

THE MAGAZINE DIGITAL ENTREPRENEURS HAVE BEEN WAITING FOR!

AUGUST 2020 | ISSUE #28

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**THE LINKEDIN
ISSUE**

**HOW TO MAKE SURE
YOUR NEXT LINKEDIN
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**WANT LINKEDIN
SUCCESS?**

**5 MASTER THE ART OF
SOCIAL RECIPROCITY!**

SHELLY ELSLIGER

USD \$0.00



Biggest Issue



EDITOR'S NOTE By Mary Henderson | Photos by Mauro Palmieri

You could see it coming, right? The LinkedIn Issue. I couldn't help myself.

I think there is a lot of noise on LinkedIn at the moment and it's hard to find meaningful content that provides value.

So, I thought the best thing to do is to gather content creators who are the best of the best and get their perspective on what they know for sure. This issue is seriously the LinkedIn playbook. It is packed with so much value, it's hard to believe that this magazine is still free of charge.

There is so much production that

goes on behind the scenes to deliver meaningful content of this caliber and I couldn't do it without the brilliance of the committed content contributors who show up each week and deliver from their heart.

All the content contributors in this weeks issue are what I would call the 'go to' people on anything and everything to do with LinkedIn.

Please check out the book of the week by Adam Houlahan and Podcast of the Week by John Nemo.

Most of all, I am excited to feature the beautiful Shelly Elsliger on the front cover. She is the LinkedIn queen and has a heart the size of

Texas. Shelly "gets" LinkedIn and how to win on this platform. Her feature story will give you enough information to implement immediately so you can start to see results. I absolutely LOVE what she stands for.

Every person I get the honour of featuring in this magazine, have one common theme. They all have big hearts pursuing their mission.

Enjoy this issue.

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Leadership



SHELLY ELSLIGER: WANT LINKEDIN SUCCESS? MASTER THE ART OF SOCIAL RECIPROCITY!

By Mary Henderson | Photos by Shelly Elsliger

Shelly is a globally recognized LinkedIn Trainer and Founder of the #decidetobekind movement on LinkedIn, Shelly's approach to owning space on LinkedIn, stems way beyond building one's profile.

Shelly continuously challenges people to focus on mastering the Art of Social Reciprocity because it is the

key to LinkedIn success and happiness.

Why is social reciprocity so important on LinkedIn?

It is time to really think about how we approach LinkedIn. Many people rush into owning space on LinkedIn without really thinking

THE SUPER
CONNECTOR

**Want
Success?
Follow
your Flow
of Social
Interaction.**

much about what that space should look and feel like.

LinkedIn is predominantly a professional networking site and right from the beginning, the focus was supposed to be on relationship building.

However, so many people failed to read the fine print and decided to make it all about them.

To be a powerful and successful networker on LinkedIn means you think first about how you can help others find their way, get the help they need, feel support, and know they have you on their LinkedIn Board of Investors.

Trust is the number one ingredient to building relationships and community is vital to reaping all of the benefits LinkedIn has to offer. People must stop trying to be the sole survivor on LinkedIn.

Mastering the Art of Social Reciprocity means putting others first and giving without the expectation of receiving.

Once we stop overlooking the importance of social reciprocity on LinkedIn, we will realize that we will get more than we ever thought possible and we will be a

lot happier as we navigate our complex LinkedIn journeys together.

What are your top social reciprocity tips for LinkedIn?

1 Make sure your LinkedIn story keeps targeted readers in mind

2 Customize all connection requests

3 Never leave your LinkedIn profile half completed

4 Do not fall in love with “like”-comment and involve yourself in other’s posts

5 Be consistent and show up everyday

6 Introduce people you know could benefit from knowing each other

7 Do you but take others along for the ride

8 Be authentic and don’t be afraid to have the real YOU show up each and every time

9 Ditch the title-it is what’s behind the title that’s really important

10 Don’t make it so hard to be found

11 Always put quality above quantity

12 Remain positive and supportive

13 Keep in mind that trust is earned and takes time

14 Recommend and endorse people with intention

15 Let others know how you can help them

How can people overcome feelings of Imposter Syndrome on LinkedIn?

Imposter Syndrome is simply the times when confidence and self-doubt decide to battle with each other; with self doubt often coming out ahead.

LinkedIn is the perfect playground for self-doubt because it requires us to go into uncomfortable territory and a space that we are not used to.

Never wait to be a leader in your space: Lead IN, Listen IN, and Link IN!

The good thing is that Imposter Syndrome happens to everyone at one time or another. It is completely normal to feel uncomfortable but to also recognize that it can quite often be the feeling that we get when we dive into something new.

Deciding to put ourselves out there on LinkedIn is not always easy because it is not how most of us tend to know networking. Most of us are used to mixing and mingling in person; leaving a lot of the heavy lifting for both our verbal and non-verbal skills to take on.

So for those who do not feel comfortable networking and storytelling offline, the challenge on LinkedIn will be there and the question, “Am I really as talented as I think I am?” will come up.

When that question comes up for me, I take the thought, embrace it, and then let it go. I have a tickle truck for unwanted thoughts because I know that if I allow them to stay with me for too long, the self doubt will win over the confidence I have in my abilities.

In my bathroom, I have ten statements to keep me grounded.

I see them every single morning and say them out:

1. I am a powerful and resilient LinkedIn Rockstar
2. I know my LinkedIn stuff
3. I am leading change
4. No dream is too big
5. I am allowed to own space
6. I am perfectly imperfect
7. My potential is limitless
8. My contributions are valuable
9. I have to just DO ME
10. What people think of me is none of my business

My final thought around Imposter Syndrome is that it never really goes away.

But, we all have the ability to put it in its rightful place so that it becomes a catalyst for strengthening our confidence as opposed to taking our confidence away.

How did the #decidetobekind movement come about?

The #decidetobekind movement is very special because it really is at the core of my being and the reason why I do what I do. I started the movement on January 1st, 2020.



For a year prior to the movement, I started to ask people within my LinkedIn community about their experience on LinkedIn.

I had seen some very special people just suddenly leave the platform for no apparent reason.

The digging and research provided me with a lot of information; much of which I never expected. Some people had left LinkedIn because of bullying and harassment.

There is a lot of bullying on LinkedIn. Some bullies don't mind using the public space to taunt, call names, and harass others.

However, a lot of bullying on LinkedIn goes unrecognized because it happens behind the scenes and it can be life-changing.

For some people, bullying comes in the form of targeted and nasty written words and messages. However, for some others, who may have gotten into pods, see themselves being thrown away like garbage when they do not support posts enough, try to fight the algorithm, have conflicting opinions, or don't cough up money when asked.

Some people have lost their jobs, faced depression, and lost a community that they depended on for support, guidance, friendship, and help.

I wanted to unite people around the globe; people who would become advocates for kindness and saying, "NO" to bullying on LinkedIn. We block, we report, we unite, and we spread the #decidetobekind message around LinkedIn like confetti.

