

LinkedIn Power Lab Webinar

LinkedIn Quick Fix

with Gunnar Habitz

Monday 19 December 2022

Welcome!

G'day, my name is Gunnar

Social Media Consultant, Social Selling Blogger, Online Course Creator, Book Author



Please use the chat room to contribute or unmute yourself

LinkedIn Quick Fix

LinkedIn Power Lab Webinar 19 December 2022



1. Alerts

Fix asap



2. Advanced

Next level



3. Activities

Improve engagement



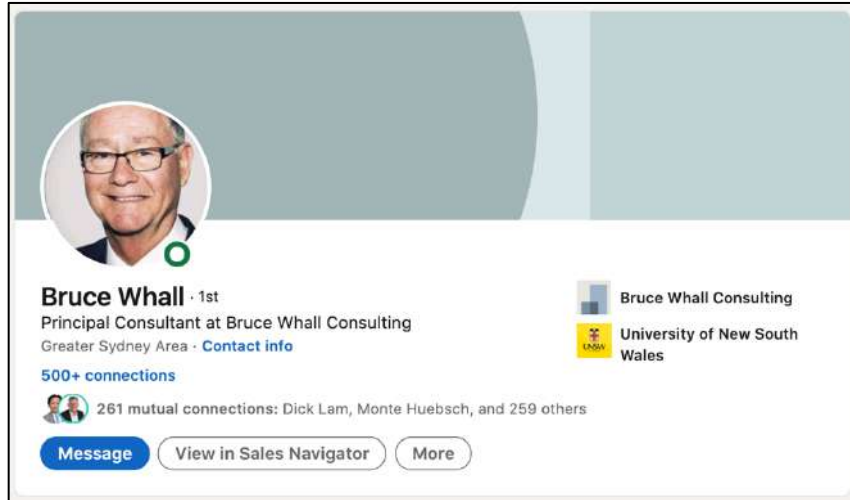
Alerts

**When did you update your
LinkedIn Profile the last time?**

Answer in the chat

Does Your Profile Look Outdated?

We have only 7 seconds to make a first impression



Bruce Whall · 1st
Principal Consultant at Bruce Whall Consulting
Greater Sydney Area · [Contact info](#)
500+ connections
261 mutual connections: Dick Lam, Monte Huebsch, and 259 others

[Message](#) [View in Sales Navigator](#) [More](#)

Bruce Whall Consulting
University of New South Wales



Simon Bowden · 1st
International Marketing Business Coach ▲ Marketing Mentor
▲ Overcome Your Self-limiting Beliefs ▲ Success Coach ▲
Creating Work/Life Balance ▲ Accountability, Keeping You
Focused ▲ Author ❤️ Naomi Jaremczuk
Talks about #coaching, #mentoring, #leadership, #inspiration, and
#businessgrowth
Berwick, Victoria, Australia · [Contact info](#)
15,215 followers · 500+ connections
288 mutual connections: Ivan Kaye, Carl Gough, and 286 others

[Message](#) [View in Sales Navigator](#) [More](#)

Providing services
Executive Coaching, Leadership Development, Marketing Strategy, Product Marketing, Lead Generation, Mar...
[See all details](#)

Simon Bowden Strategic Marketing and Coaching
RMIT University

sbsm since bowden strategic marketing
#simonbowden Let's chat about the success of your business!
MARKETING BUSINESS COACH
simonbowden.com.au

Improve Your LinkedIn Profile

Where can you apply a quick fix?

1. Headline
2. Photo
3. Background image
4. Location
5. Contact info
6. Experience
7. Skills

The image shows a LinkedIn profile for Peter Strohkorb. The background image is a blue banner with the text "Buyer-Focused Sales Specialists since 2011" and "USA | APAC | AUSTRALIA" on the left. On the right, it says "Peter Strohkorb SALES ADVISORY Buyer-Focused Selling Specialists" next to a logo. Below the logo, it asks "How Modern is your Sales Process / Strategy? Find out now:" and provides a link to download a free "Sales Process Success Guide" at PeterStrohkorb.com/download. A circular profile picture of Peter Strohkorb is on the left side of the banner. To the right of the banner is a book cover titled "Modern Sales".

