

# WEConnect International Webinar

“LinkedIn - the risks and opportunities and how to use it as a tool for business growth”

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WEConnect  
INTERNATIONAL

Connecting Women's Enterprises with Market Opportunity



# Who am I?

- Matt: Expert in Personal Branding & LinkedIn, International Speaker, Senior Executive
- I help business leaders tell their story to raise their profile and grow their business
- The CV & Interview Advisors: Experts in Personal Branding and LinkedIn (and CVs)
- Invited to a recent exclusive presentation with LinkedIn themselves
- Clients include Big 4 firms, leading Business Schools & many Chartered Institutes

It's not illiterate people that have a professionally written LinkedIn profile; we have written LinkedIn profiles for thousands of senior professionals and executives.



# Personal Branding



- Brand 'You' – it's all about marketing but applied to yourself
- Two scenarios: to support your company / to seek career opportunities
- Promote your status, knowledge, expertise (same as a company)

Job seekers: quote from a leading national 'senior market' recruitment business: "80% of CVs and LinkedIn profiles are either weak or need improvement". That's a lot of people getting it wrong!



A Very Important Point (talking in CAPS)

LINKEDIN IS NOT SOCIAL  
MEDIA!!!!!!!!!!!!!!!!!!!!!!!!!!!!

We write LinkedIn profiles for the senior management of some of the world's leading brands. These brands recognise the risks and opportunities of LinkedIn.



# The Risks of LinkedIn



- What is your company's most viewed external communication channel?
- Is it your website?
- Is it your marketing materials?
- Is it conferences, events or social media?
- **Or is it the LinkedIn profiles of your leaders and external facing employees?**
- Statistically, 85% of business contacts check each other out on LinkedIn
- It has become business behaviour to do this (and why wouldn't we?)
- We do our due diligence on each other (and why wouldn't we?).



# The Risks of LinkedIn



- LinkedIn is likely to be your company's most viewed external comms channel but out of the £1000s you spend on marketing / branding, how much is spent on LinkedIn?
- Do the LI profiles of you and your workforce give a positive view of the company?
- Is their messaging consistent with your brand and corporate image?
- If someone viewed the LinkedIn profiles of your top employees, would they want to do business with you (customers, suppliers, partners, new hires)?
- Does your LinkedIn profile present you as a dynamic mover and shaker in your industry? Or does it say something less positive.....?

How people perceive you is how they will perceive your company. Would you go to a business meeting with a home-made business card? Your LinkedIn profile is a hundred times more important than your business card!



# The Opportunities of LinkedIn

- Matt's Business Group a few weeks ago!!
- The largest prospect, lead, customer, supplier, partner and talent database in the world with 500+ million professionals in over 200 countries
- Why wouldn't you and / or your team want to tap into the largest database in the world? And it's free!
- Sales teams should be using LinkedIn; Recruitment teams should be using LinkedIn; Procurement teams should be using LinkedIn; the list goes on.....
- **More importantly, people will be checking YOU out on LinkedIn!!**

How people perceive you is how they will perceive your company. Don't risk being seen as a un-savvy by not embracing LinkedIn.



# The LinkedIn Summary



- The key section. It's an 'Elevator Pitch'
- Decide your goal (promote your business? Seek a job / NED role? To promote industry / thought-leader status?)
- New platform (collapsed): first 2 lines are critical
- What are you?
- What is your / your companies value proposition?
- What needs do your target audience have that you satisfy?
- You can throw in a couple of examples of successes
- Philosophy and ethos - inject some personality into your profile
- Key skills (used to be Specialities).



# Other Key Sections

- Professional Headline (change from default)
- Career History (role summary plus key outcomes)
- Projects (write as case studies in STAR)



The most successful people are usually well-connected; LinkedIn is all about making and managing your business connections.



# Popcorn break - what do we do?

- Write LinkedIn Profiles for Business Leaders / Consultants / Interims
- Match you up with a senior-level professional
- 2-hour telephone based fact-finding session
- Define your value proposition and go to market strategy
- Define and optimise your value added strengths and skills
- Capture your philosophy and ethos
- Talk through and write your Projects / Case Studies
- Write each 'Position' (job) in the optimum format
- Write your LinkedIn profile from a blank canvass
- Maximise your marketability in your industry.



Stick around to the end for some fantastic WEConnect International member discounts on our services. Ps: there's loads more to come.....

# Example LinkedIn Summary

I am a thought-leader, public speaker, coach and author with a passion for demystifying the art of networking and developing pragmatic networking strategies that you can implement TODAY to get results.

My expertise is teaching people and businesses how to network and develop their personal brand. I'm also a match-maker, helping top talent gain boardroom experiences.

I have delivered services to numerous high profile organisations such as EY, KPMG, London Business School, AMEX, Nationwide Building Society, Cambridge University (and many others); typically assisting Director and Executive level professionals to use networking as a tool to drive business development. I also work with individuals to apply networking strategies to career development, job hunting, winning work and ultimately developing 'Brand You'.

My expertise is delivered through 4 main channels:

- Group Training Sessions (workshops)
- Speaking Engagements (larger seminars)
- Coaching (one-on-one)
- Matchmaking (securing Board experience for aspiring / existing Execs)

I have developed the 6-step approach, which covers the ONLY 6 things that you will ever need to do to fit networking into your busy schedule, yet still get positive outcomes. My approach covers the psychology of how relationships work and the application of emotional intelligence to develop long term and productive connections. It's all about nurturing relationships to change people's lives.

"Brand is what people say about you when you are not in the room" Jeff Bezos, CEO of Amazon

"Personal branding is about building authenticity that gets people to pay attention to your message and want to share it and recommend it" Mark Trathagen

"Simply put. If I don't get you, I can't help you" Heather White, Founder of Smarter Networking



Guess who?



# Recommendations

- Trust me – they have value!!
- Three time more likely statistic
- Request through LinkedIn
- Generic versus unique.



**RECOMMENDED**



85% of people that you deal with in business will check you out on LinkedIn. Is your profile up to scratch?

# What next? Special Offer

**LinkedIn Profile Authoring Service: £224 + Vat (£30 discount)**

Note: This WEConnect International discount expires on July 7<sup>th</sup>

**BUT...order before end of play Friday and receive a free consultation on how to generate significant revenue streams through thought-leadership selling.**

Order page: <http://www.cvandinterviewadvisors.co.uk/wec>

Or email us at [info@cvandinterviewadvisors.co.uk](mailto:info@cvandinterviewadvisors.co.uk)

Note: once you have ordered we will be in touch within 24 hours

Note: Friday afternoon orders might not be processed until Monday morning

Note: you can order now and use at a later date

Remember, having a home-made LinkedIn profile is no better than having a home-made website, home made flyers and home made business cards.



[www.cvandinterviewadvisors.co.uk](http://www.cvandinterviewadvisors.co.uk)

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