Over 800 #decidetobekind wristbands have made their way all around their world including places like Australia, Turkey, Serbia, and Israel. Everyone who has a #Decdetobekind wristband becomes part of the #kindclub

This movement is my purpose. LinkedIn is no longer optional and I want it to be a safe, inspiring, and positive space for all current users but also for those aspiring leaders who will need to own space on LinkedIn.

As a child I was bullied and lost my voice for a while. Once I found it again, I vowed that I would never go silent again. I appreciate LinkedIn and I never want anyone to feel like they have to give up their piece of LinkedIn real-estate because a bully decided to try and force them out.

The more we can get the word out there, the more we can get LinkedIn to do something about it. Many people do not know this but the "blocking" feature was introduced on LinkedIn in 2014 because of a stalking victim's petition.

The #decidetobekind movement, along with the wristbands are all about awareness. The community that is being built as a result is a bonus.

For every wristband sold, a second one is given to be paid forward, and a donation is made to the Cybersmile Foundation; a "multi-award-winning nonprofit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community."

To truly connect with people means you ditch the title because nobody really cares and nobody will really remember it anyway.

If you could meet someone that is no longer living, who would it be, what would you ask and why?

There are so many people I would love to sit down and have a LinkedIn Latte with. However, if I had to narrow it down to one person, it would be Wayne Dyer.

I am not someone who tends to read books a second time but his book, 10 secrets for Success and Inner Peace, is a staple for me especially when I am anxious about a new endeavor and spending too much time “shoulding” on myself.

I was supposed to meet Wayne Dyer and he died two months

before that happened.

I remember feeling so disappointed because I really wanted to meet someone who impacted me with his wisdom and guiding principles that have helped me feel much more empowered and at peace.

So, if I had the chance to meet Wayne, it would be a dream come true. After buying him a coffee, I would ask him some questions so I could get of his insight and wisdom that could positively impact my WHY:

1 How could I do a better job at tapping into a higher spiritual frequency?

2 What would your advice be on growing the #decidetobekind movement and changing the narrative around bullying on LinkedIn?

3 I love the term “Authentic Wisdom” and would love your advice on how I can fully practice and share that on LinkedIn?

4 I know you speak a lot on mastering the “Art of Manifesting” What insight can you offer on the importance of “Mastering the Art of Social Reciprocity”?

5 Can we connect on LinkedIn?



"DECIDING TO PUT OURSELVES OUT THERE ON LINKEDIN IS NOT ALWAYS EASY BECAUSE IT IS NOT HOW MOST OF US TEND TO KNOW NETWORKING".

TIPS:

1 Think of LinkedIn as a journey and not a destination.

Once your story is created, get it out there so it becomes on the LinkedIn best sellers list. If your story is not truly reflecting your "why" time to start rewriting.

2 Do you on LinkedIn and think of how you want to show up.

Stop comparing and start doing. Find your niche, develop content, show up regularly, support others, and always be kind. In fact, start every day by giving back to your community first..

3 Be positive but also advocate positivity.

Hang out with the right people and declutter when necessary.

Show that you do not tolerate bad behavior and always approach LinkedIn with a leadership mindset; knowing that what you say and what you do is helping to create a foundation for future leaders to have a positive experience on LinkedIn.

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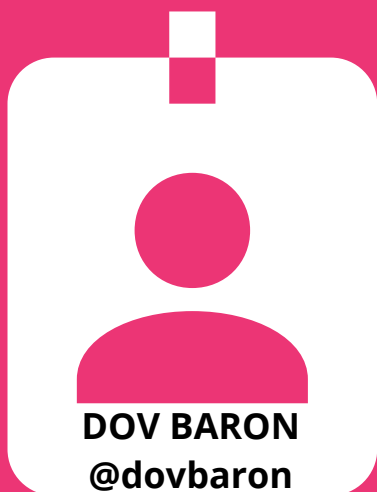
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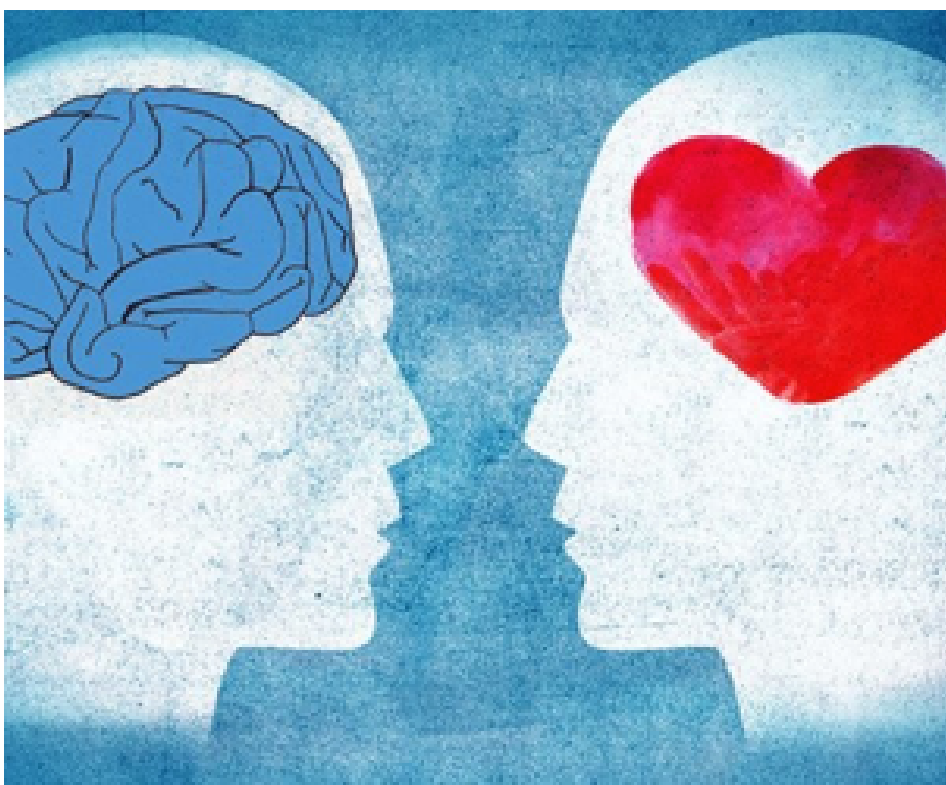
LINKEDIN TOP 10 CONTENT CREATORS, WORTH FOLLOWING.

BY: MARY HENDERSON



Stop Asking Leaders To Be Authentic. Here's Why.

BY JOSHUA MILLER



In an age of 'alternative facts', 'fake news' and leaders who blatantly lie without blinking, we can't be blamed for our search and desire for authenticity.

It's exhausting. But what are we looking for? The Truth? Maybe, we can't handle the truth. Asking for authenticity from our leaders, be it our employees, teachers, mentors, bosses, or world leaders might seem like a logical move but is that what we really want?

Let's take a closer look at what 'being authentic' means and why we may not want it after all.

