



LinkedIn Conversations

Jumpstart pack workshop – 11



Jumpstart workshops series

- Sales Prospecting and Sales Pipeline Management
- Sales Presentations
- Sales Objections & Deal Closure
- Sales Negotiations and Follow-up
- Value Propositions and Exec Summary
- Capture Planning
- Bid Governance & Review Management
- Team Capability Assessment
- Digital Marketing Fundamentals
- Marketing Gameplan
- LinkedIn Conversations
- Brand Building

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Am I using LinkedIn to its full potential?”



- ✓ If you're not active on LinkedIn, you're missing 80% of your leads.
- ✓ Studies show that 80% of B2B leads come from LinkedIn, and 94% of B2B marketers use LinkedIn to distribute content.
- ✓ On average, 46% of social media traffic coming to B2B company sites is from LinkedIn.
- ✓ LinkedIn has 700+ million users in 200 countries, and 3 new members join the network every second!
- ✓ 300 million LinkedIn users are logging in each month. AND 40% of those users login daily.
- ✓ Now do the math!
- ✓ Of the 700 million total LinkedIn users and 300 million monthly active users, only 3 million share content on a weekly basis—just a touch **over 1% of monthly users**. That means **3 million users are getting 9 billion impressions each week!**
- ✓ Now ask yourself: “Am I using LinkedIn to its full potential?”



Being on LinkedIn and using it!

- ✓ There's a big difference between being on LinkedIn and using it.
- ✓ LinkedIn can be used for so many things beyond [just hosting your resume](#).
- ✓ Here's a list of just a few of the ways you can leverage the platform
 - ✓ Building Trust Amongst Your Peers
 - ✓ Finding Jobs and Hiring Great People
 - ✓ Generating Leads
 - ✓ Kickstarting Partnerships
 - ✓ Building Your Brand
 - ✓ Obtaining Industry Knowledge
 - ✓ Consuming and Creating Content
 - ✓ Getting Support From Peers Within Your Industry
 - ✓ Networking



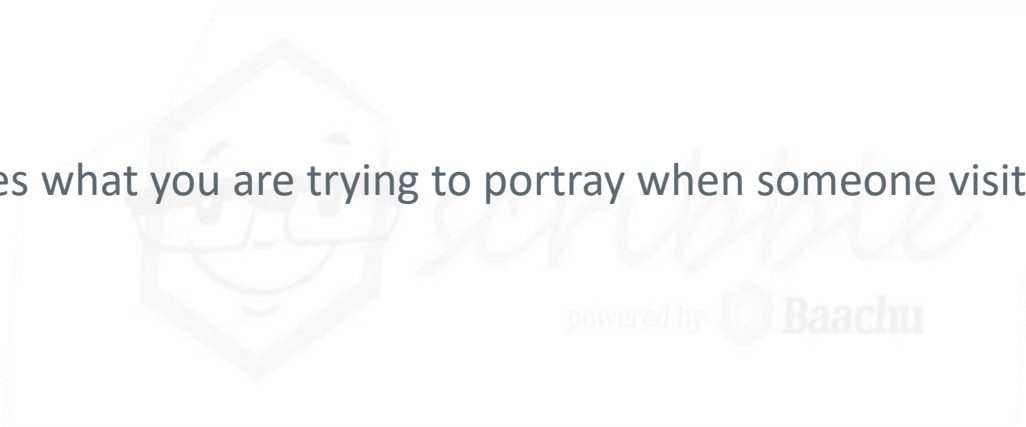


Your profile

- ✓ Before you can take full advantage of all of these features and benefits, it's imperative to have a [highly optimised profile](#).
- ✓ Use this checklist as a guide to turn your LinkedIn profile into a **brand building, lead generating machine!**

STEP 1: COVER IMAGE

- ✓ Add one!
- ✓ Make sure the photo communicates what you are trying to portray when someone visits your page
- ✓ Great opportunity to add branding



STEP 2: PROFILE PHOTO

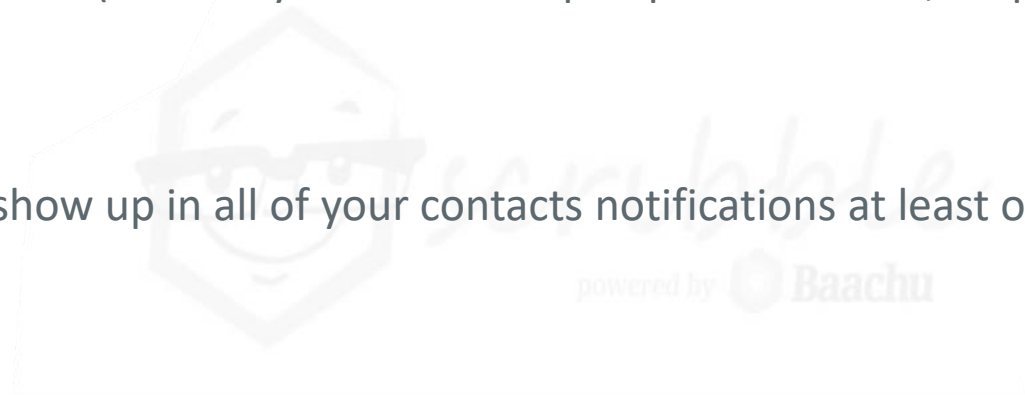
- ✓ Your photo should take up 60% of the frame
- ✓ Should be a **CURRENT** photo (no catfishing)
- ✓ Dress to the expectations of your desired audience



Your profile (contd..)

