



Establish Your BRAND in LinkedIn 101:

ENHANCE, EXCITE, EXPAND AND ENGAGE YOUR NETWORK

Welcome to Country

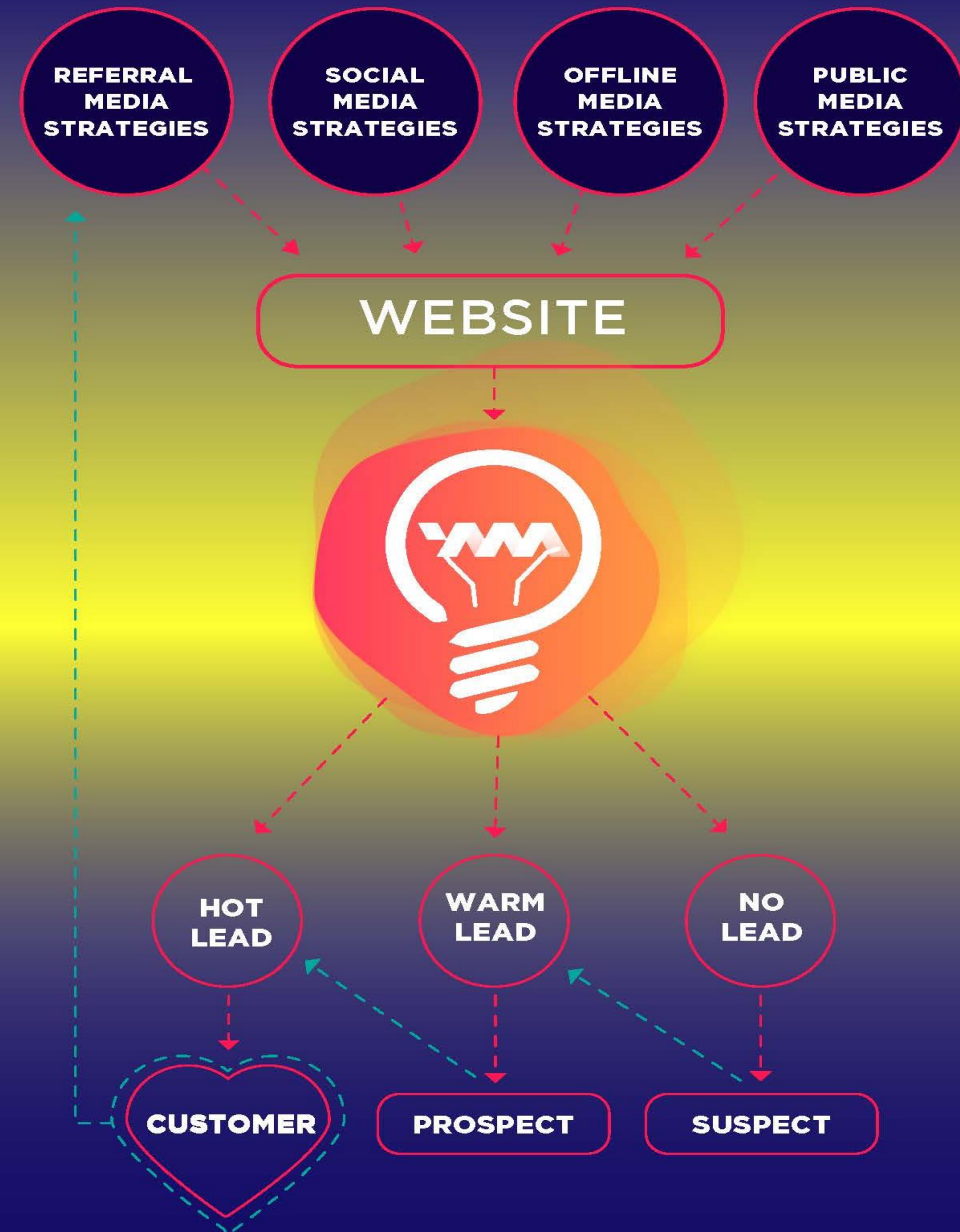
We would like to acknowledge the traditional custodians of this land and pay our respects to the elders, past, present and future for they hold the memories, traditions, culture and hope of Indigenous Australians

Why are you here???

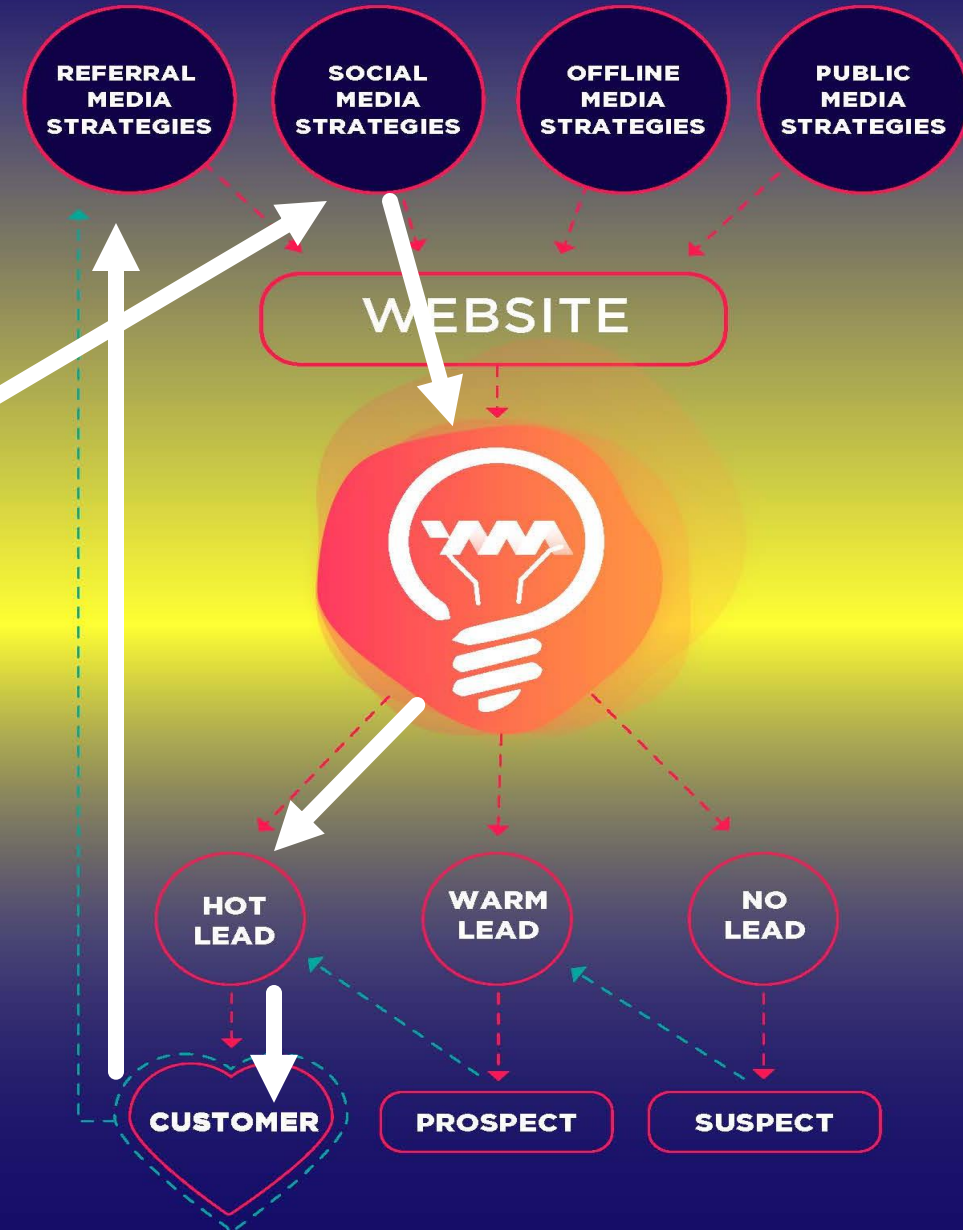
- ▶ Generate better quality leads
- ▶ Build better reputation and credibility
- ▶ Develop yourself as an expert
- ▶ Create greater presence