Peter Strohkorb (He/Him) · 1st
Buyer-Focused Selling Specialist | Teaching Tech & B2B Services Businesses how to Sell More | USA | APAC | Australia | 📩 For more information visit peterstrohkorb.com/download 📩
Talks about #business, #smarketing, #salesprocess, #businessgrowth, and #salesleadership
Sydney, New South Wales, Australia · [Contact info](#)
[Click here for more info...](#)

15,617 followers · 500+ connections
403 mutual connections: Ivan Kaye, Don Amir, and 401 others

[Message](#) [Save in Sales Navigator](#) [More](#)

Providing services
Business Consulting, Executive Coaching, Corporate Training, Management Consulting, Demand Generation...
[See all details](#)

Peter Strohkorb Sales Advisory - Buyer-Focused B2B Sales Process Specialists
Macquarie Graduate School of Management

Headline

From position @ company to achieving outcome for whom

- Keyword rich, jargon poor, now ca. 220 characters on desktop and mobile
- Examples along my company journeys

Gunnar Habitz · 1st 

Channel Sales Manager at Noggin

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

Gunnar Habitz CMgr · 1st 

Helping consultants, partners and their clients manage risk smarter | Alliance & Channel Manager | Social Media Mentor

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

Gunnar Habitz  

Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manager APAC | Advance social as highest performing customer engagement channel

Sydney, New South Wales, Australia · [500+ connections](#) · [Contact info](#)

Photo & Background Image

Who are you - what do you care about?

- Visual expression of yourself and your personal brand
- Background can follow company guideline or individual choice



EMPOWER IT SOLUTIONS

PROACTIVE IT SUPPORT
MANAGED BACKUP
CLOUD SOLUTIONS
MICROSOFT 365
BUSINESS ANALYTICS
CYBERSECURITY
MICROSOFT SHAREPOINT

Michael Augusto · 1st
Business IT Support & Advice ★ Cyber Security ★ Data Protection & Backups ★ Business & Revenue Continuity ★ BDM at Empower IT Solutions

Sydney, New South Wales, Australia · [Contact info](#)

3,202 followers · [500+ connections](#)


67 mutual connections: Belinda Agnew, Richard Forrest, and 65 others

Contact Info


Do you want to hide or get clients?


- Must be updated with the right website of current employer
- Private email address is fine
- Mobile phone number good for sales
- Twitter handle can be included
- No physical address needed
- You could show your birthday as well


Nando Theessen


 **Verified account**
A phone number associated with this account has been verified.
Learn more about [account verification](#).


Contact Info


 **Nando's Profile**
linkedin.com/in/nandotheessen

 **Website**
devwire.technology (Company)

 **Phone**
+491788548503

 **Email**
nando.theessen@gmail.com

 **Twitter**
[nandotheessen](https://twitter.com/nandotheessen)

 **Birthday**
October 10

乃木坂駅
Nogizaka Station
1F

Advanced

**Did you ever post a video
about yourself on LinkedIn?**

Answer in the chat

Advance Your LinkedIn Profile

Where else can you apply a quick fix?

1. About
2. Profile URL
3. Cover Story
4. Name Pronunciation
5. Website
6. Creator Mode
7. Services Page

The screenshot shows a LinkedIn profile for Peter Strohkorb. Red arrows from the list on the left point to the following elements:

- Arrow 3 points to the profile picture.
- Arrow 4 points to the name 'Peter Strohkorb'.
- Arrow 5 points to the 'About' section.
- Arrow 6 points to the 'Contact info' link.
- Arrow 7 points to the 'Providing services' section.

