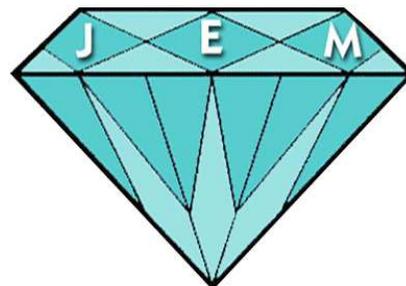


Individual or In A Series of Three LinkedIn Corporate Workshops



How To Use LinkedIn To Generate More Qualified Leads For (Your Company) – An Overview

- A. There is a need for a corporate-wide social selling policy
- B. Identifying target markets on LinkedIn and determine a strategy to reach those markets
- C. Understanding the basic four pillars of LinkedIn and how they apply to implementing the strategy and developing steps to achieve goals
- D. How to use the available tools on LinkedIn to assist in -
 - 1. Branding (both corporate and individuals)
 - 2. Being found (principles of inbound marketing) in search queries
 - 3. Increasing visibility (mainly corporate generated content distributed through individuals)
 - 4. Individual engagement of existing and previous customers and prospects
- E. Implementing the social selling policy and encouraging employee participation
- F. Monitoring employee performance
- G. Extended benefits: Gathering sales and competitive intelligence

Note: This presentation will not be of a 'canned,' generic nature. It will be based on an analysis of strengths and weakness of (your company's) existing social selling footprint on LinkedIn, as well as other social media platforms. It will also be based on an examination of existing LinkedIn profiles of up to eight named attendees. LinkedIn connections to presenter may be required for proper examination.

Allotted time for presentation, followed by Q&A is 1.5-2 hours.

Properly Completing Your LinkedIn Profile

- A. Understanding the basic four pillars of LinkedIn and how they apply to implementing the strategy and developing the steps to achieve your sales goals
- B. Why building out your profile will help increase your customer relations, help build relationships with new prospects, and improve your marketing results and which will ultimately lead to increased sales
- C. The principles and etiquette required of proper social selling, including “no-no's”
- D. Understanding how search works on the Internet and the super importance of selecting the correct keywords. Available tools to assist you.
- E. The most important components of your profile -
 - 1. Fields to complete which enhance being found via search
 - 2. Supplemental LinkedIn sections to consider and their relative worth
 - 3. Preparation and uploading of rich media files (documents, images, pdfs, slide presentations, videos, etc.) and areas to add them to
 - 4. Rearranging sections on your profile via drag and drop
- F. Requesting, editing and reordering recommendations
- G. Don't overlook some essentials
- H. Linking your profile to (your company's) company page
- I. Adding hyperlinks to (your company's) Web pages appropriate to your job function
- J. Tools to increase your visibility in your community

Note: This presentation will not be of a 'canned,' generic nature. It will be based on an examination of existing LinkedIn profiles of up to 20 named attendees. LinkedIn connections to presenter may be required for proper examination.

Allotted time for presentation followed by Q&A is 1.5-2.5 hours

Reaching Existing And Former Clients; Expanding Your LinkedIn Network

- A. Understanding the basic four pillars of LinkedIn and how they apply to implementing the strategy and developing steps to achieve goals
- B. The power of LinkedIn connections
 - Remember quality trumps quantity
- C. Identifying your individual target market by industry, company, job title, job responsibilities, etc.
- D. Simple ways to expand the number of connections and why you should.
 - 1. Categorizing your connections
 - 2. Exporting your connections
- E. Don't overlook the obvious
- F. The many different ways to communicate on LinkedIn
- G. The proper etiquette and different techniques available to ask for and gain introductions to people you "Want To Talk To"
- H. The importance of custom scripts rather than using the 'default' wording LinkedIn provides
- I. How to use the Advanced search tool
 - Principles of Boolean search filters allowed by LinkedIn
- J. The power of LinkedIn groups
- K. Personal LinkedIn measurement tools and metrics

Note: This presentation will not be of a 'canned,' generic nature. It will be based on an examination of existing LinkedIn profiles of up to 20 named attendees. LinkedIn connections to presenter may be required for examination.

Allotted time for presentation followed by Q&A is 1.5-2.5 hours

Individual Coaching – Options To Follow Workshops

Properly Completing Your LinkedIn Profile

Examination and evaluation of existing LinkedIn profiles including up to three hours of individualized coaching. Limited keyword research. Minor copy writing assistance to bring up to minimum standards.

The goal is to examine the proficiency and aid in completion.

Note: I have found three to four hours are a minimum amount of coaching time required even for knowledgeable LinkedIn users who are capable of doing their own writing with only minor copy writing adjustments and preparation and uploading of supporting documents.

Extensive copy writing or re-writes not included.

Reaching Existing And Former Clients; Expanding Your LinkedIn Network

Up to four hours of individualized coaching items. Includes assistance in advanced search as well as scripting and saving personal Boolean searches. Preparation of individualized scripts for connecting with and leveraging introductions as well as requesting recommendations.

Please contact us at 847.634.6535 for a personalized proposal.

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