

# ***LinkedIn Mastery:***

***How to Rank over Millions of LinkedIn Users in Minutes! Get Found! Attract Business!***



[www.LinkedStrategies.com](http://www.LinkedStrategies.com)

**Linked Strategies**

# ~ LinkedIn Is...

- Gold Mine
- #1 Professional Network
- Profile to the World
- Establish Expertise
- Source of Employees, Prospects & Partners



# ~ The REAL POWER of LinkedIn



- Position Yourself
- Brand Yourself
- Your Network
- Lucrative New Opportunities
- Partnerships & Alliances
- New Prospects
- Untapped Markets
- Automated Systems



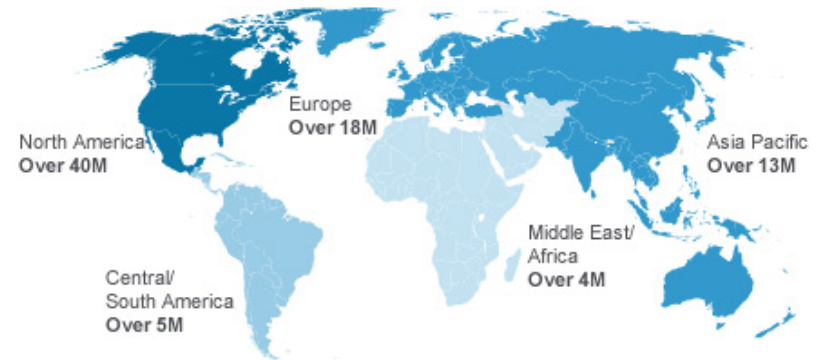
# ~ Knowing The LinkedIn Marketplace



## The World's Largest Audience of Affluent, Influential Professionals

80,000,000 Members  
40,000,000 US  
40,000,000 International

20M+  
10M - 20M  
5M - 10M  
< 5M



### Audience Profiles

	Male	Female	Average HHI	Average Age
LinkedIn	50.8%	49.2%	\$ 91,566	45
WSJ	58.7%	41.3%	\$ 87,273	48
Forbes	55.9%	44.1%	\$ 84,009	45
BusinessWeek	60.3%	39.7%	\$ 89,002	45

Source: Nielsen Online @Plan, Summer 2009





# Business Decision Makers



Small & Medium Business  
Professionals  
Over 6.4 Million



Startup Professionals  
Over 5.8 Million



Business Decision Makers  
Over 15 Million



Corporate Executives  
Over 2.8 Million



Financial Service Professional  
Over 6 Million



IT Professionals  
Over 8 Million



Marketing Professionals  
Over 3.8 Million



Career Changers  
Over 1.7 Million



# ~ Why does this all matter?

**LinkedIn is a Channel that...**

**can help...**

Increase Revenues

Lower Marketing Costs

Improve Cashflow

Connect with Decision Makers

**LinkedIn is a Practical Business Tool  
that when Mastered, can Lead to  
Exponential Results!**



# ~ LinkedIn Case Studies

- Author
- Speaker
- Event Company
- University
- Small Business
- Special Guest



# ~ LinkedIn Case Studies

## ➤ Special Guest

- 7262 Sent
- 316 Response: 4.35%
- 100+ Qual Prospects: 1.16%
- Pipeline Increase: \$1.1m
- Timeline: < 30days





# ~ The 3 Best Power User Strategies

- **Improve Your Image**
  - Profile Mastery
- **Get Found**
  - Keyword Optimization
- **Generate Awareness**
  - Promotion Tactics



# ~ LinkedIn Power User Strategies & Tactics

## - Improve Your Image: Profile Mastery

“Only one who devotes himself to a cause with his whole strength and soul can be a true master. For this reason mastery demands all of a person.”

- Albert Einstein



# ~ LinkedIn Power User Strategies & Tactics

## Profile Optimization

- Professional Headline
- Current Title
- Recommendations
- Website Names and Links
- Public Profile Name
- Summary Info & Specialties
- Applications
- Connections
- Account Settings
- Network Statistics



# ~ LinkedIn Power User Strategies & Tactics



“There is nothing worse than a sharp image of a fuzzy concept.”

- Ansel Adams

## Profile Optimization: Professional Headline

### Models:

- Value Proposition or Solution | Value Proposition or Solution | Trust | Credibility | Title & Company
- Title & Company | Credibility | Value Proposition or Solution | Value Proposition or Solution | Trust
- Value Statement or Specific Call to Action

### Examples:

- Marketing Director at (Company Name) | DoD Business Solutions
- 13 Million Books Sold | Authority on Creating Lasting Happiness | Transformational Leader | CEO, Shimoff & Associates
- M&A IT Strategist | Fortune 100 Program Manager | Strategic Planning | PMO | President & COO at DemingHill



# ~ LinkedIn Power User Strategies & Tactics

## - Get Found: Keyword Optimization

“If you can't describe what you are doing as a process, you don't know what you're doing.”

- W. Edwards Deming





# ~ LinkedIn Power User Strategies & Tactics

## - Get Found: Keyword Optimization

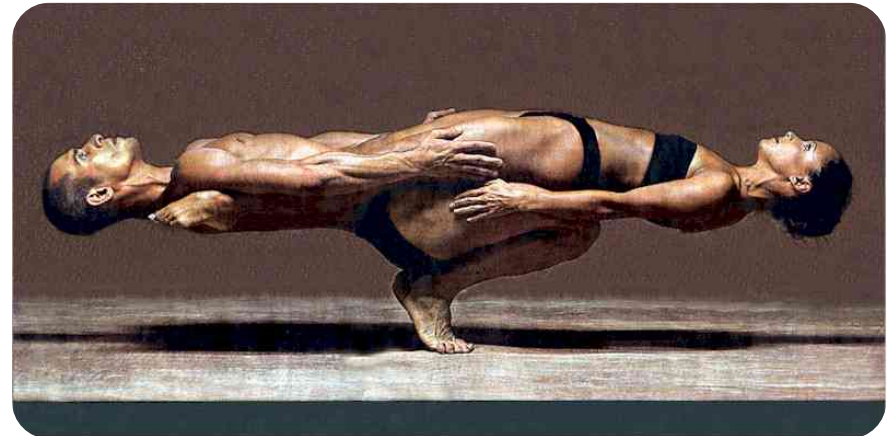


# ~ LinkedIn Power User Strategies & Tactics

## - Generate Awareness: Promotion Tactics

“Something amazing happens when you don’t promote... nothing.”

- P.T. Barnum



# ~ LinkedIn Power User Strategies & Tactics

## - Generate Awareness: Promotion Tactics



# ~ Takeaways



## What did we learn?

- **Improve Your Image**
  - Profile Mastery
- **Get Found**
  - Keyword Optimization
- **Generate Awareness**
  - Promotion Tactics



# ~ Resources



## Available Documents for Download:

- LinkedIn Assessment and Evaluation
- LinkedIn Marketing & Promotions Worksheet
- LinkedIn Profile Optimization Worksheet
- LinkedIn Mastery: How to Rank over Millions of LinkedIn Users in Minutes! Get Found! Attract Business! PowerPoint Deck

@ [www.LinkedStrategies.com/underground007](http://www.LinkedStrategies.com/underground007)

## Bonus with Completed Evaluation

- Quick Start Marketing Guide (\$47 value)





# ~ LinkedIn Power User Strategies & Tactics

## Special Offer for the Underground



# ~ Contact Information



*"If you can't describe what you do as a process, then you don't know what you are doing."*

– W. Edwards Deming

Downloads Available at:

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