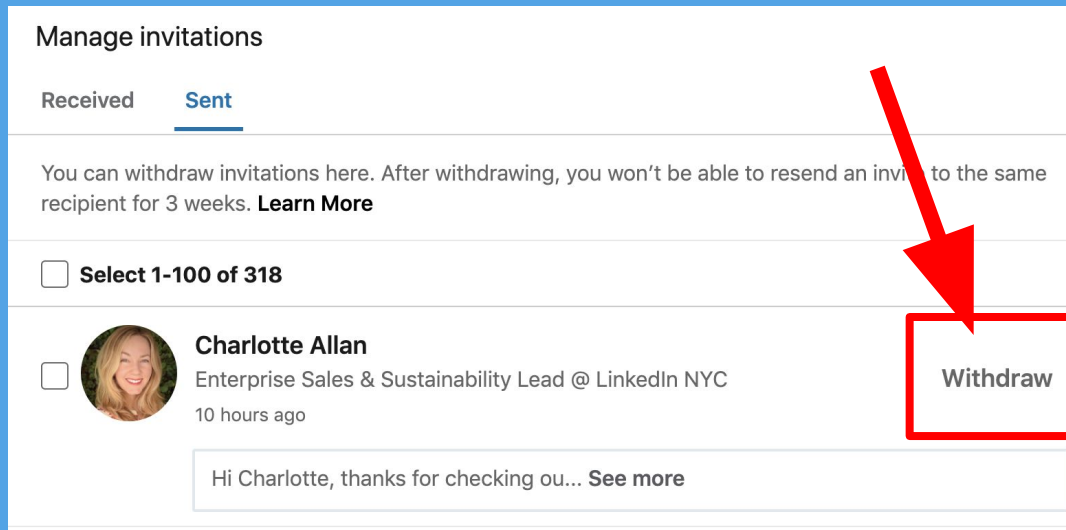


W is for Who's Viewed?



TIP: If the viewer fits your prospect criteria, invite THEM to connect with you.

W is for Withdraw Invites



The screenshot shows the LinkedIn 'Manage invitations' interface. At the top, there are tabs for 'Received' and 'Sent', with 'Sent' being the active tab. Below the tabs, a message states: 'You can withdraw invitations here. After withdrawing, you won't be able to resend an invite to the same recipient for 3 weeks. [Learn More](#)'. Underneath this is a checkbox labeled 'Select 1-100 of 318'. The main list of invitations features a profile for Charlotte Allan, an Enterprise Sales & Sustainability Lead at LinkedIn NYC, with a '10 hours ago' timestamp. To the right of her profile is a 'Withdraw' button, which is highlighted by a red rectangular box. A large red arrow points from the top right towards this button. Below the invitation list, a partial message is visible: 'Hi Charlotte, thanks for checking ou... [See more](#)'.

TIP: Clean out invites older than 2 weeks. You can always re-invite later

X is for Xclusions

The image shows two panels of Sales Navigator filters. The left panel is titled 'Industry' and shows 'Included' filters for 'Animation' and 'Oil & Energy', and an 'Excluded' filter for 'Higher Education'. The right panel shows 'Included' filters for 'Information Technology a...', 'Internet', 'Real Estate', and 'Staffing and Recruiting'. It also shows 'Company headcount' filters for '10,000+', '1001-5000', '201-500', '5001-10,000', '501-1000', and '51-200'. The 'Seniority level' section shows 'Included' filters for 'Training' and 'VP', and 'Excluded' filters for 'CXO', 'Director', 'Entry', 'Manager', 'Owner', 'Partner', 'Senior', and 'Unpaid'. Each filter button has an 'X' icon to indicate it is an exclusion.

