

LinkedIn Power Lab Webinar

Magnetic LinkedIn Presence

with Gunnar Habitz

Monday 31 October 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

Magnetic LinkedIn Presence

LinkedIn Power Lab Webinar 31 October 2022



1. Profile

Task to refresh



2. Pleasure

Time to learn



3. Profit

Traction to earn

Example: Endorsement Related Introduction...

Dialogue with Michael Eckhardt, Keynote Speaker, Workshop Leader, Institute Director

JUL 17, 2016



Gunnar Habitz • 3:41 PM

Hi Michael, merci for endorsing me for Product Management!
Good to read this from you who taught me the TALC process

JUL 19, 2016



Michael Eckhardt -- Chasm Director • Workshop Leader • Keynote Speaker • 1:34 PM

Hi Gunnar -- thanks for your note and glad you appreciated the endorsement.

-- I certainly remember the tall, smart very active and engaged Gunnar Habitz at our TALC programs in Zurich !

-- Congrats on your relocation to AIM in Sydney -- what were the main motivations in you making that move ?

Michael Eckhardt
Managing Director
CHASM INSTITUTE
Silicon Valley Office
Palo Alto, California



Gunnar Habitz • 2:42 PM

Hi Michael,
nice to read! Yes, TALC means a lot to me and I gave trainings in Grenoble about it with best practice sharing.
The move to my dream destination is only temporary as I am on a sabbatical after WFR from HP Inc, so I thought another qualification in management would be good. Finding next job in Sydney is more difficult than I thought, all works via networking and it takes long to build it.

Gunnar



Michael Eckhardt -- Chasm Director • Workshop Leader • Keynote Speaker • 2:48 PM

Gunnar -- let me know if your networking would be helped by an introduction to Peter Strohkorb, who is based in Sydney. Check out his LinkedIn profile and let me know.

Cheers, Michael

SEP 8, 2016



Gunnar Habitz • 3:36 PM

Hi Michael,
thanks again for connecting me with Peter Strohkorb, just met him in Sydney yesterday, we share a lot of common understanding.
Gunnar

Example: ... Became Life Changing for my Career

Dialogue with Michael Eckhardt, Keynote Speaker, Workshop Leader, Institute Director

OCT 12, 2017



Gunnar Habitz • 9:19 PM

<https://www.linkedin.com/pulse/how-sell-executives-interview-b2b-sales-manager-peter>

Hi Michael, you introduced me to Peter Strohkorb last year, thanks for that. Here is a video from our most recent discussion. Impossible without your connection back then. Gunnar



How to Sell (and not to sell) to Executives - Interview with a B2B Sales Manager

Peter Strohkorb - B2B Sales Acceleration Specialist on LinkedIn

- Michael Eckhardt – received first introduction
- Peter Strohkorb – started book review idea
- John Smibert – joined Sales Masterminds events
- Tony J. Hughes – ignited passion for Social Selling
- Rahul Kumar – executive training in Social Selling
- Cian McLoughlin – first published book review, landed my job at Noggin from its reception

This all started with an endorsement.

Could have been a birthday wish as well.

Take the chance to communicate using LinkedIn!

The image features a silhouette of a person wearing a cap, looking out over a sunset. The sky is filled with orange and yellow light, with some clouds. A white rectangular box is overlaid on the image, containing the word "Profile" in a bold, black, sans-serif font. The silhouette of the person's head and shoulders is visible behind the box.