The Power of Leverage



The Power of Leverage





DASH *social* _ _ _



YOUR
MARKETING
MACHINES

PLAY TO WIN



How your LinkedIn profile can stand out from the crowd



Is your introduction compelling



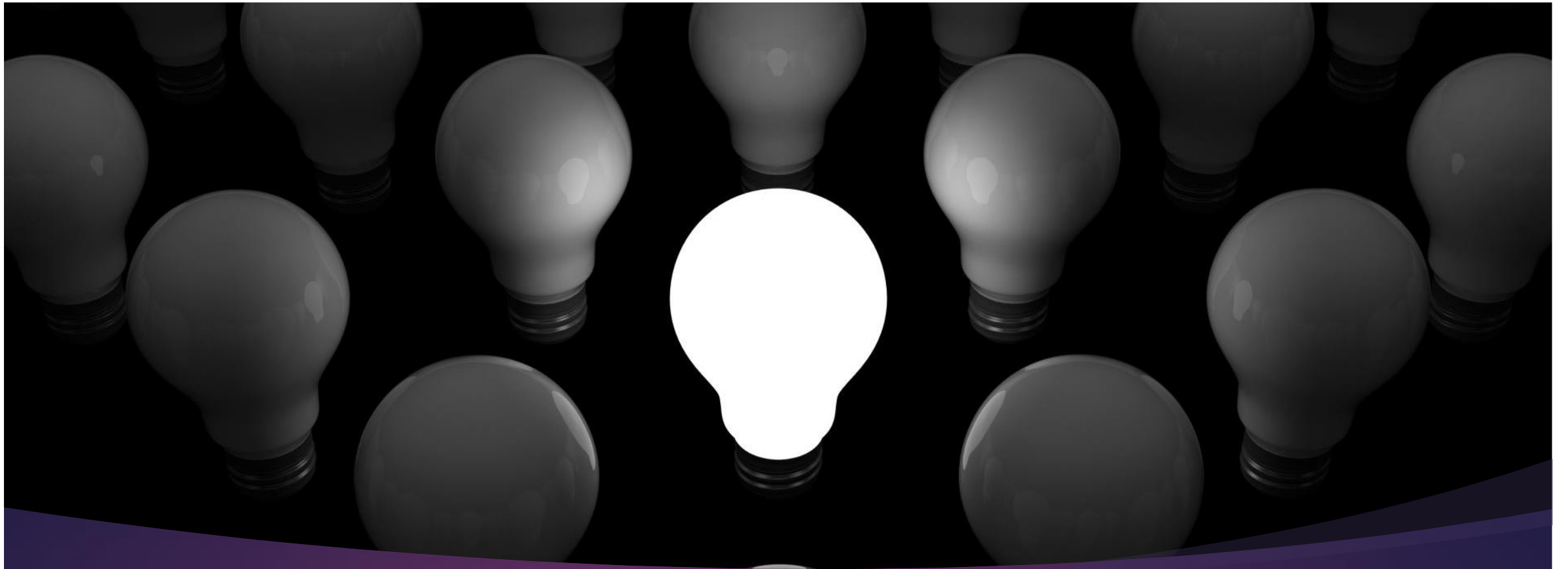
Does your recommendations build credibility



How is your experience a brand creator and builder



Connecting with the right people



Section 1 – How your LinkedIn profile can stand out!

Your LinkedIn Profile

CV, Resume

Way to attract the
right audience

Your professional
landing page to
build and enhance
your brand

Great way to sell
yourself

- ▶ What is wrong with this profile?
- ▶ Is there attraction?
- ▶ Is this person presented professionally?
- ▶ Is there credibility?

LinkedIn profile page for a user in Australia, 50 connections.

Header: LinkedIn logo, Search bar, Navigation links (Home, My Network, Jobs, Messaging, Notifications, Me), Work dropdown, Try Premium Free for 1 Month.

Profile Banner: Blue background with a network diagram. Profile picture placeholder (grey circle with person icon). **Message** and **More...** buttons.

Location: Australia · 50 connections · [Contact info](#)

Highlights: 1 mutual connection. You and Timi both know Tella Dwyer.

Experience:

- Owner**
Core Condition Pilates & Massage Studio
2004 – Present · 16 yrs

Education:

- University of Ballarat**
Physical Education & English
1996


Interests:

- Ryan Holmes** (CEO at Hootsuite, 1,724,333 followers)
- Daniel Goleman** (What Makes a Leader? Emotional and So..., 5,429,018 followers)
- Australian Broadcasting Corporation** (143,203 followers)
- Deepak Chopra MD (official)** (Founder, Chopra Foundation, 5,738,875 followers)

Right Sidebar:

- Advertisement:** UBT logo. Text: "Andrea, explore relevant opportunities with UBT". **Follow** button.
- People Also Viewed:**
 - Jessie Glover** (3rd) Human Resources Manager, Queensland
 - Gabrielle Walsh** (2nd) Company Director at OHS Consultancy Services Pty Ltd
 - Julie Carter** (2nd) Senior Adviser Organisational Development at Redland City Council
 - Doug Mackay** (3rd) Gun for hire
 - Kane Macready** (3rd) Director - Civil Infrastructure at Engineers Plus
 - Maria Brown** (3rd) Case Manager at Australian College of Rural and Remote Medicine (ACRRM)
 - Deborah Hawes** (2nd) Team Leader of Training and Education at Community Solutions
 - Ridgeway Jody** (3rd) Centre Director Trades and Resources at TAFE Queensland East Coast
 - Philippa O'Halloran** (2nd) Manager Customer Service and Records at Fraser Coast Regional Council
 - Kiera Crawford** (3rd) Practice Development Consultant at AUGMENTUM CONSULTING
- Add new skills with these courses**

Footer: Marquee.jpg



[REDACTED] • 1st
Site Manager at Valmont
Perth, Australia • 161 connections • Contact info

Valmont Valmont
Brooklyn Technical College

Message More...

About

I am a professional Site Manager with extensive experience within the construction industry. My basic character traits enable me to thrive in a high pressured environment and handle the day to day challenges of managing large and complex developments. My key strengths of being well organised with good communication skills ensure that any property development contracts I manage are delivered on time and within budget. I am also very proactive in managing supervised subcontractors and monitoring their presence and activity whilst on site.

Experience

Site Manager
Valmont
Jun 2019 – Present • 1 yr
Perth, WA, Australia


Site Manager
Self-employed
Jan 2019 – Present • 1 yr 5 mos

Senior Site Manager
WCR Construction
Aug 2016 – Jun 2017 • 11 mos
Sutton, United Kingdom

Site Manager
Pindan
Jan 2015 – May 2016 • 1 yr 5 mos
Perth, Australia

Ad ...