Industry

Included:

- Animation ×
- Oil & Energy ×

Excluded:

- Higher Education ×

Department headcount +

Department headcount growth +

Annual revenue +

Company headcount +

Company headcount growth +

Included:

- Information Technology a... ×
- Internet ×
- Real Estate ×
- Staffing and Recruiting ×

Company headcount

- 10,000+ ×
- 1001-5000 ×
- 201-500 ×
- 5001-10,000 ×
- 501-1000 ×
- 51-200 ×

Seniority level

Included:

- Training ×
- VP ×

Excluded:

- CXO ×
- Director ×
- Entry ×
- Manager ×
- Owner ×
- Partner ×
- Senior ×
- Unpaid ×

This is a really cool feature in Sales Navigator filters

Y is for Your Profile

The screenshot shows a LinkedIn profile for Bill McCormick, MASI. The profile header includes a search bar, navigation icons (Home, My Network, Jobs, Messaging, Notifications, Me, Work, Sales Nav), and a grid of icons representing various skills and interests. The profile picture is a circular headshot of Bill McCormick. Below the picture is the name "Bill McCormick, MASI" and the company "Social Sales Link". The bio states: "Helping Business Development Professionals Master LinkedIn for Social Selling ▶ Learn Social Selling Tips in My Summary Below ▼". The location is "Albany, New York Area" and it shows "500+ connections" and "See contact info". A red arrow points to the "Connections & Contact Info moved" notification. The "About" section is circled in red, and a red arrow points to it from the text "Summary is now called 'About'". Another red arrow points to the "Less Preview" link. The right sidebar shows options to "Edit public profile & URL" and "Add profile in another language". Below these are ads for "Talent Solutions" and "2019 Ultimate Recruiting Toolbox". The bottom of the page shows a list of recommended courses: "Marketing on LinkedIn", "Marketing Tools: Digital Marketing", and "Becoming a Thought Leader".

in Search

Home My Network Jobs Messaging Notifications Me Work Sales Nav

Bill McCormick, MASI

Helping Business Development Professionals Master LinkedIn for Social Selling ▶ Learn Social Selling Tips in My Summary Below ▼

Albany, New York Area · See 500+ connections · See contact info

Connections & Contact Info moved

About

Summary is now called "About"

Less Preview

LEARN TOP LINKEDIN & SOCIAL SELLING STRATEGIES ▶

Sales leaders struggle to provide their teams with the tools necessary to deal with the changing environment ... see more

Marketing on LinkedIn Viewers: 3,916

Marketing Tools: Digital Marketing Viewers: 29,630

Becoming a Thought Leader Viewers: 105,595

See my recommendations


Z is for Zero Recommendations

Recommendations = Social Proof

Recommendations


Ask for a recommendation

Received (29) Given (15)




Austin Grammon
We Save Professional Speakers Time and Money 📈 Technology + Automation + Efficiency Consulting for Speakers
May 14, 2019, Austin was a client of JUDI'S

An hour and a half with Judi was like a weeklong boot camp with a lot of other "experts". She has a way of making things easy to understand and delivers actionable tips to help you solve any problems that she helps identify. Business aside, I really enjoy my interactions w... [See more](#)




Tom Rubens
Guiding Entrepreneurs to Move from a Small Business to a Scalable Company
April 25, 2019, Tom was a client of JUDI'S

One conversation with Judi was all it took to know that she is just the type of person I want to work with: She's honest, knows her subject matter, generous with her time, and actually cares about my success. I recommend her without reservation.



Karen Avery Marchetti - LION
*** Executive Recruiter and Career Coach ***
April 23, 2019, Karen was a client of JUDI'S

I had my first call with Judi today and I am certainly glad I did. She is an information powerhouse and gave me a ton of useful information. I appreciated her cheerful demeanor and how she applies her listening skills to immediately grasp the subject matter. Judi is a gem!




Jeff Giorgi
I'll teach you how to book meetings through LinkedIn® chat - I Business Owners, Sales, Recruiters, Students |
April 9, 2019, Jeff and JUDI were students together

Judi has shared with me so many golden nuggets on 'How to LinkedIn' I couldn't keep track. We went over my profile and company page where she immediately gave feedback. Judi then mentioned all sorts of tools that I can be using both for myself and how those tools can impro... [See more](#)

Ask Brynne to recommend you

Include a personalized message with your request



Brynne Tillman
Brynne taught you

Hi Brynne, can you write me a recommendation?

Send

Summary

- ❖ **The A to Z of LinkedIn**
 - **Create A Professional Brand**
 - **Audience Segmentation**
 - **Engage with Insights**
 - **Build Strong Relationships**



Take Action!

- **Connect with Judi on www.linkedin.com/in/judihays**
- **Download this Profile Worksheet:**
<https://judihays.com/linkedin-profile-optimization-worksheet/>
- **Request a Complimentary Profile Audit:**
<https://bookme.name/judihays/profile-audit>