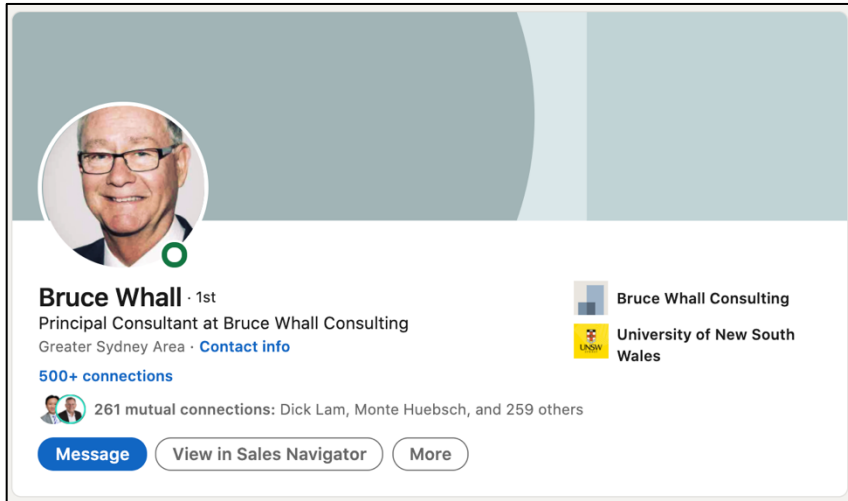
Profile

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

Answer in the chat

Comparing Profiles Becomes Easy

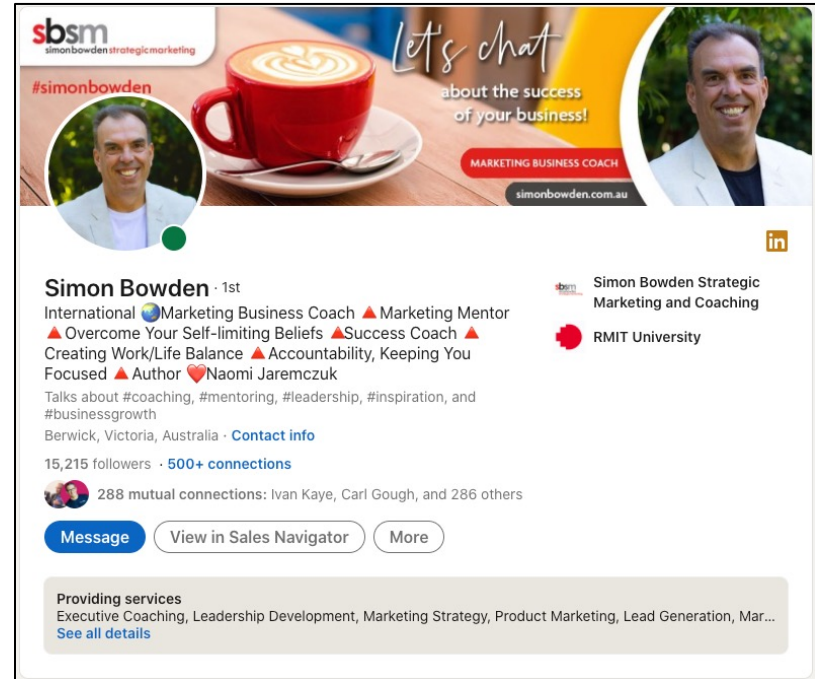
How many seconds do we have to get a first impression?



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](#)

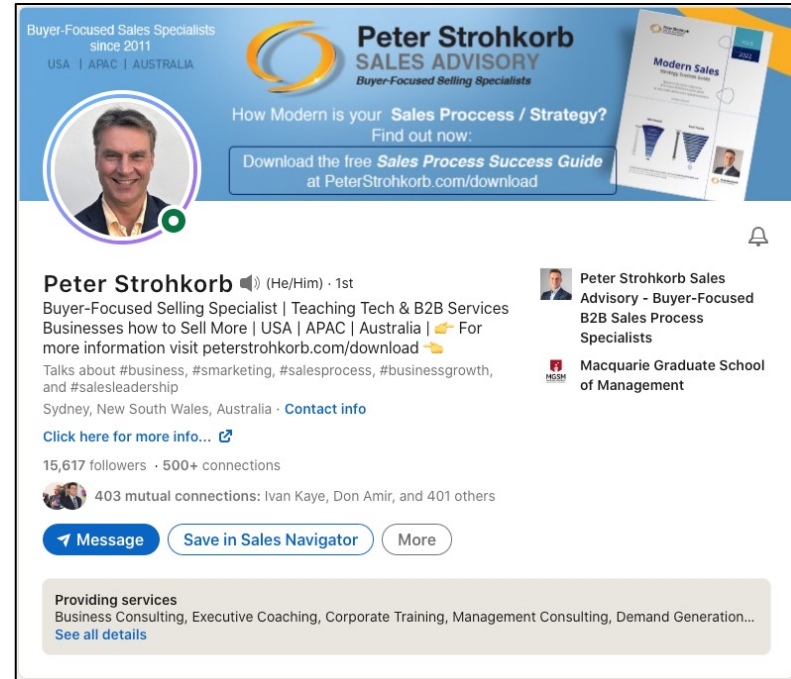
Simon Bowden Strategic Marketing and Coaching
RMIT University