Get the latest jobs and industry news



Andrea, explore relevant opportunities with Coffey

Follow

People Also Viewed

-  **Nigel Groves** • 3rd
Site Manager at Valmont
-  **Lauren Robinson** • 2nd
BHP Iron Ore Recruiter at Chandler Macleod Group
-  **Thomas Crossland** • 3rd
Construction Director at Valmont Interiors
-  **Ronan Gormley** • 3rd
Construction Site Supervisor at Valmont
-  **Nigel Groves** • 3rd
Director
-  **Alex Sutton** • 3rd
Geologist
-  **Nikki Dickson** • 3rd
Senior Executive Assistant to Senior Vice President, International Marketing, Salesforce
-  **Russell Knight** • 3rd
Sales Coordinator at DK Engineering Ltd
-  **Steve Hearne** • 3rd
Aftersales Manager
-  **Sam Michel** • 3rd
Regional Manager @ Car Benefit Solutions

Andrea, learn what hiring managers look for in answers to top interview

What is wrong with this profile?
Is there attraction?
Is this person presented professionally?
Is there credibility?

- What is wrong with this profile?
- Is there attraction?
- Is this person presented professionally?
- Is there credibility?

LinkedIn interface showing a profile for Andrea Anderson.

Header: LinkedIn logo, Search bar, Navigation icons (Home, My Network, Jobs, Messaging, Notifications, Me, Work), Premium Free for 1 Month.

Banner: Online Digital Marketing - Understand emerging technologies to leverage and harness business growth. Ad ...

Profile Header: Andrea Anderson, Chief Ideas Specialist, Master Communicator & Marketer, Biz Mojo Business Mentor, M4Growth Mentor, Educator, Speaker. Brisbane, Queensland, Australia · 500+ connections · Contact info.

Buttons: Add profile section, More...

Skills: Your Marketing Machines, Massey University.

Recruitment: Show recruiters you're open to job opportunities—you control who sees this. Get started.

About: Passionate Advocate for business entrepreneurship, I transform organisations from Good to Amazing! Integrating simplicity, streamlining functionality, shifting an organisation from a state of Friction to a natural state of Flow. ... see more.

Featured: See all < > + ✎

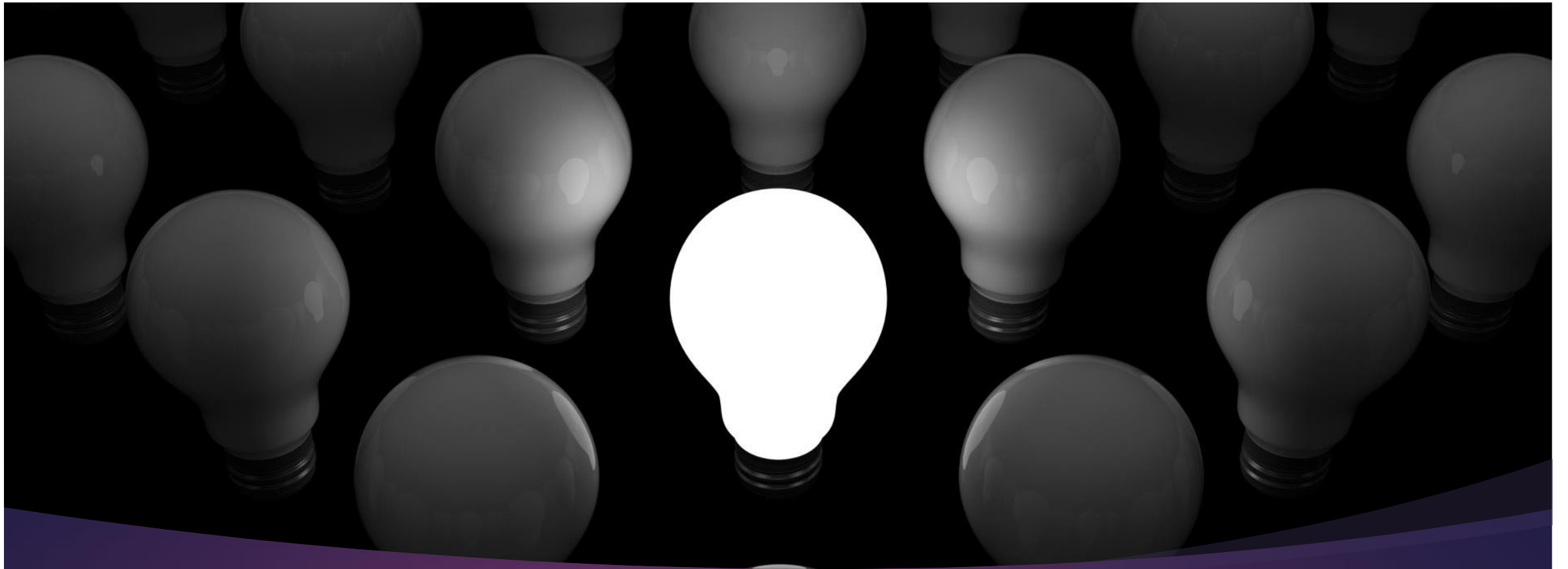
- Profit Series - Mana Design YouTube. Meet Tanya Bentley, Jeweller Extraordinaire from Mana Design, Auckland, New Zealand....
- Coffee with Andrea: New York Marathon Update Vlog #2 YouTube. Website: http://www.fundraiseonline.co.nz/AndreaAn...
- Profit Series - Capital Wines YouTube. One of my many...

Right Sidebar:

- Edit public profile & URL
- Add profile in another language
- Ad ...
- Get the latest jobs and industry news. ResMed. Andrea, explore relevant opportunities with ResMed. Follow
- People Also Viewed:
 - Michael Flanagan • 2nd Business Development Manager at Rockcote Enterprises
 - Erwin Brem • 2nd Business growth done different. Skills, solutions, strategies and support that actually work.
 - Tammy Micola • 3rd TAFE Queensland, North
 - Heidi Gamble • 2nd Director of Recruitment / Career Management & Coaching / Outplacement Services- Embodied Corporate Solutions
 - Renee Hanrahan APM • 3rd Officer in Charge Mount Isa Police Station. Accredited Executive Leadership Coach.
 - Scott Roebig • 1st chef/owner at Thom & Ann's
 - Jo Alexander • 1st Quality and Customer Service focused, I thrive on building professional relationships and providing customer excellence.
 - Tammy Matheson • 3rd Cleaner



Does your profile truly support your
expertise, knowledge, skills??



Section 2 – Is your Introduction Compelling

Your profile picture...

- ▶ Are you looking to be employed as a builder or a stripper??
- ▶ Perhaps a Stripper who dresses as a construction worker





Your profile picture

- ▶ LinkedIn is about personal connection with YOU
- ▶ Use of logo is probably best as your cover photo

Choose the best profile photo

- ▶ Your image should reflect how you look on a daily basis
- ▶ Your face should take up 60% of the frame
- ▶ Choose a welcoming expression
- ▶ Choose a background that isn't distracting but is relevant
- ▶ Choose a profile picture that looks like you and can carry across your digital assets.



ay (Senior) Ridge · 1st 

Business Mentor at Department of Employment, Small Business and Training

Broochydore DC, Queensland, Australia · [436 connections](#) · [contact info](#)

[Message](#)



