

NAVIGATING THE GREAT LINKEDIN MAKEOVER OF 2017



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LinkedIn®



LNKD
LISTED
NYSE®

LinkedIn®

Now connected to the NYSE

LNKD
LISTED
NYSE®



in











COMPETITIVE ADVANTAGE





BRAND









family
A NEW MUSICAL



THE HUMANE SOCIETY
OF THE UNITED STATES:
SCAM?
HUMANWATCH.ORG

"THE CROWD
GOES WILD!"
—The New York Times

JERSEY BOYS
BEST MUSICAL
2006 TONY AWARD WINNER

MAJESTIC THEATRE, 338 WEST 52ND STREET



HAIR
BEST MUSICAL REVIVAL • 2009 TONY AWARD



ROCK OF AGES
A NEW MUSICAL



So Much
BEFORE DOROTHY DROPPED IN



Tonight belongs to...

PHANTOM
@ MAJESTIC THEATRE

city outdoor



When Dad fibs,
you know.



Real Ginger.
Real Taste.



PHANTOM
NYC **RIFFS**



sbarro sbarro sbarro sbarro sbarro

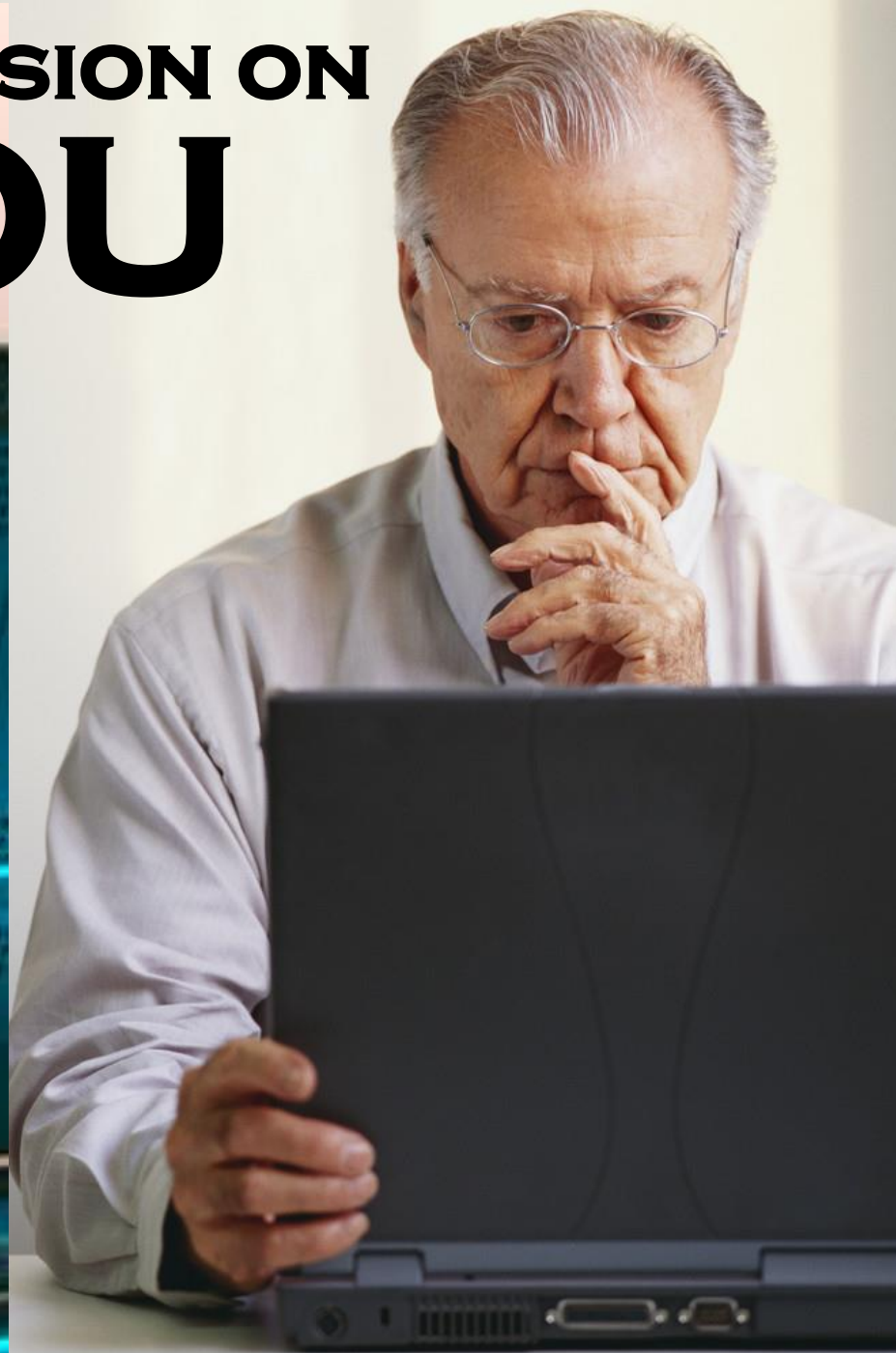
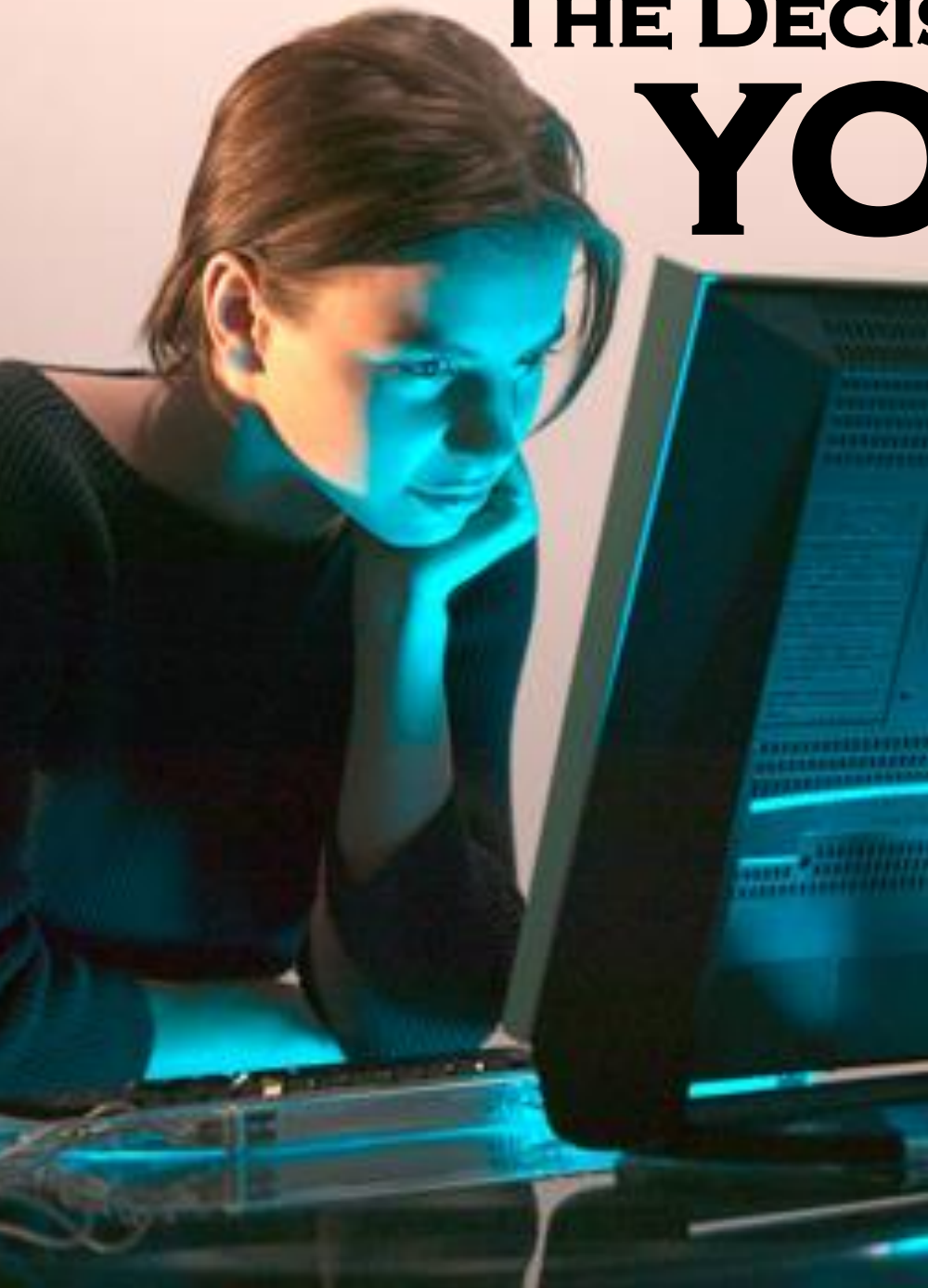