Header: Buyer-Focused Sales Specialists since 2011 | USA | APAC | AUSTRALIA | Peter Strohkorb SALES ADVISORY | Buyer-Focused Selling Specialists

Cover Photo: How Modern is your Sales Process / Strategy? Find out now: Download the free Sales Process Success Guide at PeterStrohkorb.com/download

Profile: Peter Strohkorb (He/Him) · 1st

About: Buyer-Focused Selling Specialist | Teaching Tech & B2B Services Businesses how to Sell More | USA | APAC | Australia | For more information visit peterstrohkorb.com/download

Interests: Talks about #business, #smarketing, #salesprocess, #businessgrowth, and #salesleadership

Location: Sydney, New South Wales, Australia · [Contact info](#)

Links: [Click here for more info...](#)

Stats: 15,617 followers · 500+ connections

Connections: 403 mutual connections: Ivan Kaye, Don Amir, and 401 others

Actions: Message, Save in Sales Navigator, More

Providing services: Business Consulting, Executive Coaching, Corporate Training, Management Consulting, Demand Generation... [See all details](#)

About

The former “Summary” section

- No longer a recruiter’s summary about a candidate
- Describe yourself in three paragraphs in the first person
- Who are you, what drives you, why do you work here
- Good example from a Manager Sales Development

About

I got into sales because I love building strong relationships and helping people succeed. I have ranked in the top 3% in a sales organization of over 750 people and I continue to work to be a top sales performer.

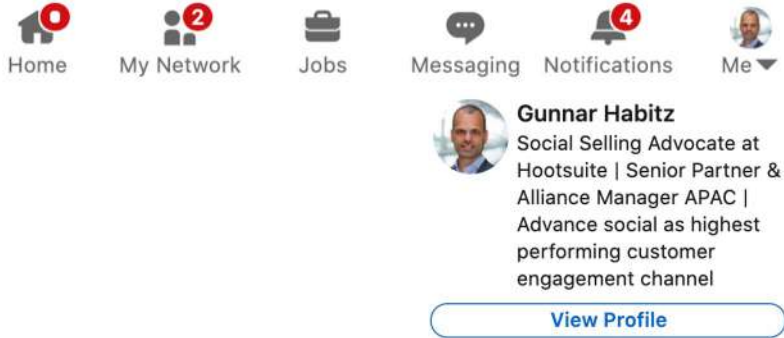
I offer problem solving skills and a drive to develop unique solutions for each companies mission, product and industry. I am eager to continue my work as an enthusiastic and determined team player.

Featured on Surf and Sales Podcast hosted by Richard Harris and Scott Lease (Season 1 Ep 196).

LinkedIn Profile URL

Demonstrate that you're not a rookie on LinkedIn

- Don't use generic firstname-lastname-crypticnumber
- Change it deep inside the LinkedIn profile



Edit public profile & URL

See and edit how you look to people who are not signed in, and find you through search engines (ex: Google, Bing).

Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/gunnarhabitz 

Cover Story, Name Pronunciation and Website

Hear and see you like in real life

DARE to Step Up & Stand Out
»» Land executive interviews & job offers ««
»» Build market awareness & attract new clients ««
www.daregroupaustralia.com.au

Sue Parker · 1st
Communications & Personal Brand Marketer | Writer | Executive Career & Job Search Strategist | LinkedIn Specialist & Trainer | Media Contributor | Ageism Warrior
Talks about #linkedin, #personalbrand, #jobsearchstrategy, and #marketingcommunications
Melbourne, Victoria, Australia · [Contact info](#)
[Website & Services Here](#)

DARE Group Australia
 RMIT University

- **Cover Story:** 30 seconds video behind the photo
- **Name Pronunciation:** 10 seconds to hear your name
- Both can be used for quick elevator pitching
- Mostly used by consultants and coaches, not yet by corporate employees
- Recording only on the mobile app, not on desktop
- **Website:** New visible place for clickable link
- **Benefit:** Present you more genuinely to the public

Creator Mode

Do you want to stand out and build loyal communities?

Topics (optional)

Topics you select will be displayed on your profile to show potential followers what you post about most.

You can add up to 5.

#innovation ✓ #leadership ✓ #remotework ✓ #socialselling ✓

#digitaltransformation ✓

🔒 You can only select up to 5 hashtags.

Creator tools

Creator mode gives you new ways to reach your audience by enabling access to the available tools. [Learn more](#) about creator tool access.