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

Improve Your LinkedIn Profile

Most important elements

1. **Headline**
2. Photo
3. Background image
4. Location & Industry
5. Contact info
6. **About**
7. Experience
8. Education & Certifications
9. Skills & Recommendations
10. Profile URL



The screenshot 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" and "How Modern is your Sales Process / Strategy? Find out now: Download the free Sales Process Success Guide at PeterStrohkorb.com/download". A circular profile picture of Peter Strohkorb is on the left. Below the banner, the name "Peter Strohkorb" is followed by "(He/Him) · 1st" and a speaker icon. The bio reads: "Buyer-Focused Selling Specialist | Teaching Tech & B2B Services Businesses how to Sell More | USA | APAC | Australia | 📍 For more information visit peterstrohkorb.com/download 📄". It also lists topics: "Talks about #business, #smarketing, #salesprocess, #businessgrowth, and #salesleadership" and location: "Sydney, New South Wales, Australia · [Contact info](#)". There is a link "Click here for more info..." and "15,617 followers · 500+ connections". It shows "403 mutual connections: Ivan Kaye, Don Amir, and 401 others". At the bottom, there are buttons for "Message", "Save in Sales Navigator", and "More". A "Providing services" section lists "Business Consulting, Executive Coaching, Corporate Training, Management Consulting, Demand Generation..." with a "See all details" link.

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 ✓

i 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

Name Pronunciation, Cover Story and Website

Hear and see you like in real life

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](#)

- **Name pronunciation:** 10 seconds to hear your name
- **Cover story:** 30 seconds video behind the photo
- 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 place for the link in the top section
- **Benefit:** Present you more genuinely to the public

What do you remember from a recent post you commented on?

Answer in the chat



Frank Choy · 1st

Business Adviser | CFO | Growth & Prosperity Strategies

1mo ...

Thanks [Gunnar Habitz CMGr](#)

Post it notes or journal every idea. Join them together into a story board or framework.

Walk in nature early in the morning and absorb the energy from the stillness. Clears your mind to be receptive to lightbulb moments. Mind mapping can help.

4 Likes | 3 Replies



Gunnar Habitz (He/Him) **Author**

2d (edited) ...

Enterprise Alliances | Senior Partner Manager | Social Selling Advo...

How ironic to have chosen this picture from last Sunday showing unexpected magic while being out of work on the next day.

I see it as a sign, a good one for all affected of the current [#layoffs](#) at [Hootsuite](#) and other great tech companies being thankful for our [#LinkedIn](#) community.

Like · 3 | Reply · 2 Replies

[Arienne Adrian](#), [Ana Dacie Soukaina](#), [Abimbola Nana Mhan](#)

Comment on the posts of others with further **insight** – best way to **find your voice** and the pleasure in **learning**.



Frank Choy · 1st

Business Adviser | CFO | Growth & Prosperity Strategies

[Gunnar Habitz CMGr](#) handwriting and diagrams are much easier than computers when it comes to joining the dots of many ideas.

2 Likes | 1 Reply



Wayne Moloney · 1st

Director & Co-Founder at Sales Leader Forums

1mo ...

[Frank Choy](#), not only easier, it is proven that writing and drawing instead of 'keyboarding' helps memory, encourages creativity and critical thinking.



Gunnar Habitz (He/Him) **Author**

2d ...

Enterprise Alliances | Senior Partner Manager | Social Selli...

[Soukaina](#), totally agree with you - it has been a pleasure working together all the time... good luck to all of us!