SPACE FOR RENT
212-697-7107

YOGA
KS



THE DECISION ON YOU



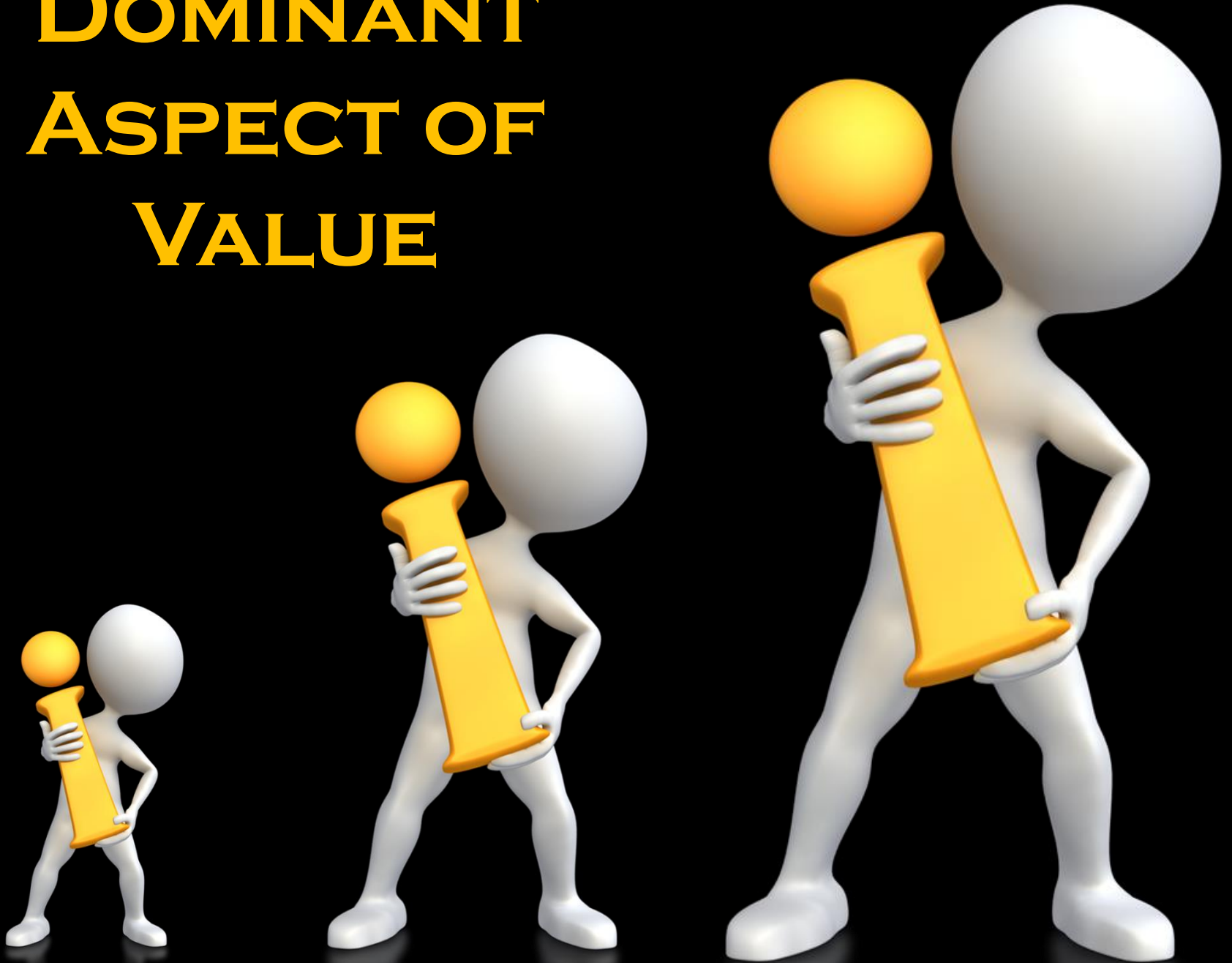




“Your success on LinkedIn, however you define it, is directly proportional to the impact and reach of your profile.”

JD GERSHBEIN

DOMINANT ASPECT OF VALUE



WHAT ARE
YOU
BEST
KNOWN
FOR IN
BUSINESS?