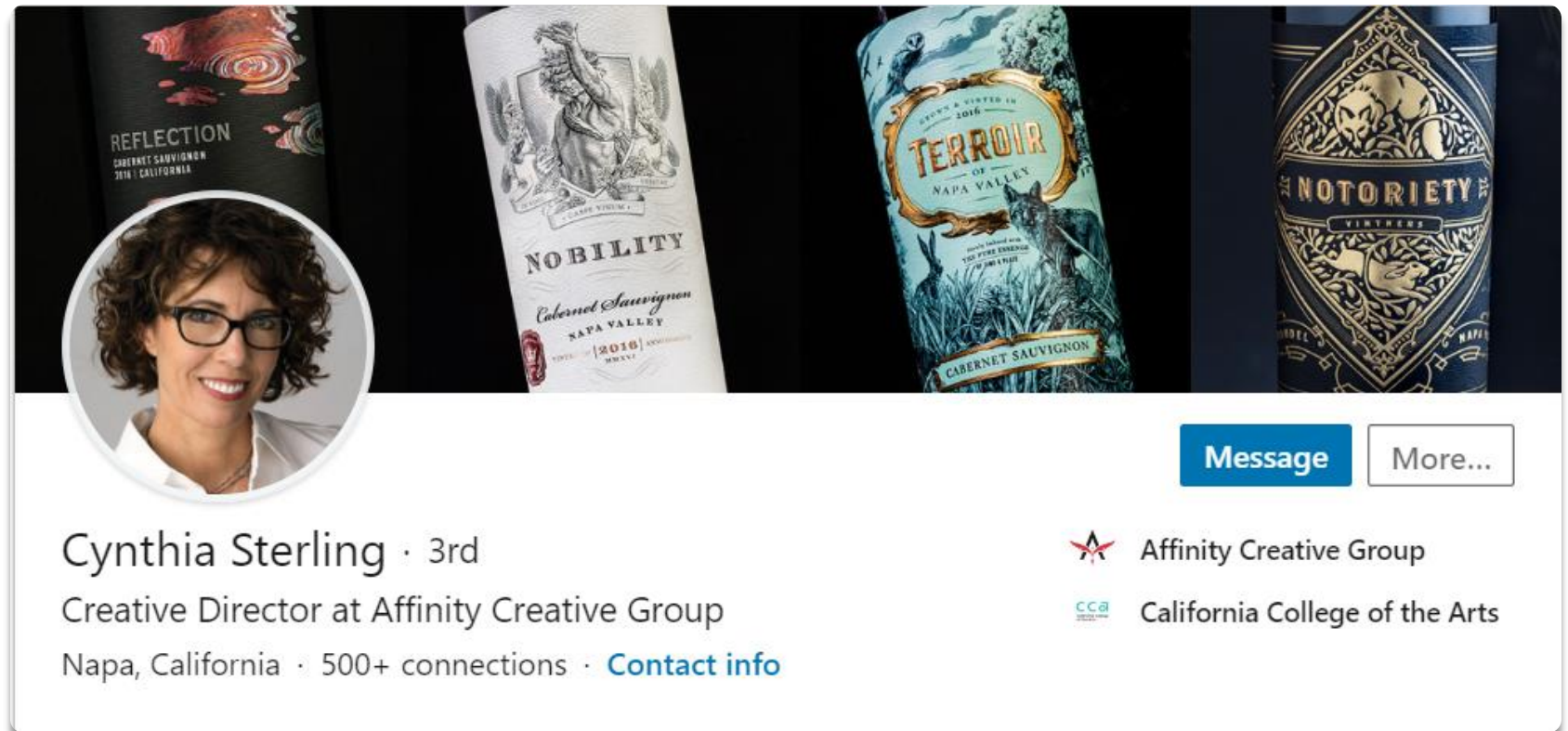
Department of
Small Business and
Training



University of South Australia

Your Cover Photo...

- Needs to reflect your business, image and you





Cynthia Sterling · 3rd

Creative Director at Affinity Creative Group

Napa, California · 500+ connections · [Contact info](#)

[Message](#) [More...](#)

 Affinity Creative Group

 California College of the Arts

Hiring Developers Is Hard - But it doesn't have to be. Toptal has pre-vetted top develop



Profile picture: A circular photo of the same woman in the same blue dress, with a green online status indicator.

Profile name: [Redacted]

Location: Queensland, Australia · 500+ connections · [Contact info](#)

Buttons: [Message](#) [More...](#)

Education/Work:

-  Privium Homes
-  Real Estate Institute of Queensland

Cover Photo

USE HIGH QUALITY IMAGERY SO IT DOESN'T BLUR



Add profile section ▼

More...



Andrea Anderson

Chief Ideas Specialist, Master Communicator & Marketer, Biz Mojo Business Mentor, M4Growth Mentor, Educator, Speaker
Brisbane, Queensland, Australia · [500+ connections](#) · [Contact info](#)



Your Marketing Machines



Massey University

Show recruiters you're open to job opportunities—you control who sees this.

[Get started](#)





Mike Nacke

The Coolest Guy in Nashville ... Google It To See For Yourself!

Greater Nashville Area | Marketing and Advertising

Current **Nacke Media**

Previous Absolute Artesian Water Inc., PrideStaff


Education Murray State University

Send Mike InMail



377

connections

 www.linkedin.com/pub/mike-nacke/0/218/3a9



Contact Info

Your Headline...



Trevor Russell · 1st

Helping business leaders upgrade their sales skills and systems so they can improve sales results and productivity.

Brisbane, Queensland, Australia · [500+ connections](#) · [Contact info](#)



[Message](#)

[More](#)



Results Academy - Training
Consulting Coaching Advi



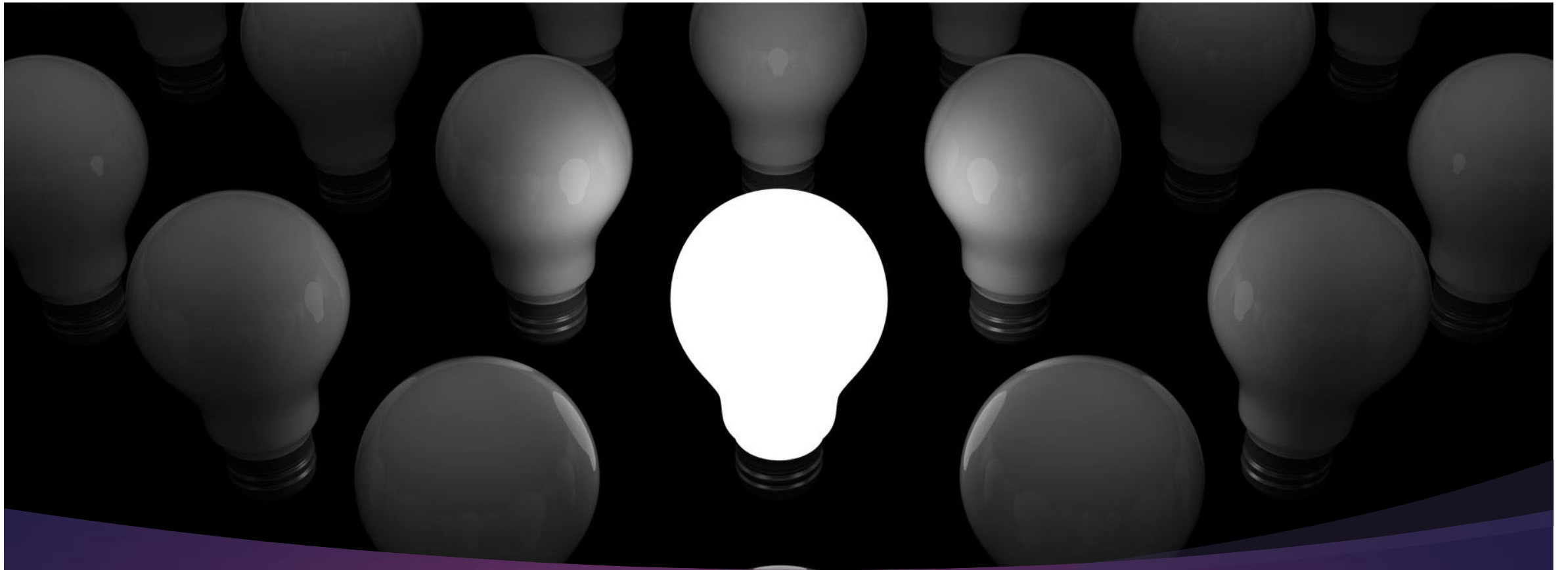
Macquarie University

Make Your Headline Stand Out

- ▶ By default LinkedIn populates your headline with your job title and current company.
- ▶ List your specialty
- ▶ Include keywords
- ▶ Be concise & creative
- ▶ Include key terms that make it easy for others to define your industry and your role in it
- ▶ Keep your headline to 10 words (120-character limit)
- ▶ If you are married (female) place your maiden name as it is also a way for past colleagues to locate you
- ▶ This is your talking section



Is your introduction compelling and
present you in a positive manner??