Social Media vs. Authenticity

Speaking of real and authentic, how about a trip through someone's social media. It's all sunshine and rainbows, to hear them tell it, but it's typically a facade or arranged to make others, and moreover, them, believe it. Everyone is guilty of doing it, but is it okay?

If you are looking at a picture of someone's new car and feeling a little jealous, don't. If you are wondering how they can manage to pay for it, so are they.

If we were all to be authentic on social media, and let's face it, some people are, it could become a depressing place to be.

There is the other extreme, as well, where people feel the need to blow up and exaggerate every little snag and flaw, but we don't want to see that, either. It makes us feel guilty.

When people are honest on their social media, "I'm scared, I'm hungry, I'm broke", people look away.

It's a TMI, too much information situation we are not ready to embrace. If we read that and react, then we also feel a responsibility to them to lend an ear or a hand or money (cue the 'donate' button).

"Don't be afraid to ask the questions you really want the answers for."

Where Does That Leave Us?

Authenticity comes to us in many forms, and depending on who we are and what we want, it depends on how much of it we really want.

We live in a world of knock-offs, reproductions, and life-likes. So what? We may ask. We should ask.

When we ask our peers or leaders to be authentic, what does that really mean? We don't see people as authentic on their terms, but rather, ours.

There is a famous quote by author Anais Nin that says, 'We don't see things as are, we see them as we are'.

It's our own version of authenticity we crave to see. If our leaders or society performs in a way that we don't agree with, we are all too quick to deem them false.

But we are judging them based on our core values, not theirs.

**Please Be Authentic.
No, The Other Authentic**

We may ask our leaders to be authentic but what we are really asking is for them to be authentic to the organization or companies' values.

True to what we deem to be real, not necessarily what their own core values are. Herein lies the challenge.

Asking for leaders to be authentic and then condemning them for stepping outside the lines is a slippery slope. What companies are asking is for them to assimilate with the company values, not necessarily their personal ones.



Go Ahead, Ask

People always blur the truth on their resumes, in interviews, and on the job all the time.

Perhaps for potential employers and employees, there needs to be more rigor around the interview questions each has - to truly gauge if, how and when someone is a true culture fit.

After all, everyone wants this relationship to work out right? It's not easy for either side and you both want to get it right.

Maybe the answer is in the question. Don't be afraid to ask the questions you really want the answers for. Skip the standard down-pat questions and opt for situational and behavioral interview questions. Cut to the chase and find out if:

- Will they enjoy working with you?
- Are you genuinely excited about the opportunity?
- Do you have the core capabilities to do the job?

Feel Like An Impostor?

Curious if you're suffering from a lack of authenticity?

Here are several questions to get you thinking:

- Do you lie to yourself about what really matters to you?
- Do you compare yourself to others and come up lacking?
- Do you run on empty in order to impress others?
- Do you pretend to have a picture-perfect life?
- Do you hold back when you are not sure of the next steps?
- Do you need brand name clothes and shiny cars to prove your worth?
- Do you spend your time proving to family or your culture you are worthy?

IN CLOSING: Asking for authenticity from your newly acquired Pablo Picasso is wise. Asking it from our leaders requires patience and a clear understanding from the beginning to ensure you get the masterpiece you are hoping for.

We all have a version of ourselves we have to put on. One at home, one at work, one in social situations, etc. The key is to understanding who you are when you are by yourself and have no one to answer to.

The Floor Is Yours: Is it asking too much for others to be authentic?

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An Amazon best selling author of the book, "I Call Bullshit: Live Your Life, Not Someone Else's" as well as a Ted Talk speaker, a LinkedIn Top Influencer and contributing writer for major industry related journals like Thrive Global and Medium.



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Are You An Adaptive Leader?

PART 4



Image by Free-Photos from Pixabay

BY GINA RILEY

One mistake I see executives make in interviews is glossing over and under explaining HOW they achieve results by harnessing their team's potential. It is all too easy for a leader to describe WHAT they were doing in the context of past situations, but then fall short when talking about the real work of leading people through difficult circumstances.

A vital leadership skill for a successful executive is the ability to lead people

through organizational transition. One reason this is exceptionally demanding is that humans resist these transitions.

They are hard-wired to seek psychological safety and consistency in line with their beliefs, attitudes and values.

through organizational transition. One reason this is exceptionally demanding is that humans resist these transitions.

They are hard-wired to seek psychological safety and consistency in line with their beliefs, attitudes and values.

Adaptive challenges are described as new problems which leaders and followers have not confronted before and have no known solution.

Managing the distress that comes along with these challenges is paramount to organizational success.

Leaders, employees, and organizations do not perform in a vacuum and are all part of a constantly changing, complex and dynamic system.

The Adaptive Leader is one who nudges the system, encouraging real change that scales across multiple levels that include the individual, the organization, and even the community.

Successful leaders engage and activate people to face adaptive challenges by helping them explore ways to make internal changes.

These leaders then take the additional steps necessary to galvanize the team behind a shared goal.

Don't be afraid to ask the questions you really want the answers for.

The Adaptive Leader is one who nudges the system, encouraging real change that scales across multiple levels that include the individual, the organization, and even the community.

This leader prepares and helps followers to understand the need for the change and to help them overcome feelings of being overwhelmed by the change itself.

The leader monitors and balances the levels of stress people are experiencing and keeps it within a tolerable, constructive range.

There are three ways Adaptive Leaders regulate distress:

Create a holding environment or "the atmosphere"

Tackling difficult problems requires a leader to create safe ways for followers to engage in problem solving and for people to build cohesive working relationships with each other.

Considerations might be the physical spaces people share, the common organizational language or vernacular, team history or previous rules and processes that were clear and allowed people to work together with psychological safety.

The adaptive leader understands trust is built on effective communication and will demonstrate empathy.

Within this safe holding environment, the leader helps people focus on issues and resolving conflicting perspectives in order to facilitate decision making.

effective communication and will demonstrate empathy. Within this safe holding environment, the leader helps people focus on issues and resolving conflicting perspectives in order to facilitate decision making.

Provide direction, protection, orientation, conflict management and productive norms

Adaptive leaders help followers manage ambiguity and the discomfort that comes with adaptive work.

The key to reducing the distress people feel while working through adaptive challenges is for the leader to provide the framework, goal clarification and the environment for productive work to take place.



Image by Free-Photos from Pixabay

A new normal must be formed with new roles, responsibilities, norms and ways of productively managing conflict in order to create maximum organizational health.

Regulate personal distress

Finally, the adaptive leader needs to make sure they are grounded so they have the capacity lead and exhibit the confidence needed to handle conflict.

Back to CXOs and how this relates to leadership level interview preparation. Here are a few things to reflect on in order to gather your thoughts prior to interviewing:

- When faced with an adaptive challenge, what are ways you created an environment where people were able to build trust and psychological safety so they could focus on moving work forward? Describe the environment and what you specifically did to address issues of distrust or lack of communication.
- When faced with ambiguity, people become distressed and engage in conflict, which disallows productive work

to take place. As a leader, how have you helped orient followers into a “new normal” following a transition? What were the behaviors people exhibited you needed to course correct? What became the new ways of operating?