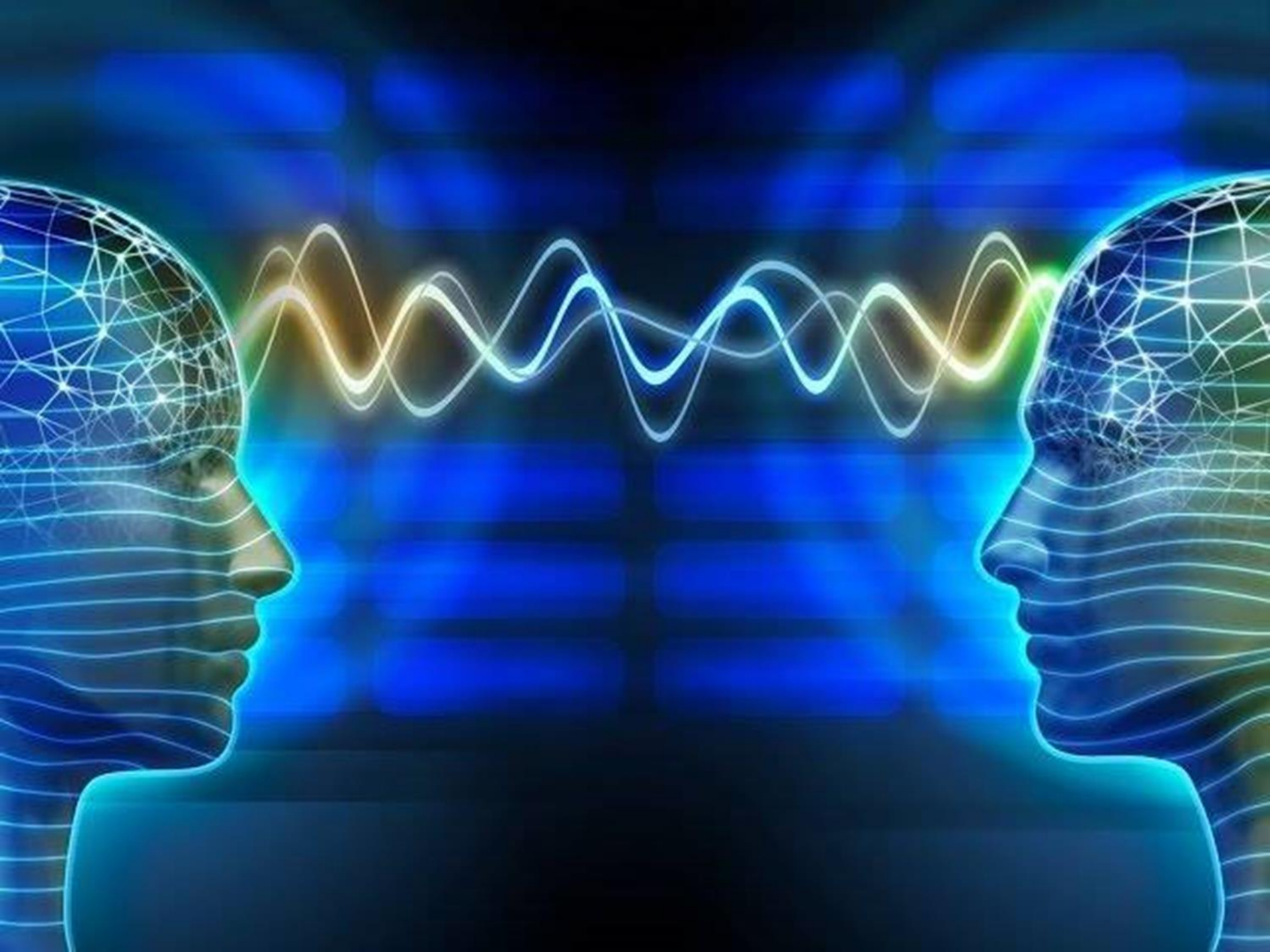




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37927







*Who's Viewed **your** LinkedIn Profile?*



“Pay attention to who’s viewed your LinkedIn profile. It is the single best targeted list that you can generate.”