Section 3 – Does your recommendations build
credibility??

Recommendations...

Do you struggle to describe yourself

Do you find it hard to accept compliments about your workmanship

Are you uncomfortable asking people to give you a recommendation

Are you uncomfortable asking for testimonials

A close-up portrait of a woman with voluminous, curly brown hair. She is smiling warmly at the camera and pointing her right index finger directly at the viewer. She is wearing a ring with a blue stone on her ring finger. Her shirt has a bold orange, blue, and white pattern. The background is a plain, light-colored wall.

THIS IS A MUST!!!!

Recommendations

Ask for a recommendation



Received (3)

Given (1)



Eric Frangenheim

Education Consultant |
Promoting Thinking in
Learning | Author (35k Books
Sold) | Co-author itc diaries
(800,000+ Sold)

August 9, 2019, Eric was a client
of Kay's

Kay Ridge I met Kay via a mutual friend and asked her to assist me in raising my social media profile to promote my educational resources, both print and digital. I was so impressed with her focus on my needs and the speed in which she generated daily posts for three months, not only by using my materials and reso... [See more](#)



Iwona Wilson (Polowy)
CPF

Facilitator, Trainer, Author

August 1, 2019, Iwona was a client
of Kay's

Kay helped my husband and I not only with a brilliant social media strategy and execution for our project but also helped us to understand what we were actually trying to achieve and why, She is very much customer centric, creative and a great communicator. Would certainly recommend Kay for anyone seeking re... [See more](#)



skye Leong

Artistic Director at Pastiche
Magazine

January 18, 2018, skye was a client
of Kay's

Kay manages my social media , I have found Kay to be highly professional, overly productive, and of high positive energy with our team . Kay outcomes are evident through her work via our well planed marketing and rise in following

Building Credibility

- ▶ Consider who is giving you a recommendation – your unemployed best friend vs MD of a large corporation
- ▶ MORE is BEST
- ▶ It doesn't matter how good you think you are...what matters is how GREAT everyone says you are



Andrea Anderson

Chief Ideas Specialist, Master Communicator & Marketer, Biz Mojo Business Mentor, M4Growth Mentor, Educator, Spe...

[Received \(54\)](#)

[Given \(19\)](#)

You have 1 pending recommendation



Brian Clark

Advisor | Mentor | Consultant
| Speaker | Create a Killer
Strategy | Engage Your
People | Execute Consistently
| Build a Booming Business

August 19, 2019, Brian was a
client of Andrea's

Andrea Anderson has been instrumental in developing a clear marketing strategy and tactical plan to launch our new products and services. Andrea's approach to marketing is pragmatic and down to earth with a relentless focus on execution and measurement. Andrea's knowledge and professionalis... [See more](#)



Deb Purkiss

Founder/ Director Social
Media Angel at Social Media
Angel Pty Ltd

August 16, 2019, Andrea worked
with Deb in the same group

Andrea is a marketing machine! Collaborating together on different projects, I have seen her come up with ideas at the drop of a hat that makes the mind spin. With her years of marketing experience, Andrea helps take her clients businesses to the next level with her strategies and her knowledge. A natural c... [See more](#)



Kay Ridge

Business Mentor at
Department of Employment,
Small Business and Training

August 15, 2019, Andrea worked
with Kay in the same group

Andrea is an absolute Go Getter! Andrea has such incredible energy that spreads so easily. Engaging, passionate while being thoughtful of others is a rare combination to possess. You are drawn to her energy and knowledge and want to learn more as you listen. Andrea has a way with words that make you... [See more](#)

Building Credibility

- ▶ Establishes IMMEDIATE credibility and trust
- ▶ Great for Warm Referral and new relationships
- ▶ Work on a situation of 10% of your connections provide a recommendation



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Chief Ideas Specialist, Master Communicator & Marketer, Biz Mojo Business Mentor, M4Growth Mentor, Educator, Spe...

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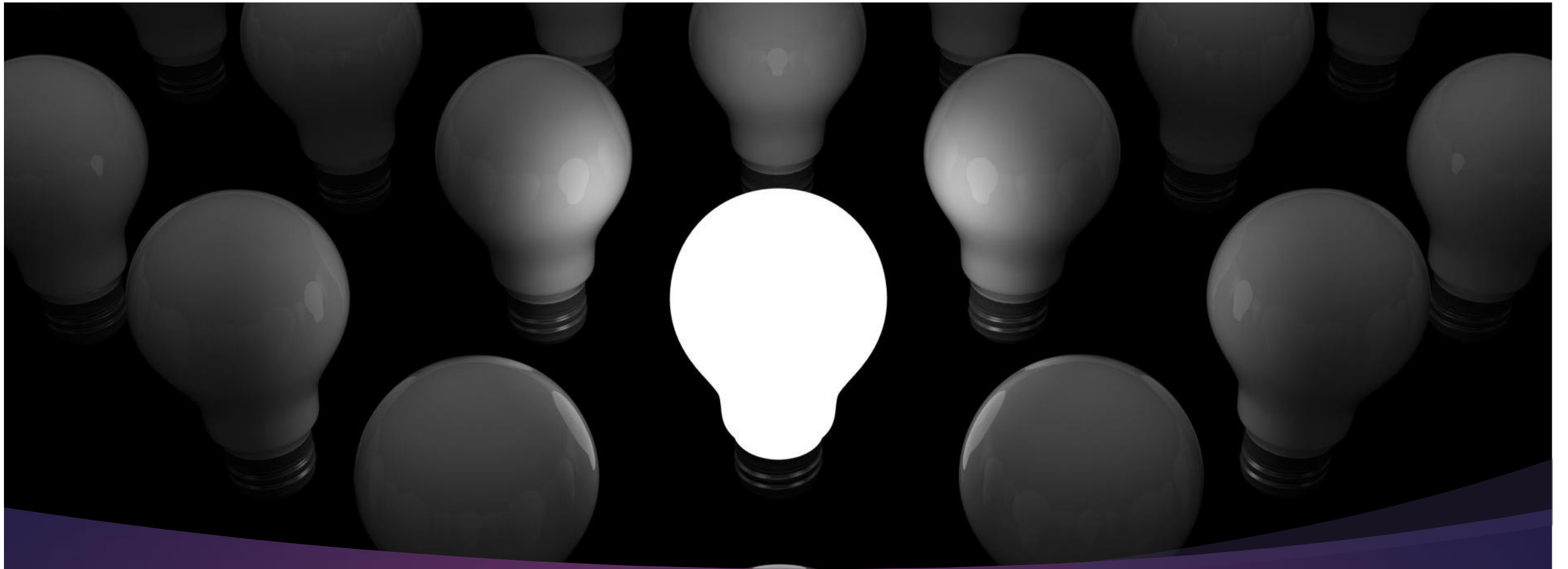
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To gain recommendations

- ▶ Right hand side of the Recommendations Section
- ▶ Click on Ask For A Recommendation
- ▶ Enter the name of the person you would like a recommendation from
- ▶ Select the relationship
- ▶ Your position at the time, then NEXT
- ▶ Send a request note for a recommendation
- ▶ SEND



Who can you reach out to for a recommendation to support you??



