



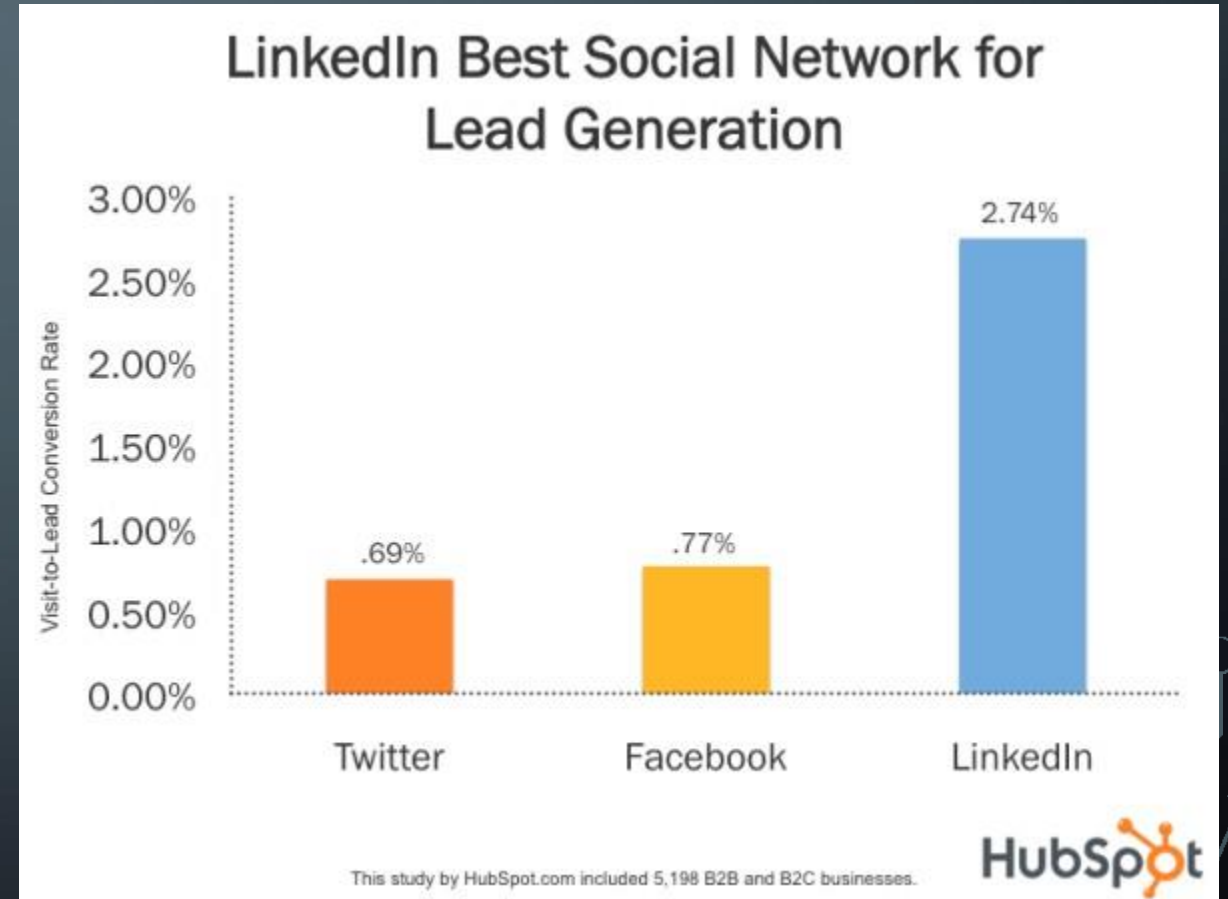


LEVERAGING LINKEDIN FOR MARKETING

BUILDING YOUR BRAND

WHY SHOULD YOU CARE ABOUT LINKEDIN? (BUSINESS OWNERS & SALES PROFESSIONALS)

- 94% of B2B Marketers Use LinkedIn to Distribute Content
- 50% of B2B Buyers Use LinkedIn When Making Purchasing Decisions
- LinkedIn Users are 4x More Likely to Click on Your Website Than From Facebook (HubSpot)
- 57% of Companies Have a LinkedIn Company Page



INTERESTING FACTS ABOUT LINKEDIN IN 2017

- 500 Million Users in 200 Countries
- 128 Million in the United States
- 2 New Users Join Every Second
- 100,000 Articles Published Each Week on LinkedIn
- Profiles with Photos Get 14x More Profile Views
- A Professional Photo Makes You 36x More Likely to be Contacted

The buying process has changed

5.4



The average
buying decision
now involves
5.4 people

75%

B2B buyers use
social media during
evaluation: 75% use
it to be more
informed on vendors

76%

Buyers want to trust
their vendor: 76%
prefer a vendor
recommended by
their network

WHAT LINKEDIN IS

LinkedIn's Mission Statement:

Connect the World's Professionals to Make Them More Productive
and More Successful.



Please keep professional

DIFFERENT TYPES OF LINKEDIN

Premium Solutions for every need



Power your professional life

Leverage the world's largest professional network to enhance your brand, make new contacts, and promote your business.

[Learn more ▶](#)



Accelerate your career

Get our most powerful tools to find, apply, and network your way to your dream job.

[Learn more ▶](#)



Find talent

Recruiter Lite connects you to your next great hire, enabling you to find and contact top talent on LinkedIn.