JD

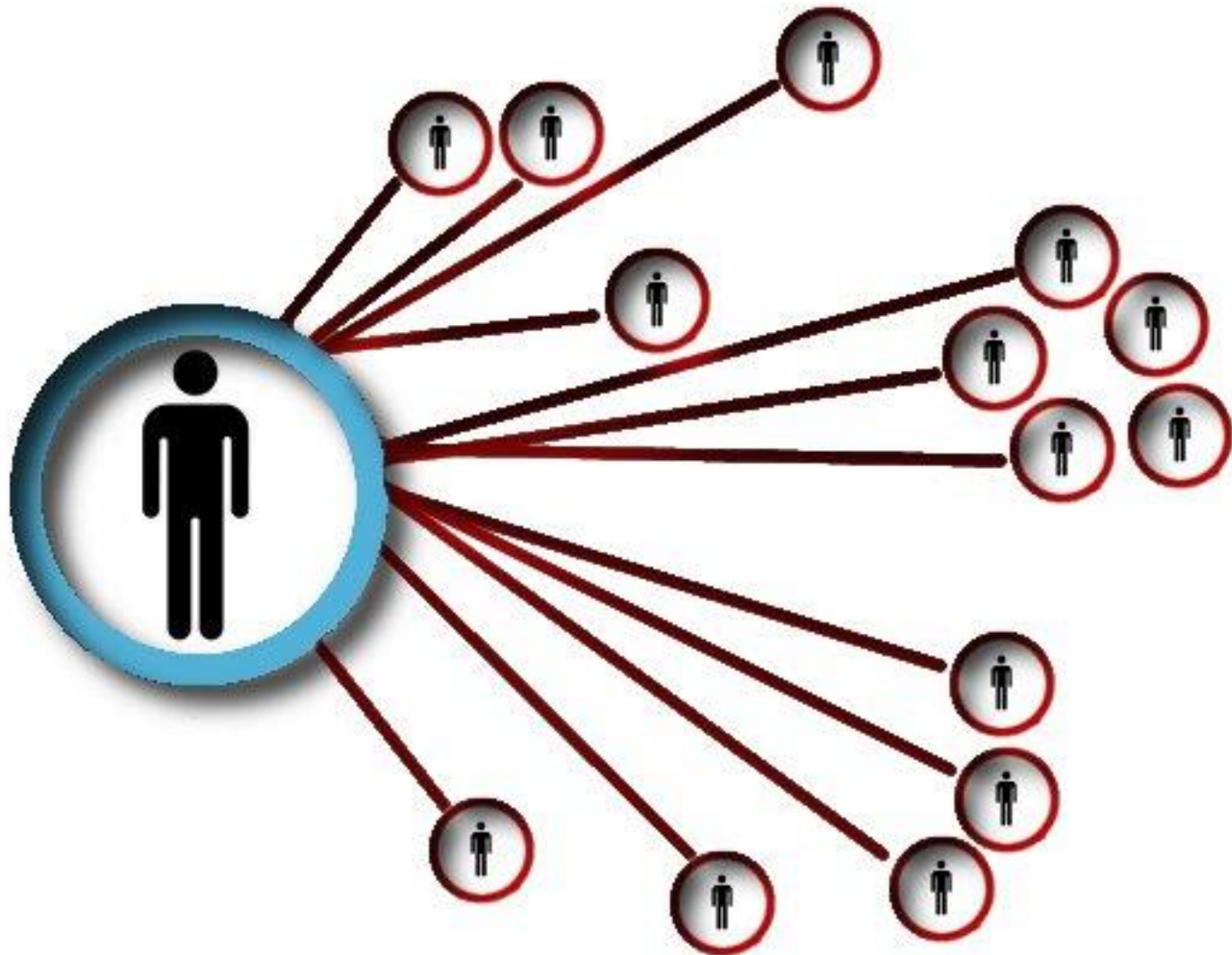
@jdgershbein



**“I’d like to add
you to my
professional
network on
LinkedIn.”**

**~ The LinkedIn User That
Just Does Not Care**

THE INTERNAL AUDIT OF YOUR LINKEDIN NETWORK



**WITH WHOM DO YOU
MOST NEED TO CONNECT?**

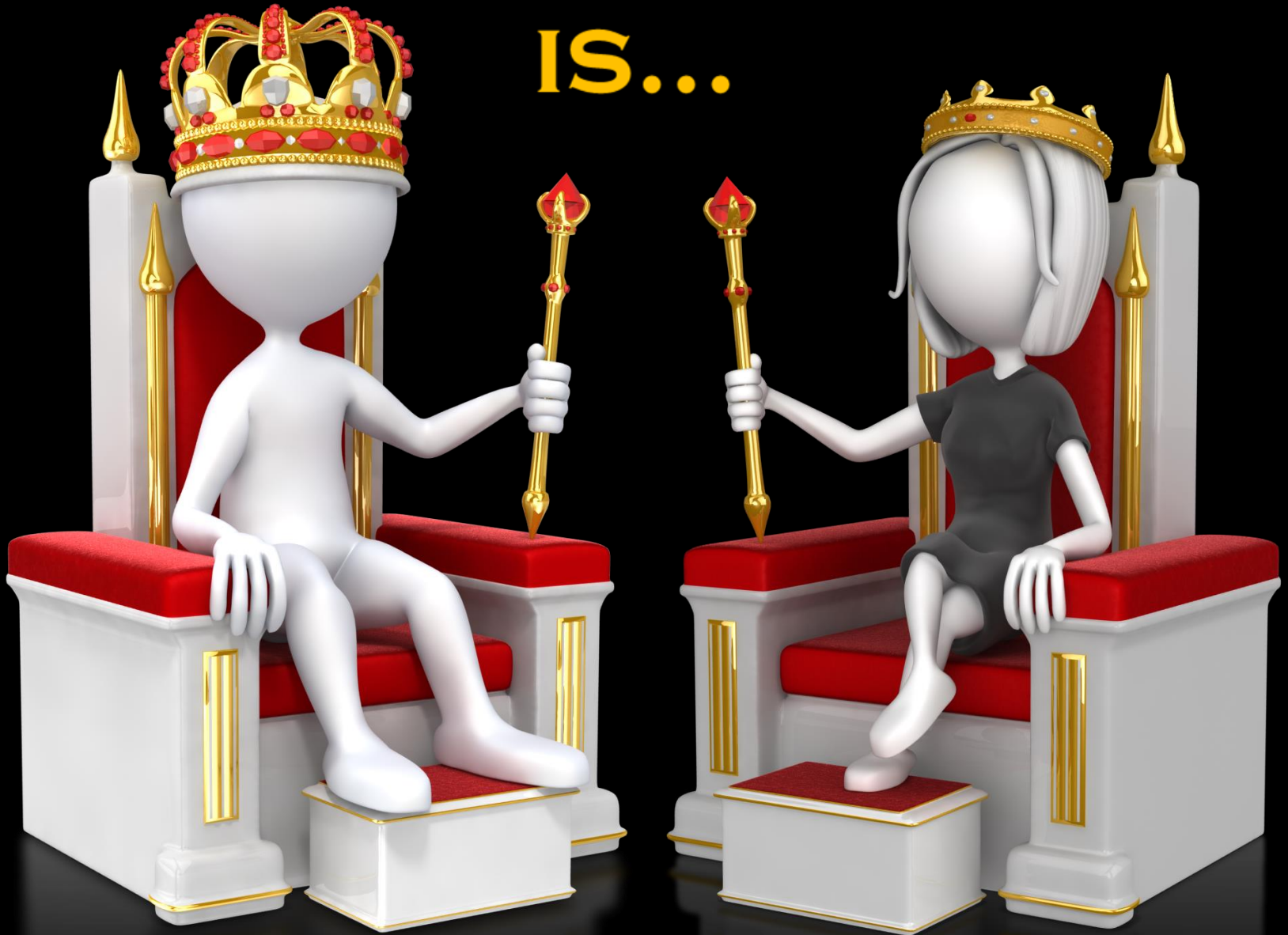






HELLO

CONTENT IS...