LinkedIn Live	✓ Available >
Audio Event	✓ Available >
Newsletters	✓ Available >

- New mode for members who regularly share content to demonstrate their expertise and build networks
- Add 1-5 topics (hashtags) you post about which will be added below the headline
- Featured and Activity sections move up
- “Connect” button becomes “+Follow” by default
- Possible to add a Service Page with Call to Action
- Newish features to be used well with Creator Mode: LinkedIn Audio, Newsletters, LinkedIn Live
- **Benefit:** Grab attention over your boring competition



Activities

**How often do you comment
on someone else's post?**

Answer in the chat

Comment to Find Your Voice

How to ensure your comments matter

Problem

- Most people comment too short with one liners
- Negative perception by post author and others



Background

- Short comments perceived as low competency
- Missing chance to be recognised by others

Solution

- Write **thoughtful comments** with value
- Provide insight, add examples, be provocative




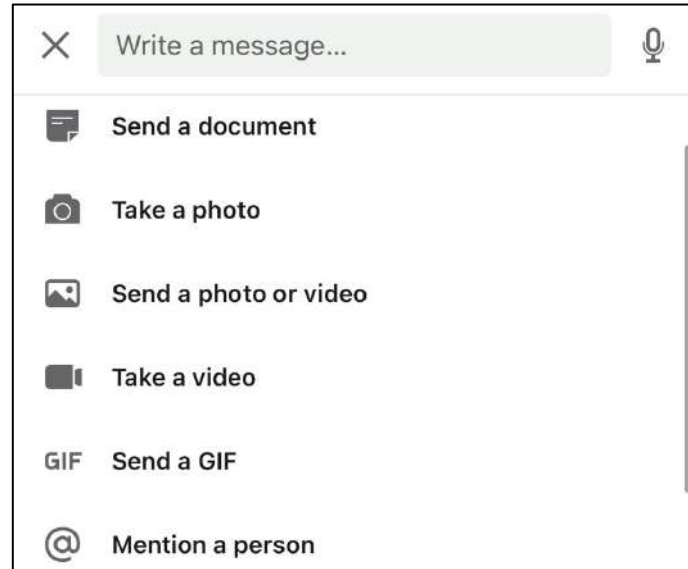
Benefit

- Start dialogues, learn from others, get leads
- Be perceived as authority or thought leader

Voice & Video Messaging

How to simulate working together?

- Disruption in the messages are voice & video calls
- Best way to showcase the real you
- Only on the mobile app
- Voice: press mic button to record 60 seconds
- Video:  sign, Video button for 2 minutes
- **Benefit:** Stand out with your own personality

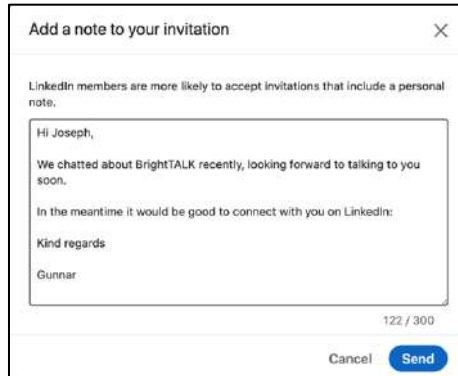
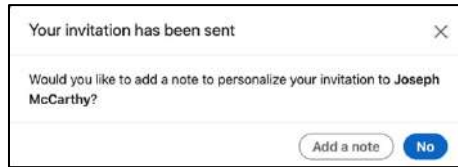
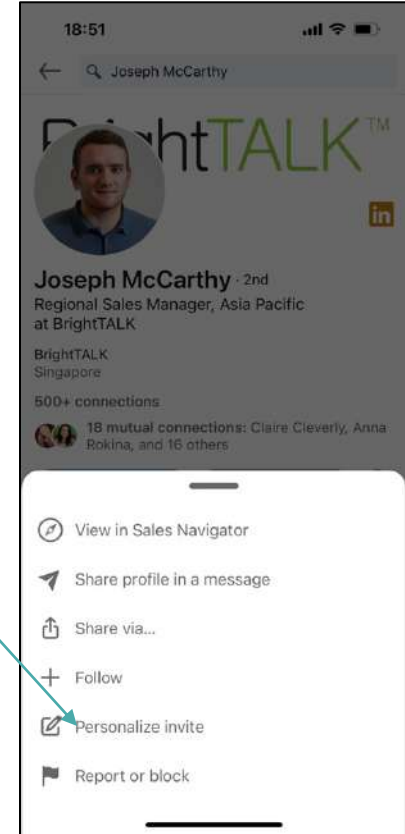
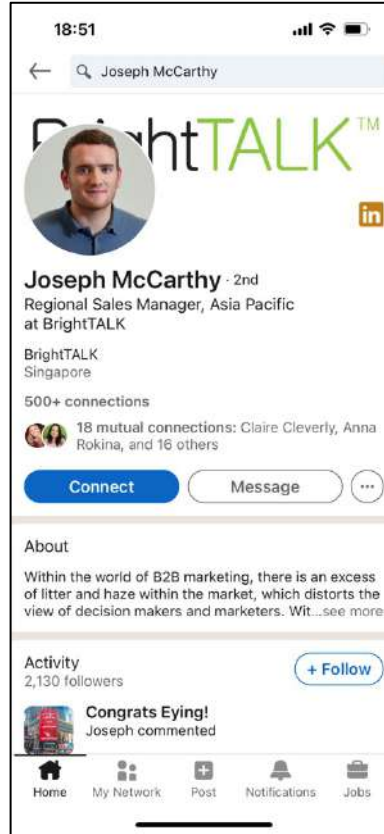