Section 4 – How is your experience a brand creator and builder??

Your Brand Creator and Builder!



About



Experience



Education



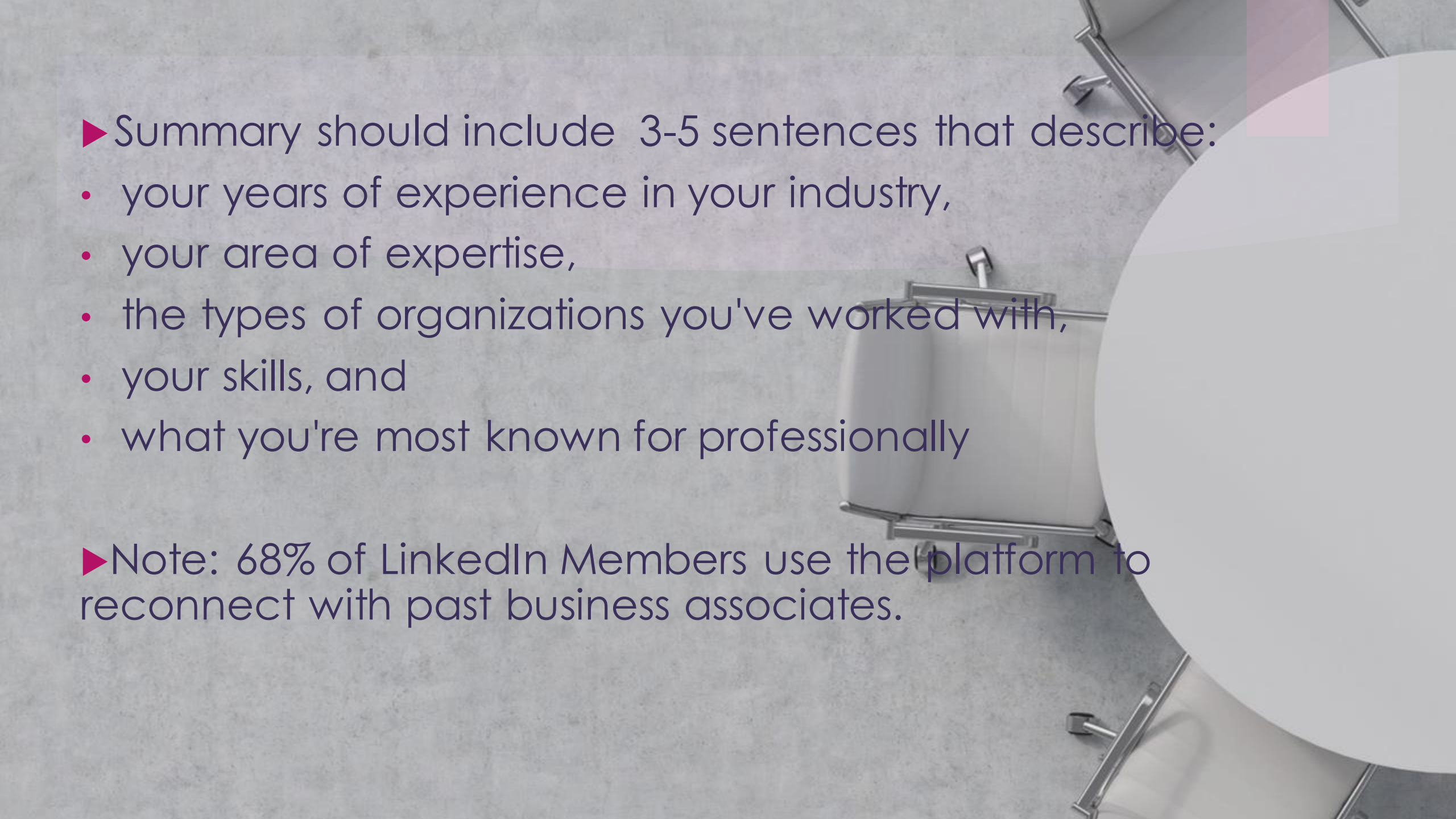
Volunteer
Experience



Skills &
Endorsements

The Summary field also known as The About Section

- ▶ What sets you apart from the rest.
- ▶ Sum up your biggest attributes, so write a paragraph that succinctly and convincingly tells the reader why they should keep scrolling.
- ▶ Make it personal, share something like “you are a golf fanatic or love chocolate”.

- 
- ▶ Summary should include 3-5 sentences that describe:
 - your years of experience in your industry,
 - your area of expertise,
 - the types of organizations you've worked with,
 - your skills, and
 - what you're most known for professionally
 - ▶ Note: 68% of LinkedIn Members use the platform to reconnect with past business associates.

Are you a salesperson using LinkedIn to connect with prospects?

Speak to your expertise in your industry, and your interest in helping people achieve results.



Are you a customer success manager using LinkedIn to connect with customers?

Speak to your expertise in your industry and your availability for consulting.



Are you a freelance or contract worker hoping to find more work on LinkedIn?

State the kind of work you do, how to make contact with you, and where you've worked before.

Kay Ridge

I am delighted to be an Advisor of ASBAS, it allows me to assist small business owners with an introduction to social media marketing and strategies at a low cost to the business owner.

My second love is Dash-Social, created from a passion for blending social media and the love of assisting businesses to achieve maximum exposure through social media.

Social media is about creating connections and formulating marketing strategies.

I typically work with small business, local and regional governments, non-profits, and B2B companies in the manufacturing, industrial, transportation, financial industries.

The work I do for them has centered around Communications Strategy, Marketing Strategy, E-mail Marketing, Social Media and Blog Posts and Website Content.

I have 15+ years of being an Entrepreneur and a full understanding of how business works and the need to gain business on new platforms. Social media is your new business card and without it, you are behind your competitors.

Get to know me?

Lifemaker, World Travelled (been to 18 countries) Creative, Connect, Contribute, Stylist, love the colour white, Snow Skiing, Home Stylist, Chocolate, Netball, Ballet and anything to do with the All Blacks.

Most people do not know that I hate water to either drink it or swim in it.

Want to test before you invest send me an email hello@dash-social.com

About

I am delighted to be an Advisor of ASBAS, it allows me to assist small business owners with an introduction to social media marketing and strategies at a low cost to the business owner.

... see more



Your Experiences

- ▶ Your CV/Resume
- ▶ An opportunity to highlight successes
- ▶ Keep successes quantifiable
- ▶ Can show stickability and
- ▶ Levels of improvement
- ▶ Highlight position
- ▶ Given description of what you did
- ▶ If relevant go back 20 years

Australia

For Small Business Owners And Entrepreneurs Who Want To Stay Alive & Thrive Beyond The Coronavirus

BizMojo Small Business Mentoring And Support Program.