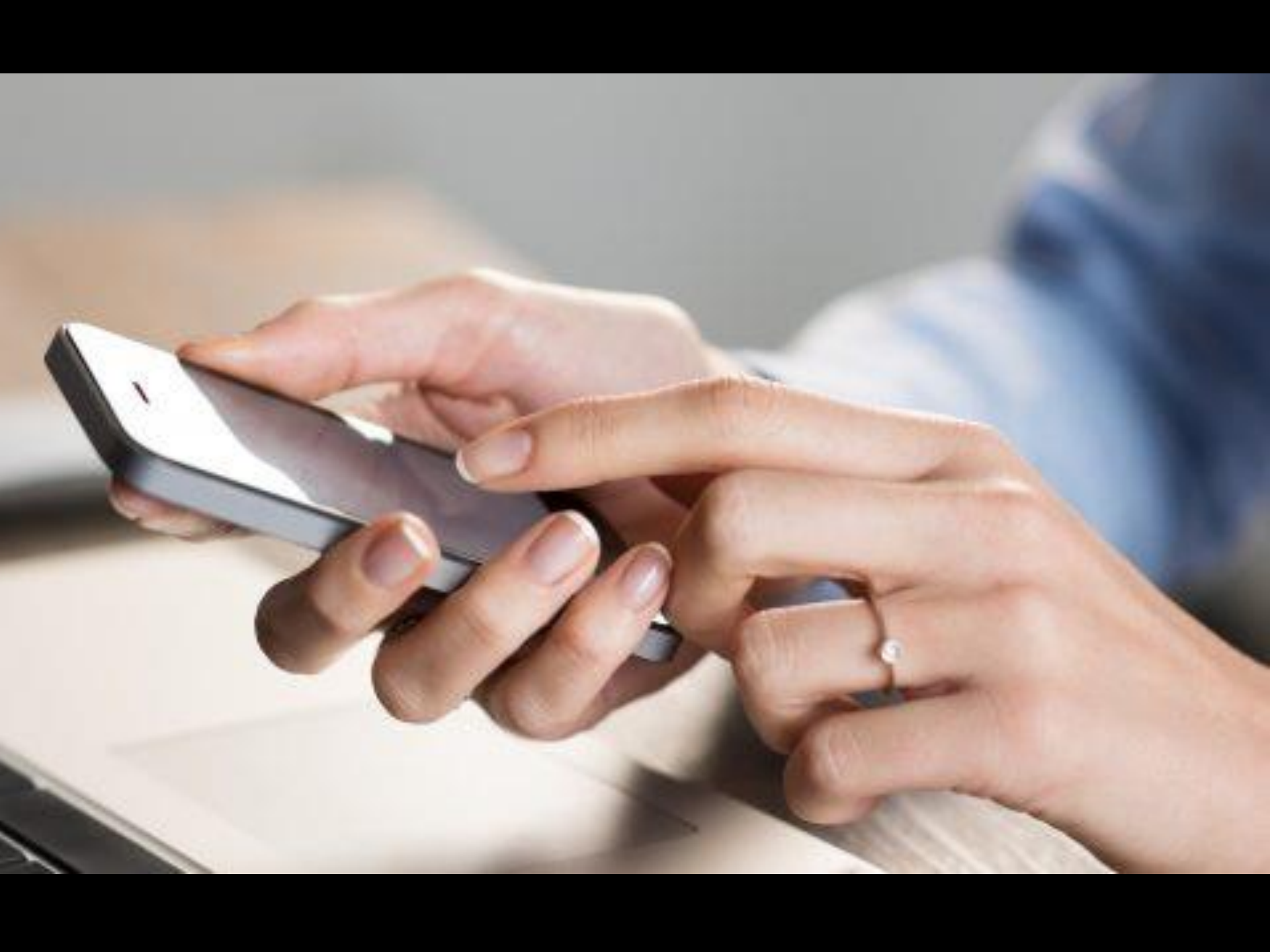


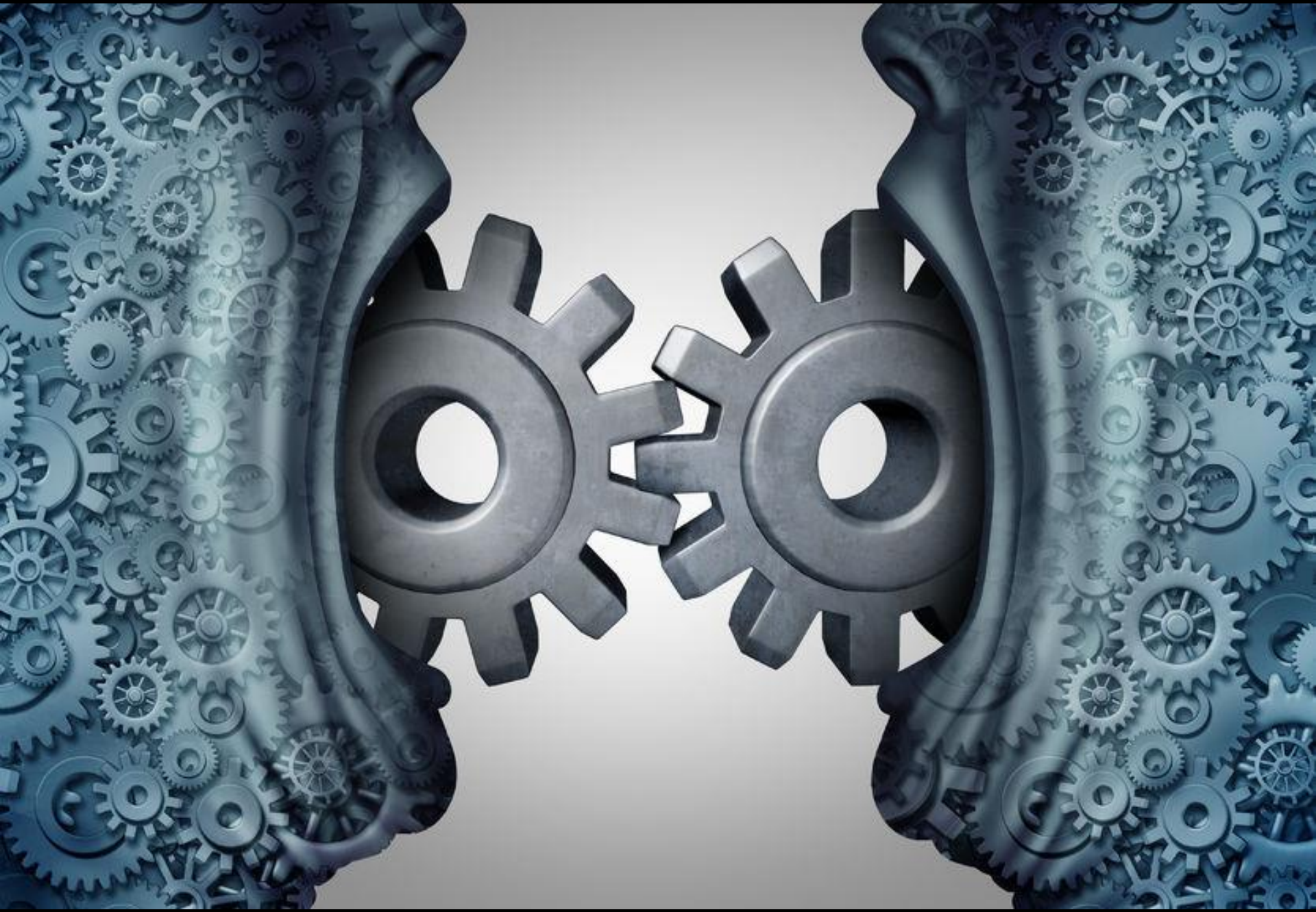
Learning



Ctrl









THOUGHT LEADERSHIP





Like



Comment



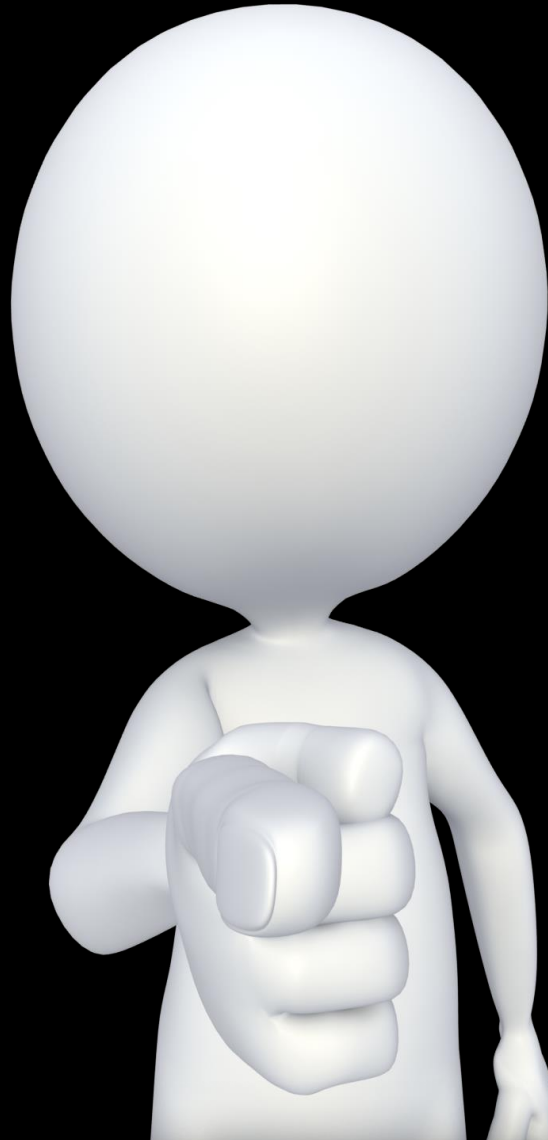