Personalise Your LinkedIn Invite

On mobile press here

From collecting to connecting

- Watch the profile to prepare your hook
- Helps to remember later in messages
- Add a personalised invite



Summary: LinkedIn Quick Fix

LinkedIn Power Lab Webinar 19 December 2022



1. Alerts


- Headline
- Photo
- Background Image
- Contact

2. Advanced

- About
- LinkedIn Profile URL
- New features
- Creator Mode

3. Activities

- Comment for **7** min daily
- Reach out to **5** people daily
- Invite **3** people personalised
- Commit to **1** own post per week



Travel is to make a journey or to have an adventure to somewhere by bicycle, train, airplane, car, motorcycle, or boat. It could be an exploration to somewhere new planned or unplanned to meet new people, new things and new places. There are different types of adventures waiting for you to explore.

There are lots of places to explore. Places could be urban or suburban. Some people loves to be with nature to free their minds and refresh their souls, but some like to be in the city. You will get lots of benefits such as exploring new culture.

Next Steps

LinkedIn Challenges for Small Businesses

Do you see yourself here?



Overcautious

Not connecting with others
Missing affinity with technology
Unclear about sharing content



Overwhelmed

Irrelevant content in the feed
Only connected by strangers
Not clear where to start



Overthinking

Paused by perfectionism
Unclear how to convert followers
Listening too much without action

How can I Help You?

Improve your LinkedIn activities



Online Course

Enhance your knowledge
Transform to the next level

[Join here](#)



Profile Refresh

CV style to story-telling
Advisory or done for you

[Book here](#)



Coaching

Work together with me 1:1
From profile to conversion

[Get started here](#)

Organic LinkedIn Course

My best approach to learn and apply quickly



Complete

- Grow your online presence
- Shape your personal brand
- Define your target market

Connect

- Improve your profile
- Find your tribe
- Connect properly

Content

- Comment with style
- Curate from others
- Create own content

Convert

- Engage with your audience
- Establish a winning routine
- Elevate to the next level

How to get Started?

www.gunnarhabitz.com.au/organiclinkedincourse

How to get started - and what is the next step?

This is what you get when you enrol (in AUD)

Step 1	Step 2
<p>Online Course</p> <p>\$97</p> <p><small>course only version</small></p> <ul style="list-style-type: none">• Full online course with 2h video• Several worksheets• Access to my Facebook group <p>Get started</p>	<p>LinkedIn Profile Refresh</p> <p>\$197</p> <p><small>done with you version</small></p> <ul style="list-style-type: none">• LinkedIn profile reviewed by me• Suggestions what to change where• 45min mentoring <p>Get branded</p>

Bundle of both together includes setup of your LinkedIn page for free

Launching Early 2023

www.connectandactbook.com



linkedin.com/in/gunnarhabitz, gunnarhabitz.com.au, +61 481 232 126

