

Upgrade Your LinkedIn™ Profile

2.5 In-Person Session



Learn LinkedIn™ From the Experts

Today, **LinkedIn™ has over 1 billion users worldwide & over 3.5m users in Hong Kong.** That is over **50% of the professional working population.** **Almost 70% of these users have sourced business from the site** and **users with a fully completed or 'All-Star' profile are 40 times more likely to source new business** than those without.

I have taught thousands of busy Senior Executives, Business-Owners, Marketers & Sales Professionals how to get the best out of LinkedIn™ and I can help you too.

According to LinkedIn™, **over 90% of B2B buyers** will happily engage with sellers who are **known industry thought leaders**, so it is **vital** to have a **strong personal brand** and present yourself to your target clients as an **industry authority**. However, many successful people like you, have trouble highlighting their many skills and achievements by themselves.

I understand that busy people like you are time poor, so if 'no time to do LinkedIn™' is your problem, I can really help you to save time & effort.

The 3 main benefits of working with me to upgrade your LinkedIn™ profile are:

- 1. Time:** It will take you at least 12 hours to upgrade your profile by yourself and that is only **AFTER** you have attended one of my 2-hour LinkedIn™ for Business Workshops
- 2. Effort:** I know LinkedIn™ inside out, so you do not need to struggle to understand the ever-changing LinkedIn™ features & functionality
- 3. Words:** As an experienced Marketing consultant, I know how to find the right words to present you to the market in a powerful way that highlights your achievements in an accurate, fact-based and data driven way.

I can help you tell the best possible story about 'Brand-You' and teach you how to present yourself as an industry expert and thought leader without it sounding like you are boasting or blowing your own trumpet.

This will take two & a half hours.

I estimate that it will take you at least twenty-four hours to do this work yourself and that is only after you have attended one of my two-hour LinkedIn™ training workshops.

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When we work together, we will:

- ✓ Upgrade your LinkedIn™ profile effectively
- ✓ Give you a solid basic understanding LinkedIn™ functionality
- ✓ Optimise your LinkedIn™ settings to help you get the best from the platform
- ✓ Create a clear keyword-rich headline that so you show up in client searches
- ✓ Introduce the #personal feature
- ✓ Introduce the elements of an effective LinkedIn™ banner
- ✓ Introduce the 'record voice intro' feature
- ✓ Create a powerful career summary in your 'About' section that will present you as an industry leading professional
- ✓ Upgrade your 'featured' section to present you as an industry expert
- ✓ Help you to reconnect with your successes by highlighting your career achievements in a factual, accurate and positive way
- ✓ Optimise your 'skills' section to help you show up in client & recruiter searches
- ✓ Synchronise your email contacts to quickly build and grow your business network
- ✓ Introduce the many hidden features in the LinkedIn™ mobile app
- ✓ Learn how to source effective recommendations & testimonials from your business network
- ✓ Learn how to use LinkedIn™'s blogging platform 'Articles' to present you as an expert in your industry
- ✓ Present you to your target market as an opinion-former, thought leader and key person of influence in your industry
- ✓ Learn how connecting to your colleagues can create access to millions of new business contacts and opportunities
- ✓ Learn how to use LinkedIn™ to massively improve your websites SEO ranking
- ✓ Quickly identify and connect with decision-makers at your target clients
- ✓ Leverage the power of LinkedIn™ groups to grow your industry influence
- ✓ Use multimedia to highlight your skills & present you in the most professional way possible
- ✓ Learn how to nurture & grow your business network on an ongoing basis
- ✓ Source new business

Meet Your Instructor:

Steve Bruce – Marketing Consultant for LinkedIn™



I am one of Asia's leading Independent Marketing Consultants for LinkedIn™.

Since 2011, I have helped thousands of Senior Execs, Business Owners & Corporate Teams to achieve their business goals using LinkedIn™ via my series of in-person training sessions, workshops & webinars.

I can help you too.

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I have run training for many well-known organisations including:



I would love to work with you to help present you powerfully on LinkedIn™.

Take charge of your personal brand today and contact me to set up your session.

I am looking forward to helping you to achieve your business goals using LinkedIn™ soon.

Thanks!

Steve Bruce

Marketing Consultant for LinkedIn™ | Training | Webinars | Workshops

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