If you are looking for ways to stay connected, find new opportunities to collaborate and ...[see more](#)



BizMojoau Official
Youtube Channel



ASBAS Digital Solutions Advisor, Queensland, Australia

ASBAS Digital Solutions Qld

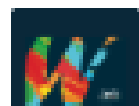
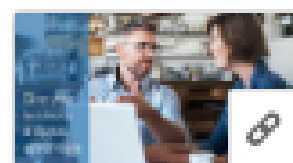
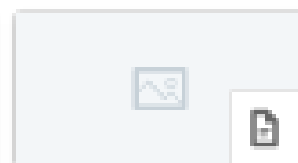
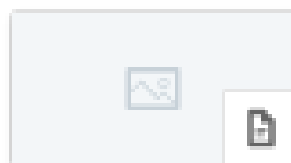
Sep 2018 – Present · 1 yr 9 mos

Brisbane, Australia

Delivering Federally-funded business advice in the areas of digital solutions from 1 July 2018 to 30 June 2021. We deliver workshops, webinars and 1 on 1 sessions in four main areas:

- online selling and websites
- digital solutions strategies

...[see more](#)



Co-Founder

AWiB- Advancing Women in Business

Examples of words to use of your accomplishments

- ▶ Communicative Customer focused Qualified Achievements
- ▶ Enacted Planned objectives Professional Goal Setting
- ▶ Identified Conveyed Presented Performed Collaborated
- ▶ Designed Forecasted Resolved Exceeded Steered
Surpassed
- ▶ Reconciled Orchestrated Empowered Predicted Optimized
- ▶ Creative Driven Expert Motivated Extensive Experience

Licenses & Certifications



Diploma Social Media and Marketing

Queensford College

Issued Mar 2017 · No Expiration Date



Certificate III in Tourism (Retail Travel Sales)

TAFE Queensland Brisbane

Issued 2013 · No Expiration Date

Credential ID 0418



Skills & Endorsements

- Note: Users with 5 skills receive 17 more times reviews than users who do not list skills and endorsements

[Take skill quiz](#)

Leadership · 99+



Endorsed by Samir EMILE and 1 other who is highly skilled at this



Endorsed by 4 of Andrea's colleagues at Ochre Business Solutions

Training · 99+



Endorsed by Sally Mabelle and 3 others who are highly skilled at this



Endorsed by 4 of Andrea's colleagues at Ochre Business Solutions

Management · 99+



Endorsed by Samir EMILE, who is highly skilled at this



Endorsed by 3 of Andrea's colleagues at Ochre Business Solutions

Industry Knowledge

Entrepreneurship · 96

Human Resources · 50

Analysis · 39

Business Development · 26

Strategy · 22

Marketing · 21

Business Strategy · 78

Change Management · 41

Business Analysis · 37

Business Planning · 25

Strategic Planning · 21

Marketing Strategy · 21

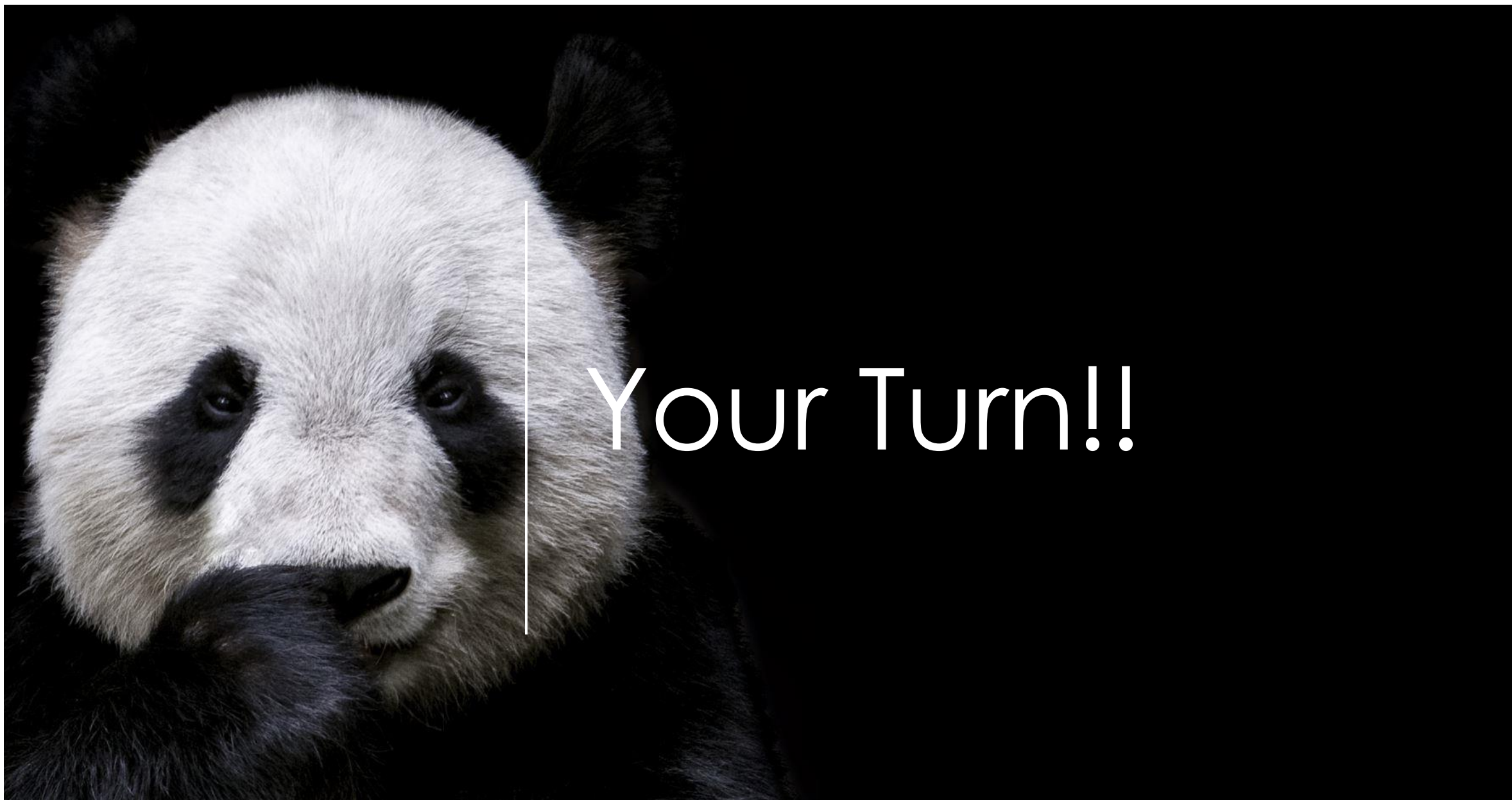
A close-up photograph of two hands gently cupping a small, glossy red heart. The hands are positioned on the left side of the frame, with fingers slightly curled around the heart. The background is a soft, out-of-focus grey. The overall mood is warm and caring.