STEP 3: CONTACT DETAILS

- ✓ Personalise your LinkedIn URL
- ✓ Add your personal/company website
- ✓ Add your “professional” email address (the one you would like prospective clients, employers, and business partners to reach you)
- ✓ Twitter (if you have one)
- ✓ Birthday (important: you want to show up in all of your contacts notifications at least once a year)





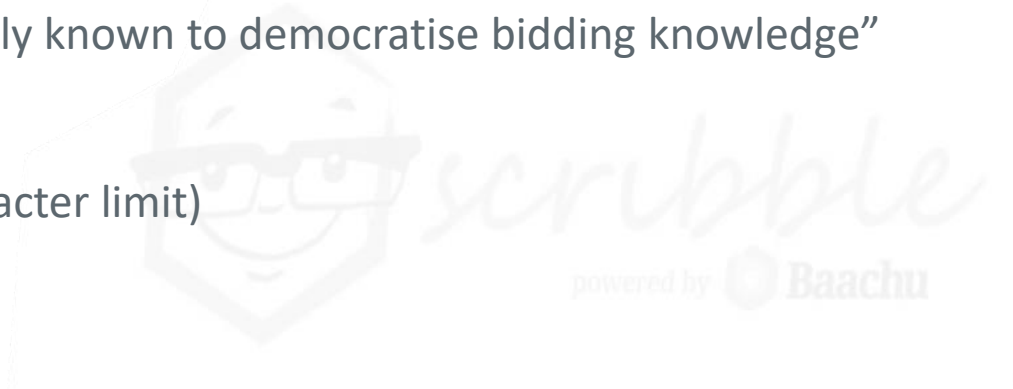
Your profile (contd..)

STEP 4: HEADLINE

- ✓ Use all of the capacity (120 character limit)
- ✓ Don't just put your job title
- ✓ Examples: "Award Winning Bid and Proposal Leader," "Best selling author, speaker, and entrepreneur" "Passionate about bids and proposals" "Internationally known to democratise bidding knowledge"

STEP 5: SUMMARY

- ✓ Use all of the capacity (2,000 character limit)
- ✓ Write in a narrative format
- ✓ Clear Mission Statement
- ✓ Inject personality and optimize for SEO (industry specific words matter)
- ✓ End with a clear call to action
- ✓ Add photos to your summary





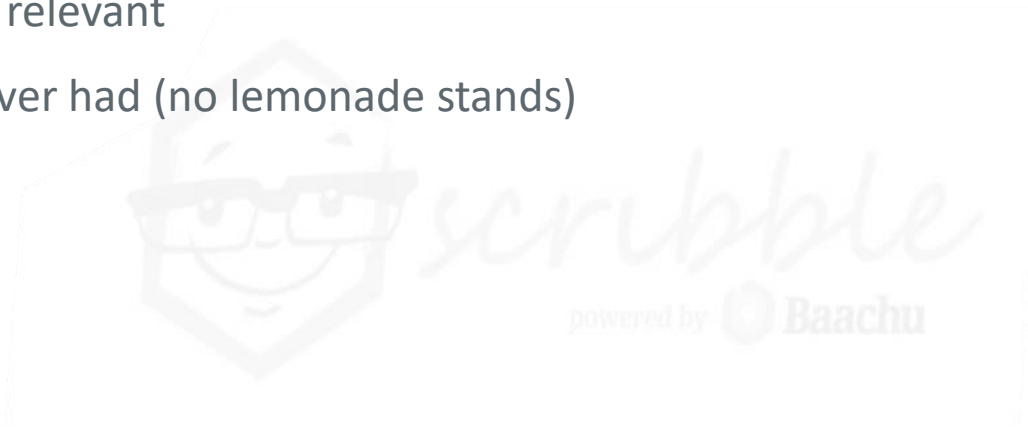
Your profile (contd..)

STEP 6: CURRENT AND PAST EXPERIENCE

- ✓ Write in a narrative format
- ✓ Add photos and videos that capture attention
- ✓ Make sure the work experience is relevant
- ✓ Don't add every position you've ever had (no lemonade stands)

STEP 7: EDUCATION

- ✓ Keep this up-to-date
- ✓ Link to college or university
- ✓ Tap into your academic network





Profile contd...

STEP 8: SKILLS AND ENDORSEMENTS

- ✓ Make sure your top 3 skills are the ones you want people to endorse (you can control your top 3)
- ✓ Give endorsements for skills and you shall receive

STEP 9: RECOMMENDATIONS

- ✓ Ask for recommendations
- ✓ Give recommendations
- ✓ Aim for at least 3 from employers and peers



STEP 10: INTERESTS

- ✓ Follow pages that truly interest you
- ✓ Join industry specific groups (great networking opportunity)

Brand



- ✓ Your audience – Niche
- ✓ Authority Statement
- ✓ Build Database
- ✓ Reaching out Inbound system
- ✓ Sales and appointments
- ✓ **You have nothing to loose in laying a claim I am working towards being the best in what I do It tells something to people**
- ✓ Top 20 Influencer
- ✓ When you go out there and say **“You are a leader and authority in your field”** I am one of the best in the world at what I do People will take notice



Whats next - Be ready 😊

A promotional graphic for a video series. On the left is a portrait of a man with a neutral expression. To his right, the word "Five" is written in a large, black, cursive font. Below it, "LinkedIn Profile Roasts" is written in a bold, black, sans-serif font. Underneath that, in a smaller font, it says "with Baskar Sundaram". In the top right corner of the graphic is the Baachu logo, which consists of a blue hexagon with a white 'b' inside, followed by the word "Baachu" in a white, sans-serif font. At the bottom right of the graphic is the website address "www.baachuscribble.com".

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Five
LinkedIn Profile Roasts
with Baskar Sundaram

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