Like · 1 | Reply

Sharing with Magic Intro

Example: England will be the first country to require new homes to include EV chargers

Gunnar Habitz 🌱
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manage...
4d · Edited · 🌐

Australia is known as an innovative test market - but did we lose that position?

Some technologies have been pioneered here down under (well, not fast internet).


When it comes to [#electricvehicles](#) we need to watch others like the UK and New Zealand.

Excellent to see especially the UK government and industry working together on the whole ecosystem to make sure we have a planet for our next generation.

Thanks [Michelle Lewis](#) from Florida for this insightful article!

Do you plan getting electric is your next car as well?

[#ev](#) [#sustainability](#) [#innovation](#) [#energy](#)




England will be first country to require new homes to include EV chargers
electrek.co · 3 min read

- [Curated good content from www.electrek.co](#)
- Started with hook and provocative question
- Summarised key takeaways
- Kept the post very brief to encourage reading
- Tagged original author
- Used only 5 hashtags, [#innovation](#) (39M foll.)

👍👎🗨️ 574 · 55 comments

Reactions



👍 Like 💬 Comment ➔ Share ✉️ Send

📊 150,731 views of your post in the feed

20 reshares

- from 2nd and 3rd grade connections
- Most share it without their own commentary

Dr. Alaa Mohd · 2nd
Sales Leadership | Strategy | Business Development | Marketing | Di...
13h · 🌐

England will be first country to require new homes to include EV chargers

Gunnar Habitz 🌱
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manager AP...
4d · Edited · 🌐

Australia is known as an innovative test market - but did we lose that position?

From Idea to Post

Start a scrapbook of brainstorming ideas today

Formats

- Text with image/s
- Text with carousel
- Text with document
- Text only
- Video
- Newsletter series
- (Poll)

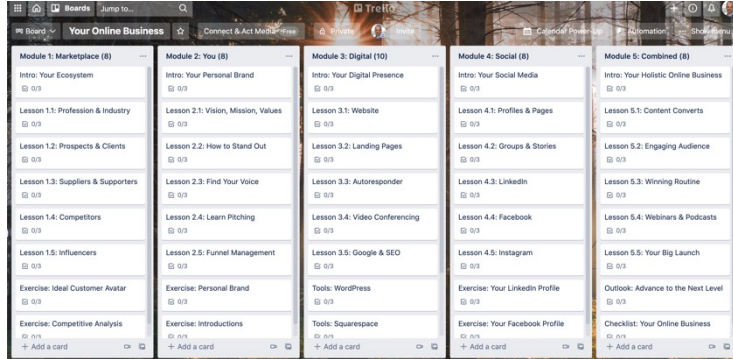
Templates

- List post (5 best X...)
- Event/webinar summary
- Curiosity question post
- Customer story
- Result post

- Create once and reuse!!!

Trello

My method to choose content



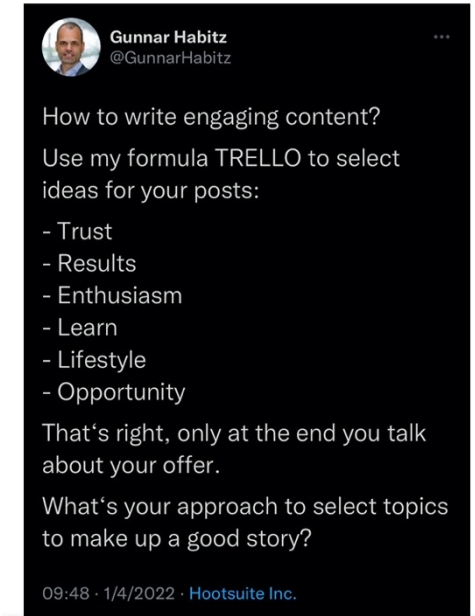
- **T**rust
 - **R**esults
 - **E**nthusiasm
 - **L**earning
 - **L**ifestyle
 - **O**ppportunity
-
- Provide value in all posts
 - Post once per day
 - Pitch never
 - Produce in batches




Gunnar Habitz (He/Him)
Social Selling Advocate at Hootsuite | Senior Partner & Alliance Manager APAC | Advance social as highest...
2d · Edited · 🗨

How to tell a good story on [#linkedin](#)?