Volunteer Experience

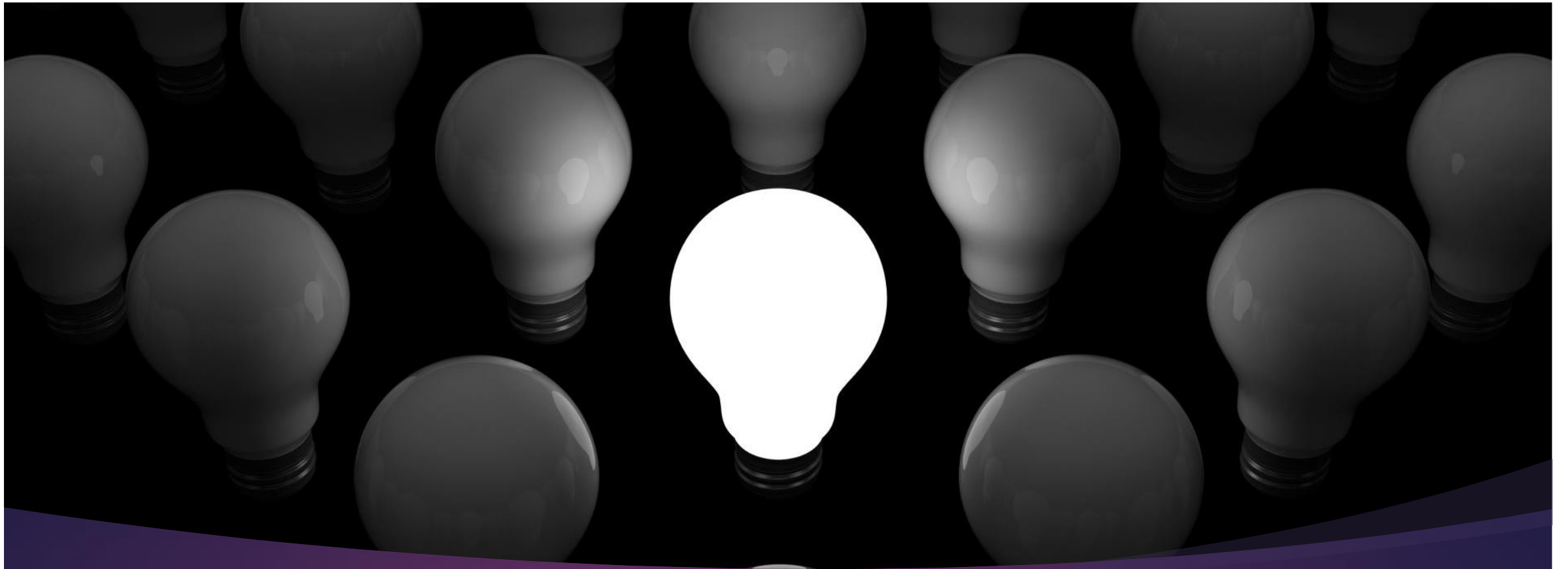
- ▶ Shows your community spirit
- ▶ Endorses your interpersonal skills
- ▶ Shows your willingness to give of your time and experience
- ▶ Ability to be part of a team



How are you presenting your
credibility??



Your Turn!!



Section 5 – How to connect with the right people??

New Connections



Create a Hit List! (minimum 20)



Cyber stalk the person you want to connect with



Identify if you have mutual connections



Reach out to your mutual contact and ask about their relationship



Request if it would be suitable to send a connection request and mention them



If yes, move forward

IMPORTANT NOTE!!

- ▶ Ensure you have a strong connection link with the mutual contact
- ▶ Ensure you have a great looking profile to support the contact
- ▶ Ensure you are requesting to connect NOT sell!
- ▶ DO NOT EMBARRASS THE MUTUAL CONTACT

PLAY TO WIN



How your LinkedIn profile can stand out from the crowd



Is your introduction compelling



Does your recommendations build credibility

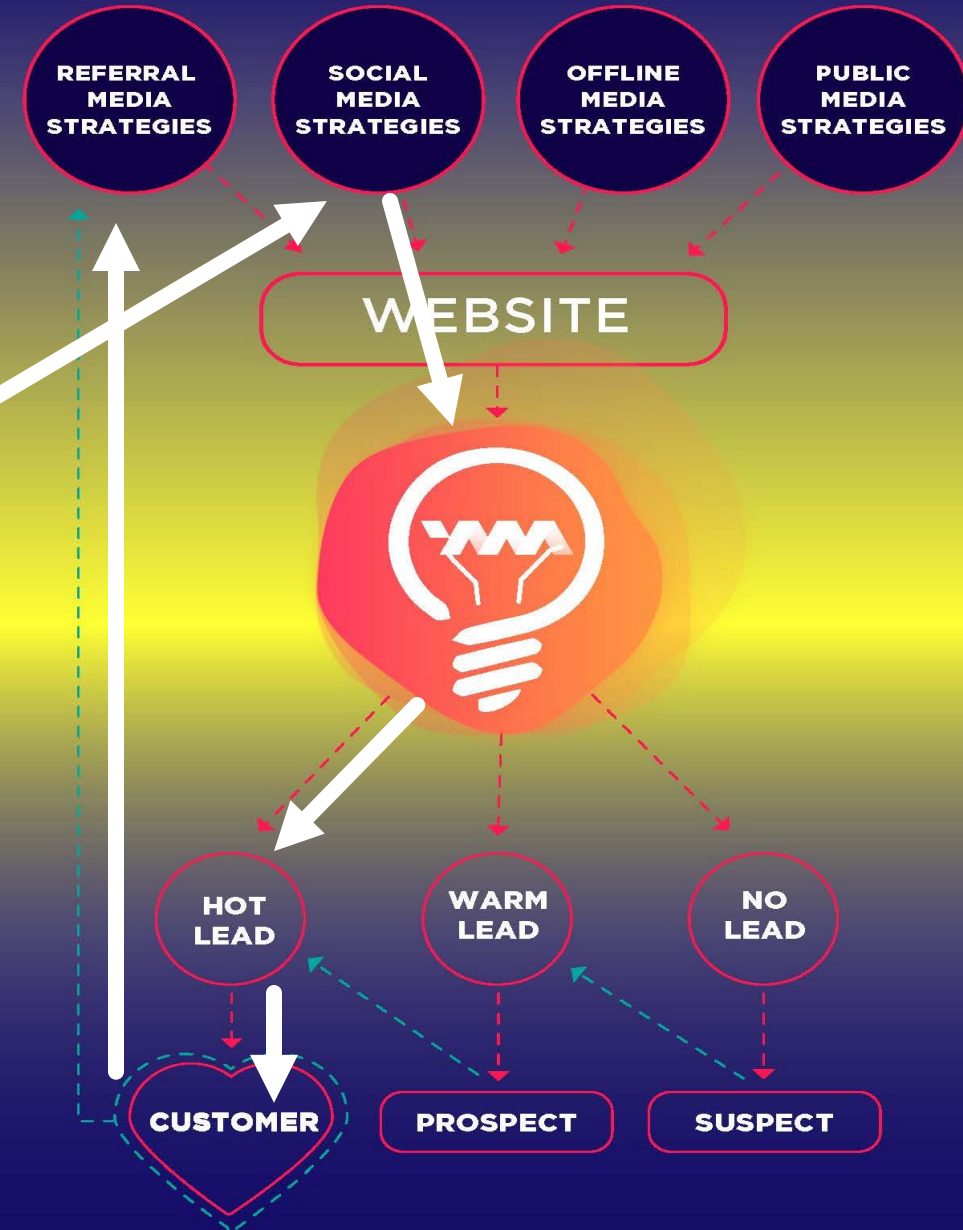


How is your experience a brand creator and builder



Connecting with the right people

The Power of Leverage



Next Steps

Connect

Connect with the email coming your way



Review

Review the video content



Book

Book a session with me



TAKE

TAKE ACTION!!!!!!



andrea@yourmarketingmachines.com.au

www.yourmarketingmachines.com.au

0401094400

<https://calendly.com/yourmarketingmachines/asbas-session>



Establish Your BRAND in LinkedIn 101:

ENHANCE, EXCITE, EXPAND AND ENGAGE YOUR NETWORK