- There is no doubt about it, being a leader is hard work. What do you do to stay grounded and committed to your organization’s mission? How do you replenish your reserves so you can meet the conflict and challenges you face while people are working through difficult transitions?

The next part of the series covers the fourth principle of Adaptive Leadership, “Maintain Disciplined Attention”, which is all about the focus it takes to tackle adaptive challenges.

Reference

Article references the seminal work of Harvard professors, Ronald Heifetz (author of Leadership Without Easy Answers) and Marty Linsky as well as Peter Norhouse’s Leadership, Theory, and Practice (7th ed).

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Everything's a competition on LinkedIn



Image by BedexpStock from Pixabay

BY ANDY FOOTE

I'd caution job seekers about the new 'Open To Work' feature. You may already have noticed that many headshots have a green circular swath with #opentowork in white text added.

I would not recommend this. It smacks of desperation and provides zero differentiation. Savvy job seekers know that the secret to landing quickly is by working their address book and leveraging extended networks (the

hidden job market). People prefer to hire people who know people or people who are not looking (so called 'passive candidates').

Whenever I see the green circle headshot I think those folks are unlikely to land soon. I feel the same way about folks who use O.N.O in their headline.

How does that sell you? How does that market your value and demonstrate what you bring to the table?

Far more effective to write a headline which promotes your unique abilities/talents. Build a LinkedIn profile that impresses the reader with how well you've outlined your career journey, showcases your expertise, demonstrates your credo/passion.

I wouldn't use the private setting of Open To Work if you're currently employed either. Loose lips sink ships. The Open To Work - recruiter only option is 'leaky'. Not worth the risk imo. Has major ramifications for your job security.

Big picture: Open To Work is good for LinkedIn, advertises how much the platform is doing to help job seekers, especially in these tough socio-economic times. But while it succeeds on the PR front, I think it will actually make it harder for people to find employment.

I think keywords lull job seekers into a false sense of security and my fear is that some folks think that this is all they need to do.

Sure, go ahead and try to figure out which keywords to use on your profile page but that's the minimum requirement and you won't get much help from LinkedIn; the lack of actionable data around keywords used to find you on LinkedIn is an enduring mystery and a major weakness.

So forget about being discovered or found via search. You are a needle in a gigantic haystack.

Everything's a competition on LinkedIn. The sooner you realize this, the better. We are all being judged, constantly and in every respect, by strangers who will never tell you if (or why) you suck.

I decided long ago to shine a light on the profile Summary (About section) which is still, I think, the most important element of your entire profile page.

People often find writing about themselves difficult. Especially don't like the idea of promoting themselves. Get over that asap please.

Write how you speak, keep it factual but don't be afraid to reveal your personality. What should strangers know about you? What makes you tick? Why do you do what you do? What do you bring to the table? What makes you special? Answer those questions in your Summary. Look at how others in your function/field are positioning themselves. If their Summary impresses you, figure out why and borrow what you like, write your own version.

Content in the LinkedIn Home feed receives about 9 billion impressions per week, but only 3 million users (out of 500+ million) share content on a weekly basis.

So only 1% of LinkedIn's 260 million monthly users share posts, and net the 9 billion impressions. This is why I encourage all of my clients to either create (or curate) career-relevant content.

The barrier to entry is low, LinkedIn makes it super easy to write and publish on the platform. I firmly believe that every person who's ever worked has a story to tell; we've all accumulated knowledge and a variety of experiences, gained valuable insights to share, because of the professional paths we've traveled.

Seize this opportunity to stand out from the crowd, flex your intellectual and story-telling muscles, write a LinkedIn article or a post.

It could get you noticed, hired or help you to achieve any other objectives you've set. So much to gain, nothing to lose.

CONTRIBUTING WRITER'S PROFILE

Andy Foote coaches individuals and organizations how to fully capitalize on everything the LinkedIn platform has to offer. He's spent the last decade obsessively testing multiple engagement strategies and building a large and supportive network on the largest professional networking website in the World. He regularly shares his expertise and knowledge via LinkedIn and his blog (www.linkedininsights.com) and has also recently launched his FOOTE-NOTES podcast, an interview show which seeks to shine a light on intrinsically interesting people and their fascinating life stories.



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What are the 3 elements to building a powerful personal brand that sells on LinkedIn?

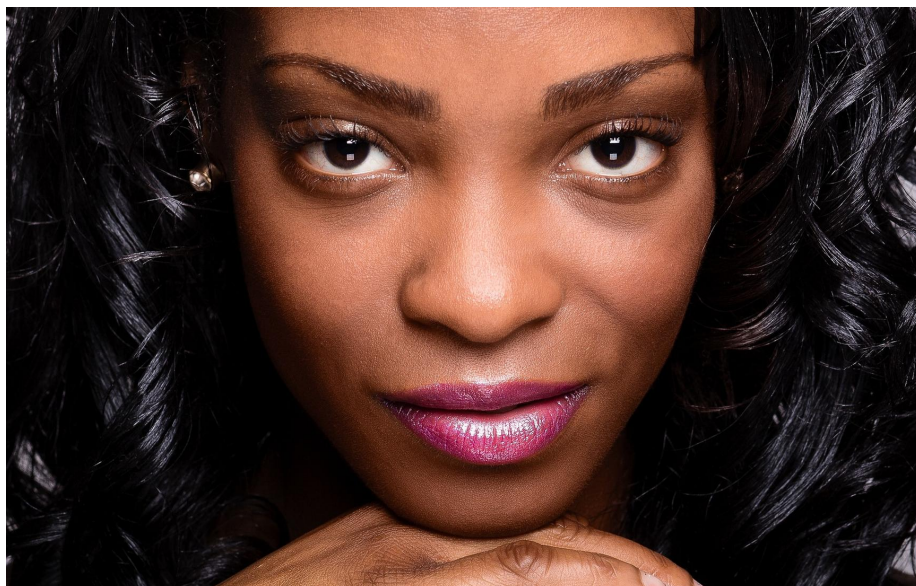


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BY BELINDA ARAMIDE

1 | Comment Consistently to Build Your Reputation

When you take the time to comment on the content that others create, two things happen:

First, you begin to build a reputation from the thoughts that you share. You show others who you are and what you know.

Second, you begin to build relationships. You can take the time to comment on what others have to say, answer

questions and discover other people who are worthy of following and learning from.

Take time to leave substantive comments. Not just 'great video!'. Comments are your opportunity to really strut your online stuff and show who you are and what you know.

2 | Reach out to and connect with those who can add value to your network and you can add value to their's

If you haven't had the opportunity to be acquainted with someone and they are s

omeone you really want to connect with, take the time to send a connection request.

Why?

Because the first question that naturally comes to mind when someone pops up as a LinkedIn Invitation that they don't know is: Why did this person reach out to me?

Take the time to give them a compelling answer to this question and they're much more likely to accept your invitation into their network.

Where can you look to find this compelling reason?