Follow this formula:



A person wearing a red dress is holding several gold Bitcoin coins in their hands. The coins are stacked and held together, with some showing the Bitcoin logo. A semi-transparent white rectangular box is overlaid on the center of the image, containing the word "Profit" in bold black text.

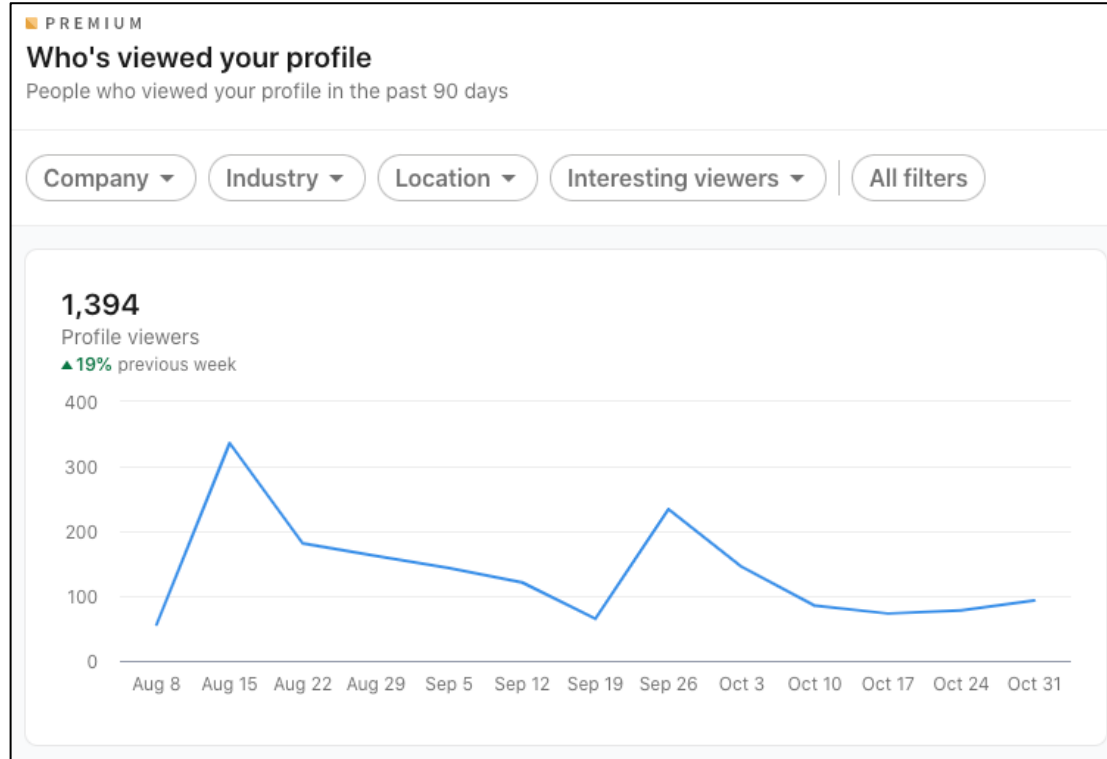
Profit

**How often do you follow up
with your connections?**

Answer in the chat

Who's Viewed Your Profile

LinkedIn Premium shows the past 90 days – turn those into conversations



Filters

Company

- Hootsuite
- HP
- Meltwater
- GoTo
- Aircall
- [+ Add a company](#)

Industry

- Information Technology & Services
- Computer Software
- Management Consulting
- Marketing & Advertising
- Professional Training & Coaching
- [+ Add an industry](#)

Location

- Greater Sydney Area
- Greater Vancouver Metropolitan Area
- Greater Toronto Area, Canada
- Greater Melbourne Area
- London Area, United Kingdom
- [+ Add a location](#)

Interesting viewers

- Interesting viewers: On
- Interesting viewers: Off



You don't need just prospects in your network, also consider existing clients, suppliers, supporters, and influencers.

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

Your invitation has been sent ✕

Would you like to add a note to personalize your invitation to **Joseph McCarthy**?

