

## **Branded LinkedIn Makeover: How to make a great first and lasting impression**

With over 350 million members on LinkedIn, and 2 new LinkedIn members per second, it is now the first destination for those who want to check out your credentials, long before you've had that digital handshake. It has become the most important personal branding tool out there for the discerning professional therefore having any old profile is no longer enough. It has to stand out if you want to make a great first and lasting impression.

### **We understand why LinkedIn is a challenge because**

It changes regularly without any warning and is not always user-friendly. In fact, at best, it can be intimidating as it's not easy to find answers such what's best size for my photo? Can I just put my CV online and that's it? How do I get to the magic 500+ connections? How do I get myself a vanity URL? Should I accept every random request or even how do I get a recommendation?

Unlike most LinkedIn training, the **Branded LinkedIn Makeover** is designed and based on sound personal branding principles. It also provides context so delegates can build an efficient profile with a plan to integrate into their overall social media strategy.

We've developed an interactive workshop which will help you maximise the value of **LinkedIn** to attract and connect with decision makers as you learn how to make your profile more visible. Once you have the basics, it just takes a little tinkering to keep it looking as good as new all the time. We'll show you how.

### **Your package includes:**

- Pre-work, including an exclusive LinkedIn Quiz
- A personalised action plan
- Case studies and examples
- Learning Confirmation – Quiz
- Work on YOUR OWN LinkedIn strategy

## **Course Aims**

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You will come away with a Branded LinkedIn Profile that gets results.

## **Course Objectives**

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- Get the latest LinkedIn thinking with exclusive tools and tricks
- Distinguish yourself and attract your ideal connections
- Increase your influence & confidence
- Expand your brand community and network
- Increase your visibility and traction
- Go live if you dare; save for later if you want
- **Bonus:** Personal Branding Basics

## **Who should attend**

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This course is ideal for business-owners and career professionals.

## **What you need to know beforehand**

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Ideally, you should be familiar with using applications such as Microsoft Word on a PC or Mac

## **Requirements**

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Your own laptop/tablet and a sense of adventure