Their profile. Is there anything that you have in common? Did you go to the same school, live in the same city, or have a similar professional background? If the person has taken the time to craft a personalized summary, take the time to read it and either relate to it, or compliment it.

Trust me – people notice. So few people take the time to personalize their connection requests that a connection request becomes a social media pattern interruption.

Make a list of the types of people you'd like to connect with, both for business and to be among your industry peers.

Then, do a quick LinkedIn search to expand your network in a targeted, focused way.

While you don't have to send a personalized connection request to everyone you want to connect with, it helps to increase the likelihood that someone will say yes to connecting (particularly with executives).

3 | Create Content That Positions You As An Industry Thought Leader

Content creation is your speed pass to influence on the LinkedIn platform.

NOW is the time to establish your presence and assert yourself online using video, writing posts + articles, publishing documents, and asking questions via polls while it's still relatively easy to get people's attention (have you tried to get traction on Instagram lately?).

What makes content creation so lucrative in personal brand building?

You get to showcase your thoughts in a one-to-many fashion.

It's one thing to be able to have a conversation with someone in the comment section of a post or in a direct message – but creating video and written content is like sending the same email to 1000 people but THIS way... you won't piss them off...



Image by OpenClipart-Vectors from Pixabay

"Content creation is your speed pass to influence on the LinkedIn platform."

If you're in a leadership position and want to begin booking speaking engagements, you can start by talking about new initiatives that you've helped to implement and oversee at your company, what the results have been and WHY your team decided to make those changes.

If you're a salesperson or a business owner, create content around the problems that your prospects go through on a day-to-day basis in relation to their industry/position.

For instance, if you're a rep in the digital marketing space, you know that marketing managers and VPs are constantly under pressure to get more from their marketing budgets year-after-year.

You can create content around ways to reduce costs associated with SEM spend.

You're helping them in a tactical way so they can do something NOW from reading/watching your content.

But you're ALSO building good-will that, for the right prospect, you'll be able to cash in on later.

What makes 'good' content?

Ask yourself these questions before you post something:

- Will this be helpful and/or valuable to my audience?
- Will it help make their jobs easier?
- Will it help make their days better?
- What is the lesson and have I showed them how they can apply this lesson in their own lives?

When you take the time to comment thoughtfully, connect thoughtfully and create content that both showcases your knowledge and helps those who consume it...you're well on your way to building a personal brand on LinkedIn that SELLS.

CONTRIBUTING WRITER'S PROFILE

With more than 1 million content views on LinkedIn Belinda, through her online presence and company, Salesfluence Consulting, is on a mission to change the way we sell to one another. Combined with over 10 years of B2B sales experience and experience in digital marketing, Belinda brings Influencer strategy into the B2B sale so professionals can start influencing prospects in the ways they want to buy.



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Writing a LinkedIn Profile for Business



Image by 200 Degrees from Pixabay

BY KAREN TISDALL

In a world where on-line is the new face-to-face having a winning LinkedIn profile has never been more important. Whether you are head of a large business, or a solopreneur looking to attract clients – your profile is your shopfront and accordingly it is important that you are showcasing your skills and expertise in a way that makes people stop, engage, and refer everyone they know to you.

Think you have already optimised your profile? Think again. There have been many changes in recent months and with more people turning to LinkedIn it

can be harder to stand out and attract the right kind of attention. Here I share some of my top Tisdell tips.

Headline

Asides from your name and photo, your Professional Headline is the only part of your profile that is immediately visible in LinkedIn search results.

It follows you everywhere: when people find you in searches, when you comment, and on the top of your profile. It's critical to use these now 220 characters to grab people's interest.

Your headline should capture the problems you solve. Think about keywords, too. Like Google, keywords impact your profile relevancy.

Once you have decided on your keywords find creative ways to put them together. Keep in mind the shopfront analogy – who are your preferred customers? What would make them linger? What problems do they have? What transformations can they expect? Consider naming these for a profile that not only attracts, but also converts onlookers, to buyers.

Background Banner

Your background banner takes up a significant portion of your profile, and customising this will make you more memorable than the default blue. The image you select should reflect the solutions you offer.

Consumers today like to be informed and often undertake research before purchasing, so consider including a website address or flatten the path for clients to buy from you by including an email address in the background image.

If you run a sizeable business and want to grow brand recognition then supply all employees with a background banner that contains the company logo.

About Section

When crafting your About section (now 2600 characters), keep in mind that only the first 288 characters are visible on desktop and that LinkedIn members will need to click “see more” to read the rest.

For this reason, the most effective About sections begin with a question or an intriguing statement, something that ignites curiosity.

Remember that clients are looking to hire experts that are genuinely committed to solving their problems – this is not the place to go off on a narcissistic rant about how unique and extraordinary you are.

Instead keep your clients needs front and centre. Make them the hero, show that you are the trusted guide.

Be genuine, conversational and relatable – talk in the first person and tell us of clients you have worked with previously, share what others have said about your services, talk to the before/after experience.

Experience Section

One of the most underutilised parts of a LinkedIn profile this is a key area where you are narrowing focus on how you solve your customers problems, but unlike the paragraph-style About section, here you can use lists to describe the different services and products you offer.

Created an online course? Written a book? Tell people about it here and list the urls where people can make payment or find out more. Still not sure what to write?

Copy and paste from your website, keeping your sentences short for higher impact and action-orientated for higher conversions.

Skills Endorsements & Recommendations

Your Skills section proves that you have the know-how to deliver on your promises. It also influences your ranking in search results, which means the more skills you have listed, the better.

A word of warning: If possible, avoid diluting your endorsements by including two similar skills such as management and