Add a note to your invitation ✕

LinkedIn members are more likely to accept invitations that include a personal note.

Hi Joseph,

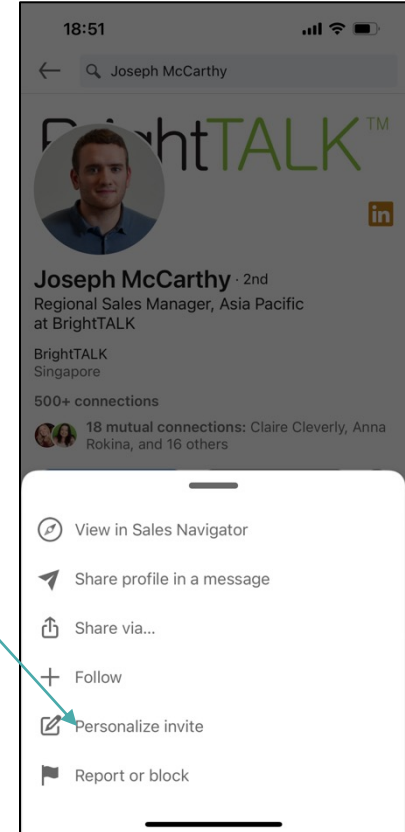
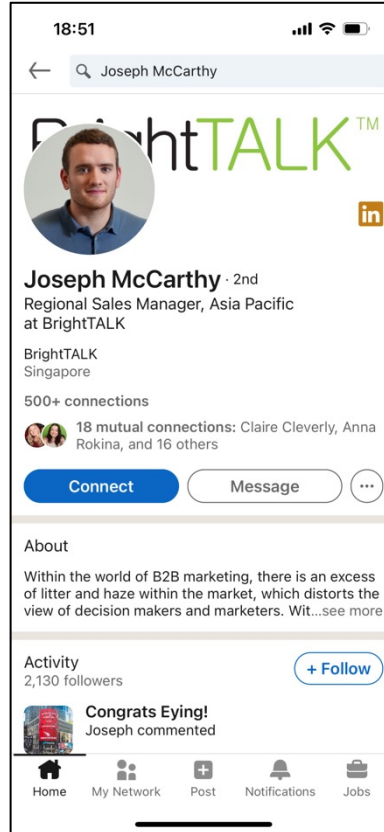
We chatted about BrightTALK recently, looking forward to talking to you soon.

In the meantime it would be good to connect with you on LinkedIn:

Kind regards

Gunnar

122 / 300



Action Plan

Assuming your profile is up to date – 30 min per day

Inbound

- Check comments on your content
- Reply on the same day
- Accept incoming requests
- Introduce those with others
- Reply to triggers (role change/birthday)
- Check who viewed profile (Premium)

Outbound

- Connect with right people
- Comment on posts from others
- Share relevant content where suitable
- Apply social listening to your market
- Write own material (3-5 per week)
- Send direct messages (voice/video)

Summary: Magnetic LinkedIn Presence

LinkedIn Power Lab Webinar 31 October 2022



1. Profile


- Update headline & about
- Add Creator Mode
- Add newish features
- Compare with others

2. Pleasure

- Find relevant material
- Engage with posts
- Comment with insight
- Curate and create content

3. Profit

- Check who viewed your profile
- Connect with relevant people
- Send engaging messages
- Convert conversations



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

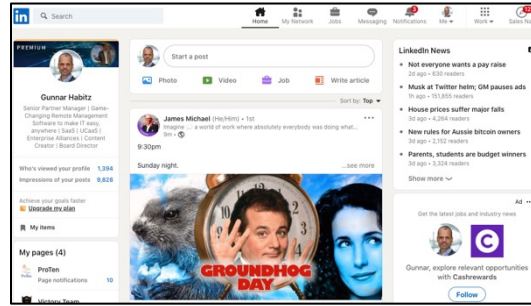
LinkedIn Challenges for Small Businesses

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>course only version</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>done with you version</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

Your Turn!

calendly.com/gunnarhabitz



Discovery Call

30min free discussion

Ideas for your profile

Hear about your content

Thank you

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