Share

WHY

YOU?

WHY

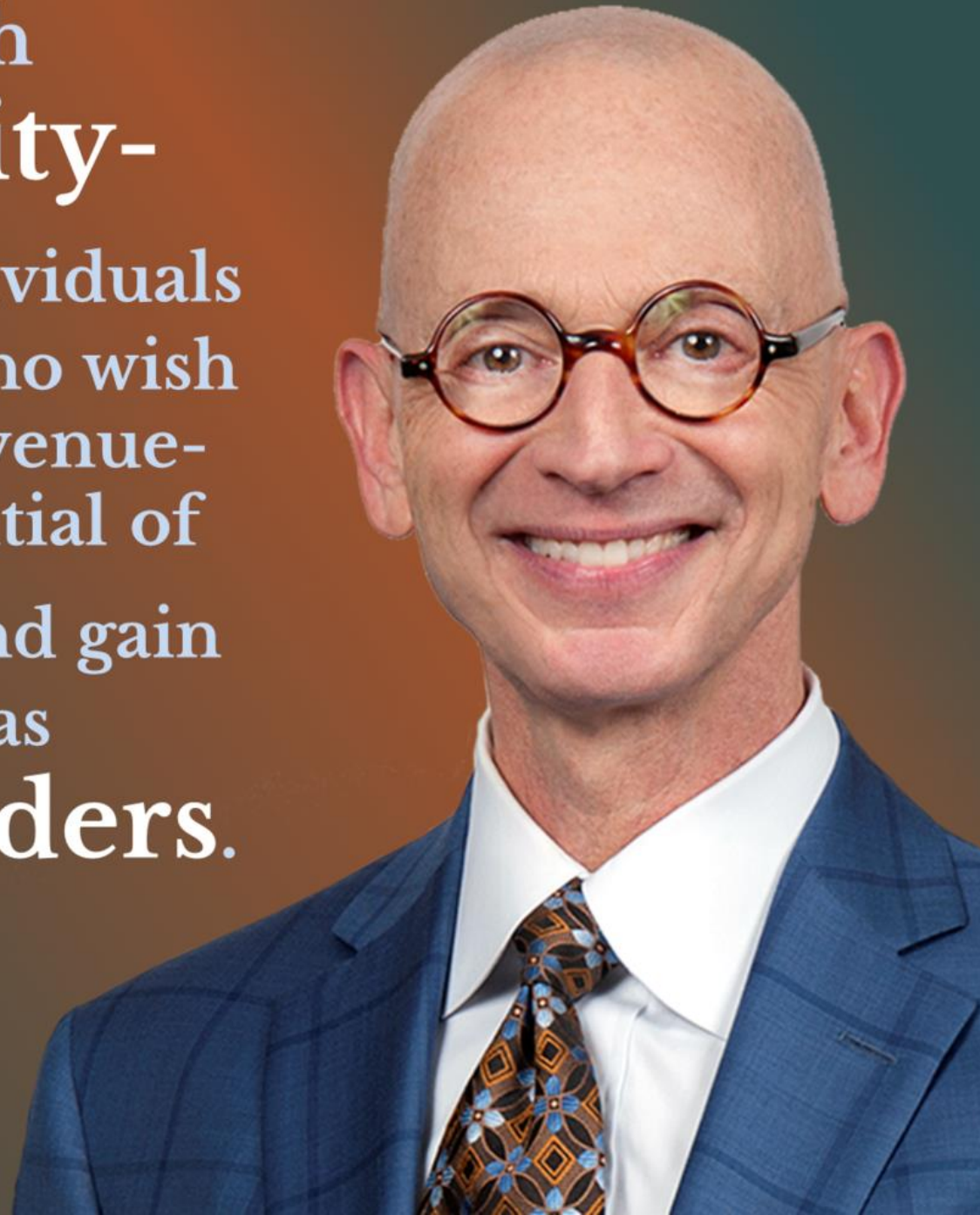
NOW?





in

I work with
opportunity-
oriented individuals
and companies who wish
to explore the revenue-
generating potential of
LinkedIn and gain
recognition as
thought leaders.



JD GERSHBEIN

CEO, Owlsh Communications
Speaker | Consultant | Coach



**KEEP
CALM
AND
DO
LINKEDIN**