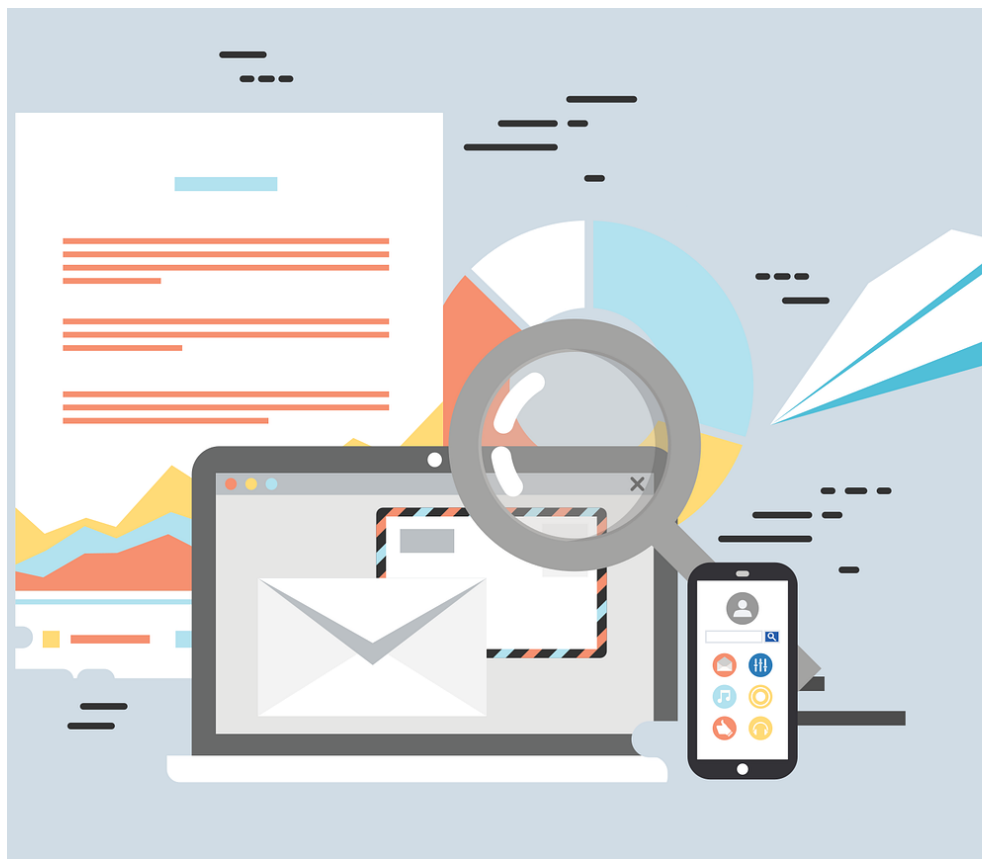


Image by talha khalil from Pixabay

Be genuine, conversational and relatable - talk in the first person and tell us of clients you have worked with previously, share what others have said about your services, talk to the before/after experience.

leadership. Also keep in mind that only three skills are instantly visible, so make sure those skills are the ones that best align with the clients you are targeting.

Adding Media and Featured

Your digital reputation validates who you are, what you do, your specialisation. The idea of Media is to provide evidence of your

expertise with links to presentations, showcase and landing pages.

To ensure this proof isn't lost to those skimming your profile, use the Featured tool to highlight key messages.

Being Human

Keep in mind that LinkedIn is, at it's core, a relationship management tool, so be authentic and let your character shine through.

Be genuine, conversational and relatable - talk in the first person and tell us of clients you have worked with previously, share what others have said about your services, talk to the before/after experience.

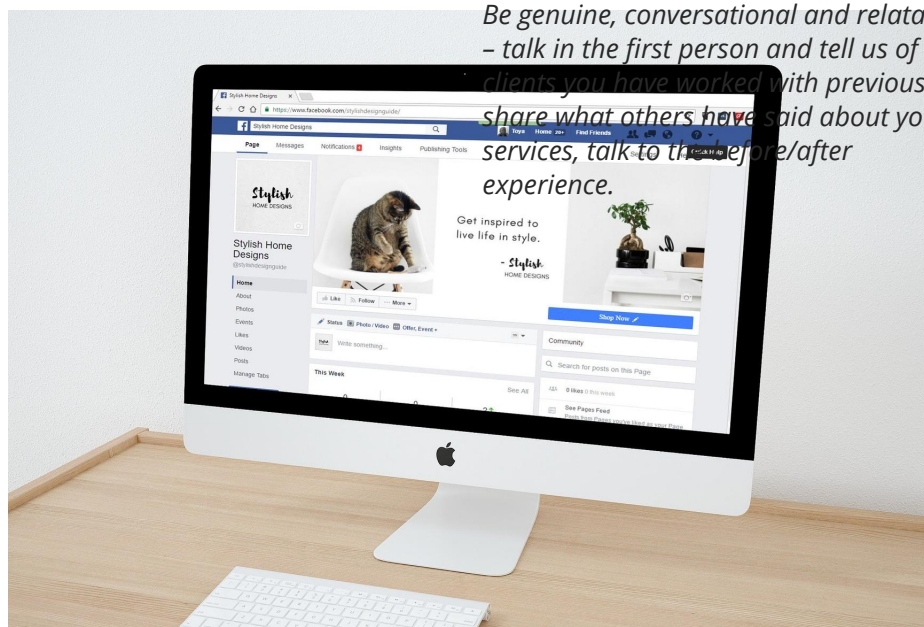


Image by Coffee Bean from Pixabay

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The 5 Most Underutilised features on LinkedIn that will alter your business ROI



Image by BedexpStock from Pixabay

BY JILLIAN BULLOCK

LinkedIn is undoubtedly a powerhouse in both the recruitment and B2B sales space. Around March/April 2020 as the world started self-isolating or going into COVID19 lockdown, the activity on LinkedIn grew by 55%.

This may have been a combination of people working from home and not having their supervisors micromanaging them and the huge increase of people that were laid off with all the

job losses. But for whatever the reason, this created a huge wave of new engagers.

By July/August 2020 as many areas of the world are slowly returning to the cliché term 'new normal', the activity dropped a little down to 26%.

With so many people 'pivoting' (oops another cliché term) their side hustles or business offerings, I'm still baffled at the amount of opportunity there is to stand out on LinkedIn yet most

LinkedIn trainers are still pushing automation and mass impersonal practices.

In fact, PwC conducted a global survey in 2018 that resulted in 82% of US & 74% of non-US consumers want more human interaction from customer experiences.

If you want more ROI on LinkedIn you need to stop treating people like a number and start treating them as you'd want to be treated. A unique individual who's business matters.

1 Voice Mail Messaging Feature

Within your messages inbox on LinkedIn is the ability to leave a voice mail for someone of up to one minute.

You don't have the ability to listen to it back before you send, but if you feel it was disastrous the first time you can cancel before you send it off, so just start again.

These enticing blue audio rectangles in someone's inbox have no preview (unlike a video). There is no prejudging a voice mail as the recipient has no idea what you are going to say.

And human beings are curious creatures so you'd be hard pressed to find someone who can resist clicking on it to listen.

Even if you did script the message first and simply changed the name at the beginning it's only going to take you 5 minutes to send 5 messages and that level of personalisation is always very well received.

I can't tell you how many people I send it to that reply immediately with a voice mail back saying they didn't even know it was a feature!

2 The LinkedIn Profile Background Cover Image

This massive piece of digital real estate is often underutilised.

Way too many business owners are leaving the boring default image and so many of the people that have taken the time to create one sometimes leave it there for years.

Although I would love this area to be a clickable hyperlink, you still have loads of options to make this work for you especially with 65% of the population being visual learners.

There are so many ways that you can communicate key messages or highlight key products or services in this huge visual area.

Here's a few examples: a book launch, winning an award, releasing an e-Course or webinar, advertising an upcoming event. The options are endless.

3 Invitations to Follow your Company Page

One of the best new features on Company Pages is the ability for an admin to invite people from their own network to follow their company page where they work or the business they own.

It's a brilliant way for the admins to invite people from their own network to follow the page but it is restricted to 100 'credits' per month.

Although when the people you invite do accept the offer to follow your page you get that credit back.

You must keep in mind though if they 'ignore' the invitation, not only do you have to wait for the end of the month to get the credit back, you will also NEVER get to invite them again.

