

Why do we put on these webinars?

- We care about your success
- Bring value beyond insurance
- Love to learn and share
- Introduce you to great people



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LinkedIn Statistics of Note

- 1 in 3 professionals on the planet are on LinkedIn
- Two new users join every second
- The average CEO has 930 connections
- Almost 40% of users pay for special features

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LinkedIn Leads th	e Pack
TOP IN LEAD GENERATIONBY A L	ONG SHOT
Linkedin	59%
Twitter	28%
Facebook	1 24%

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Who is Leslie Hughes?

- LinkedIn Specialist
- Social Selling Consultant
- "Social Media Guru" by CBC Radio



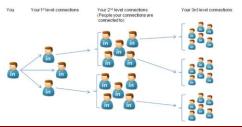


Today's Agenda

- CREATE: The three key areas you MUST complete to make a strong first impression on LinkedIn.
- CONNECT: How to use the right etiquette to build a network of quality connections.
- CONVERT: Key ways to build brand awareness, thought leadership and how to nurture relationships to convert higher paying customers.

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How LinkedIn Works



Why LinkedIn Is Essential 546,000,000+ Over 546 million members in 200 countries • 73 million senior-level influencers • 45 million decision makers Decision-makers are INVESTING Members have more buying power than other social media sites Personal brand is what people say about you when you leave the room. - Jeff Bezos, Founder, Amazon.com **STEP #1:** Create a strong first impression

Three areas you MUST focus on:

- 1. Photo
- 2. Headline
- 3. Summary

It takes mere seconds to make a first impression

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Your LinkedIn Profile Photo Should Be..

- Professional & polished
- Clean & close up (ideally head & shoulders only)
- Smiling & approachable
- Confident







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WOW with a strong headline



Pro Tip: Write your draft in a WORD document. Headline = 120 characters.

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Fascinate with your LinkedIn Summary

- Your summary is your elevator pitch
- 2,000 characters to effectively tell your story
- Write in the first person
- Include accomplishments, keywords, call to action



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LinkedIn Current Experience

- Link to Company Page
- Explain the "WHAT" that you do and what your organization does
- Specialties
- Website



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Obtain your "vanity" URL



Edit public profile URL
Enhance your personal brand by creating a custom URL for your Linkedin public profile.
www.linkedin.com/in/leslielhughes
Save
Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

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Add more over time





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Obtain Social Proof: Testimonials build trust



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CREATE: Your Next Steps

Step #1: Audit your online presence or choose a partner to audit your presence for you.

Step #2: Set strategies to "clean up" or makeover your first impression.



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STEP #2: Make Quality Connections "We don't exchange business cards without a conversation, so be sure to personalize EACH connection request on LinkedIn!" **Turn Connections Into Meetings/Informational** Interviews "Thanks for connecting with me on LinkedIn. I don't think we've met before & I'd love to get together with you for a coffee to chat about your organization"

Responding to Stranger Requests My Network > Manage All > Message memory as to how we know each other? **CONNECT: Your Next Steps** Step #1: Write down at least 5 people you want to connect with. Step #2: • Who can introduce you to people working there? • What do you have in common? (Icebreakers) • How can you be of value to them and/or their organization? BBRYSON Stay "Top-of-Mind" Status updates & blog posts • Share "tips" · What's new/breaking news How to write a • Frame WHY people should bio/LinkedIn click & ask questions Summary for you and your

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CONVERT: Your Next Steps Build thought leadership and share relevant articles. Continue to nurture and deepen relationships **BEFORE** you need them: • Comment on their status updates • Share an article you think they will find relevant. Because fundamentally..... Social Media is about relationship-building BBRYSON Let's Review **CREATE CONNECT CONVERT** Audit your online Use the right etiquette Stay top-of-mind presence & set strategies Build relationships and Position yourself as bring VALUE a thought-leader!

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