4 10 second Name Pronunciation

If you don't have this relatively new feature on your

profile yet, don't worry it's being rolled out right now around the globe.

Ten seconds is actually a lot of time to simply say your name which gives you the opportunity to say more!

For example, on my profile I have recorded the first few bars of 'Turning Japanese' by The Vapors before I turn it down to say "G'day it's Jillian Bullock here the LinkedIn Ninja Down Under".

The music is upbeat, giving a sense of my personality, on brand being a 'Ninja' and unique.

What can you add to be on brand with your 10 seconds? Music, sound effects, poetry, singing (only if you can), this is a chance to audibly represent your personal brand.

5 Add a Note on a Connection Request

This may seem like it shouldn't be on this list but so few people actually use this feature properly.

Here's the issue, "Hi Jillian, I can see we have a lot of connection in common" or "Hi Jillian, we have synergy in our businesses so we should connect" is not a personalised connection request.

"What can you add to be on brand with your 10 seconds? Music, sound effects, poetry, singing (only if you can), this is a chance to audibly represent your personal brand."

Again, back to the PwC report of 2018, more people these days want personalisation and that can start from the very first piece of correspondence you send someone.

It takes less than 30 seconds to go to someone's LinkedIn profile, check out their last few posts and send a connection request.

But here's the most important part, send a connection request mentioning a recent post that resonated with you, not your agenda.

Now you have the 5 most underutilised features on LinkedIn, you can use these tools to make you and your business stand out on LinkedIn.

The more personal and memorable the experience is when people are engaging with you, the more likely you are to generate leads and convert those connections to paying clients.

Remember, your brand on LinkedIn is not just in the text you write about the business, the essence of your brand is in the visuals and audio too.



Image by Joseph Mucira from Pixabay

CONTRIBUTING WRITER'S PROFILE

Certified LinkedIn Ninja • Marketing Specialist • Contributing Author • Award Winning • Public Speaker • Social Selling Trainer using LinkedIn • Officially recognised by LinkedIn as an 'Independent LinkedIn Expert'



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How to grow a real tribe on LinkedIn who advocate for you?



Image by Ckkr-Free-Vector-Images from Pixabay

BY: SOHAIB HASAN

Let us first define what is a tribe and more specifically an online tribe. A tribe in layman's term is defined as a "Community", and an online tribe is bunch of people who follow you. It would not be a lie to say that we are extremely addicted to social media platforms and very recently, in the past few years, to LinkedIn.

People on LinkedIn are hungry for content which could help their business grow, get them a job, generating leads, expanding networking and

building a brand.

When you are starting to build a tribe on LinkedIn, you should first ask these 4 questions:

- Is LinkedIn the right platform and worth my time / efforts?
- Am I fully knowledgeable about this platform and its features?
- What kind of people's tribe I would like to build, any specifications?

- In case I am unsuccessful in building the tribe, who should I reach out to?

If the answer to first question is a Yes then let us proceed a little further. Content is the only thing, in my opinion, that will showcase brand and attract relevant people to come forward; follow, connect and engage. Content can be shared in a text form posts, images, videos, podcasts and other medium of collaborations.

Now, this seems pretty easy that we just have to share the content and people will start following (growing our tribe), it is very essential to keep in your lane. It reflects back to aforementioned question no. 3.

We need to first begin by mapping our network and list of connections. In most cases, people would have 10,000+ connections and they would hardly know them in person and have no clue about their network's demographics. Having relevant people in your network for your content is the foundation to have an increased engagement on your content.

And LinkedIn algorithm is by far the best that help you grow the tribe simply with engagements, participation on your posts and contents.

Another important factor in building a tribe on LinkedIn is to

The LinkedIn algorithm is by far the best to help you grow the tribe simply with engagement, participation on your posts and content.

move forward and do real-time value-based collaborations.

It helps in exchanging network with diversity and inclusion of new perspectives and thoughts on the content.

One thing to keep in mind is that unless other people would not start talking about your brand or sharing and engaging in your content; you might would find it hard to grow exponentially.

People trust people, that is how they are connected on LinkedIn.

To win the trust of your network who would advocate for you and which eventually helps you in getting a real tribe, focus on these points;

- Always be genuine. This is first and foremost! Grow slow but grow

original and build an organic tribe. You do not need to have BOTS.

- Remain consistent. It is just like you are feeding a baby and aging with it. Write, post and share consistently and do not leave gaps for your tribe to go somewhere else
- Be responsive. Get back to your audience to make them feel heard and connected. Although everything is online but they are the People with expectation.

If you have won the expectations of your tribe, you have won them to advocate for you!

CONTRIBUTING WRITER'S PROFILE

Sohaib Hasan - People love him for his genuine content sharing and staying ahead in the game to help them in their careers. Sohaib has an internationally recognized career in Human Resources and Career Advisory. He leads an active tribe of nearly 600,000 people on LinkedIn and is on a serious mission to help empower not only the job seeker community but to show organizations how they can take advantage of social media platforms to facilitate their brand awareness. Sohaib is consistently listed in the top list of online influencers and Career Advisors.



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How to make sure your next LinkedIn live broadcast goes from ok to must watch!



Image by OpenClipart-Vectors from Pixabay

BY CHER JONES

As more people get access to LinkedIn live there is a lot more live content on the network.

Unfortunately, due to inexperience or just lack of planning, most broadcasts are hard to watch.

In fact, many people can't stand seeing live notifications because of these bad shows.

To create a must watch LIVE here are seven critical tips you help you make your broadcast go from good to great.

1. Always start with your viewer in mind

What do you want to give the audience in exchange for their time?

This will force you to get clear on why you are broadcasting in the first place. Think value here!

What do they want? Breaking industry news? Could you teach them something new? Share behind the scenes? Show how something is made? Make a big announcement? I

It doesn't matter why you're going LIVE as long as your audience gets something out of it.

2. Create a rundown

To produce a great LIVE take the time to plan your broadcast out. In the television industry this plan is called a "rundown".

It's an agenda that outlines the order of your show. It will have all the segments, topic points and questions listed in the order you talk about them.

It should also include your scripts, bios, sponsor mentions and calls to action.

If you use graphics, audio, videos, images or PowerPoint slides list them as well.

Once you have everything in your rundown, go over it to make sure it has nice flow with a clear beginning, middle and end.

The rundown will keep you on track and help you deliver the value you promised.

3. Check your tech and set before you broadcast

Another LIVE killer is bad tech. This could be anything from a poor internet connection, bad lighting or horrible sound.

To produce a great LIVE take the time to plan your broadcast out. In the television industry this plan is called a "rundown".

Whenever possible plug-in to your router rather than using Wifi.

Make sure you and your guests wear earbuds to prevent audio feedback.

Lighting also matters, so make sure you are either seated in front of the window or are in a well-lit area.

If you have a guest on your live show plan a "tech check" at least 20 minutes prior to the broadcast.

This will allow you to see if they are in optimal broadcasting environment.

Don't be afraid to ask them to move to a better location, adjust their lighting, camera angle or sound to ensure your audience gets the best viewing experience possible.

4. Practice hosting in a test broadcast environment

One of the best places to

work on your LIVE hosting skills is by broadcasting to a private Facebook group or YouTube account.

This will allow you to further test your tech and see how great your set up looks and sounds.

All while you get used to being on camera and working on the broadcasting software at the same time!

And once you have completed all your tests and got all your practice in, you'll be much more comfortable going live for the first time on LinkedIn.

5. Go live with the replay in mind

I often see broadcasters hit the live button then immediately display a countdown clock or sit around waiting for guests/viewers to login and join them.

This is a wasted opportunity and here's why: approximately 90% of your viewers will watch the replay.

Who wants to watch something that's not starting for at least 2 to 3 minutes? Nobody.

Most people will click away and never watch another broadcast again.

The beginning of your broadcast is the perfect opportunity to tease your replay audience by giving them a reason to stay tuned-in.

6. Remember to be interactive

Even though most of your audience will see the replay, you must engage with your live viewers.

This is not traditional television. It's social TV, so make them part of your show! Plan to ask them questions and take the time to read some of the comments throughout your show.

7. Play with the delay

As you get interactive with your live audience the final thing you must remember is the broadcast delay.

Your viewers are watching about 30 seconds to 1 1/2 minutes behind.

The beginning of your broadcast is the perfect opportunity to tease your replay audience by giving them a reason to stay tuned-in.

When you ask a question don't expect an immediate answer.

Talk about the issue a little bit longer, share an anecdote or bring up a few talking points listed in your rundown.

Then dive into the comments. Your audience will have had more than enough time to respond.

If you take the time to master these seven tips you will have an awesome LIVE worth tuning into.

That being said, don't expect a perfect broadcast right away. It takes time to get all of these moving parts going. With practice you will get there.

If you focus on delivering value, your audience will have a reason to stick with you become the host of their favourite LIVE show.

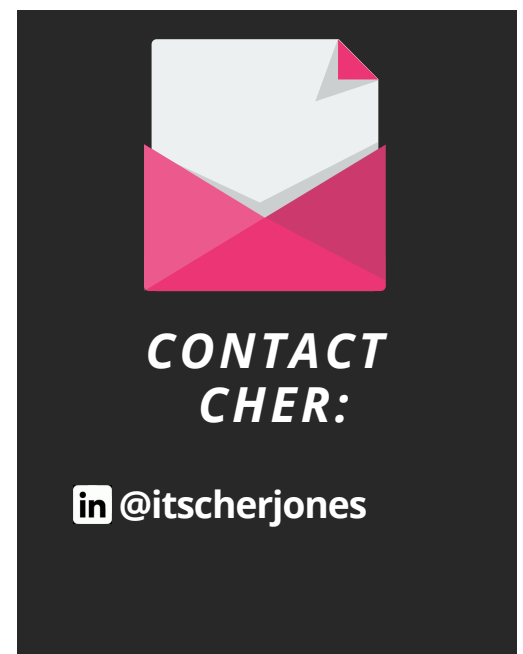
CONTRIBUTING WRITER'S PROFILE

Cher Jones is a Corporate Social Media Trainer & Coach helps professionals how to brand themselves and use social media at work for work.

She also hosts a weekly LinkedIn livestream called #JustAskCher LIVE where she offers tips and advice to help you develop a powerful and professional brand online! Tune every Tuesday at 9PM EST.



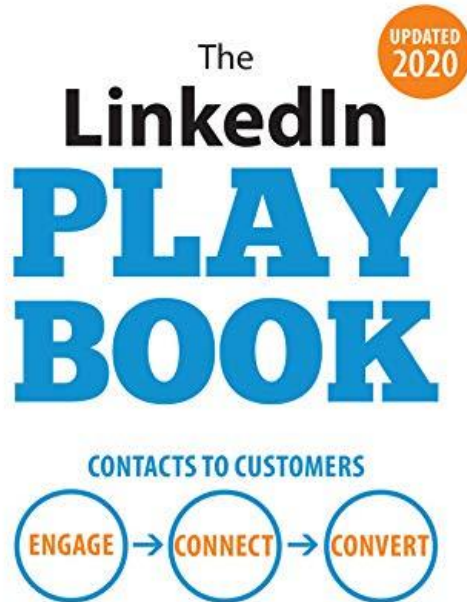
Image by Pexels from Pixabay



Book Of The Week

ADAM HOULAHAN

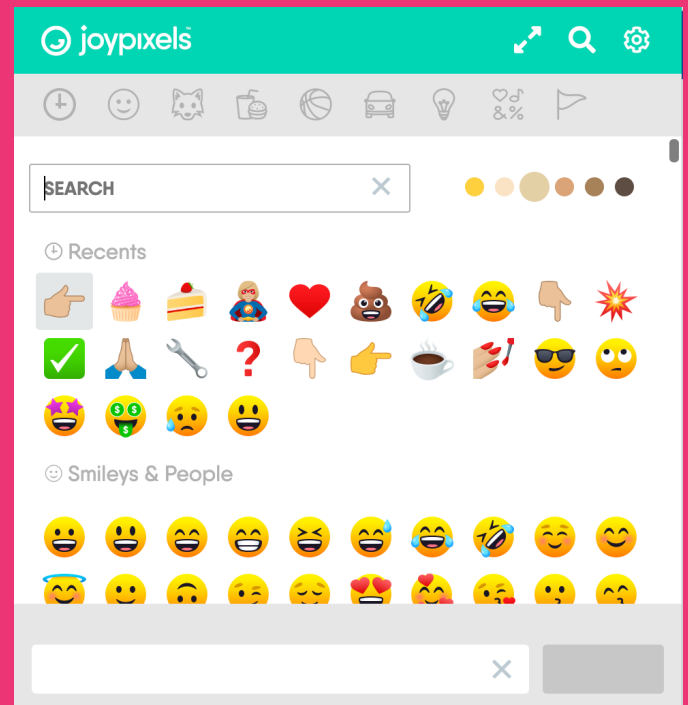
Author of Amazon Bestsellers Social Media Secret Sauce and Influencer



The LinkedIn Playbook gives the step-by-step process to build an effective pipeline of leads, clients and sales for the people creating those profiles and joining LinkedIn. Over 2,000 hours of research has gone into perfecting the process outlined in this book. The methodology outlined is currently being used by our clients in multiple industries in Australia, New Zealand, USA, Singapore, Dubai and The UK.



App Of The Week



New for 2020! JoyPixels 6.0 includes 3,342 originally crafted icon designs and is 100% Unicode 13 compatible. We offer the largest selection of files ranging from png, svg, iconjar, sprites, and fonts.

www.joypixels.com

PODCAST OF THE WEEK



NAME OF PODCAST:

Nemo Radio

Discover the fast, easy and efficient way to both fire up your life AND grow your business online with Bestselling Author, Online Course Creator and Inc. Magazine Contributor John Nemo! Featuring practical advice, actionable insights, simple tools,

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