Drive sales

Identify prospects, drive leads, and grow your sales pipeline with Sales Navigator. Making sales has never been easier.

<https://premium.linkedin.com/>

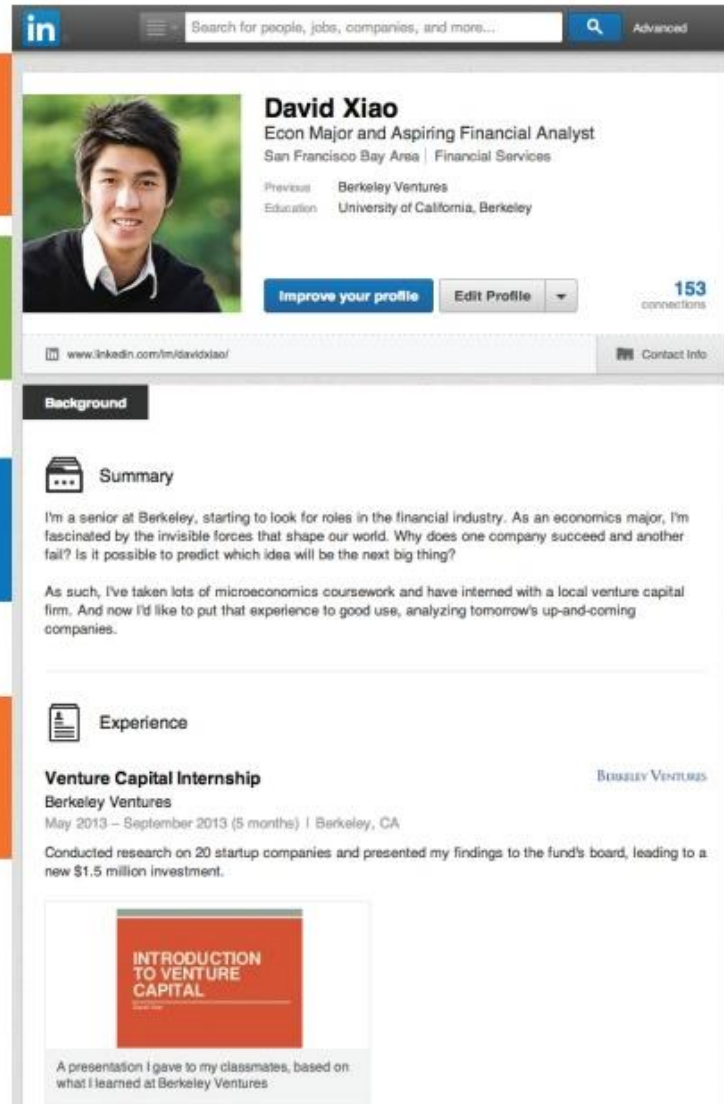
PROFILE BREAKDOWN

☐ **PHOTO:** It doesn't have to be fancy - just use your cellphone camera in front of a plain background. Wear a nice shirt and don't forget to smile!

☐ **HEADLINE:** Tell people what you're excited about now and the cool things you want to do in the future.

☐ **SUMMARY:** Describe what motivates you, what you're skilled at, and what's next.

☐ **EXPERIENCE:** List the jobs you held, even if they were part-time, along with what you accomplished at each. Even include photos and videos from your work.



The screenshot shows a LinkedIn profile for David Xiao. The header includes the LinkedIn logo, a search bar, and the text "Search for people, jobs, companies, and more...". The profile picture is a headshot of a man with dark hair. The name "David Xiao" is prominently displayed, followed by the headline "Econ Major and Aspiring Financial Analyst" and the location "San Francisco Bay Area | Financial Services". Below this, it lists "Previous" as "Berkeley Ventures" and "Education" as "University of California, Berkeley". There are buttons for "Improve your profile" and "Edit Profile", and a connection count of "153 connections". The URL "www.linkedin.com/in/davidxiao/" is shown. The "Background" section is expanded, showing a "Summary" with a paragraph about the user's interests in the financial industry and a "Summary" section with a paragraph about their coursework and internship. The "Experience" section is also expanded, showing a "Venture Capital Internship" at "Berkeley Ventures" from May 2013 to September 2013 (5 months) in Berkeley, CA. The description of the internship mentions conducting research on 20 startup companies and presenting findings to the fund's board, leading to a new \$1.5 million investment. Below the experience section, there is a thumbnail image of a presentation titled "INTRODUCTION TO VENTURE CAPITAL" with a caption: "A presentation I gave to my classmates, based on what I learned at Berkeley Ventures".

PROFILE BREAKDOWN (CONT)

☐ **EDUCATION:** Starting with college, list all the educational experiences you've had - including summer programs.

☐ **VOLUNTEER EXPERIENCE & CAUSES:** Even if you weren't paid for a job, be sure to list it. Admissions officers and employers often see volunteer experience as just as valuable as paid work.

☐ **SKILLS & EXPERTISE:** Add at least 5 key skills - and then your connections can endorse you for the things you're best at.

☐ **HONORS & AWARDS:** If you earned a prize in or out of school, don't be shy. Let the world know about it!



Education

University of California, Berkeley
Economics, B.A.
2010 - 2014 (expected)



Volunteer Experience & Causes

Big Buddy
Skyline High School
September 2012 - May 2013 (9 months) | Education

Mentored an Oakland high school student through the college application process, helping him get into his dream school.



Skills & Expertise

Most endorsed for...

12 Economics

11 Start-ups

10 Due Diligence

10 Venture Capital

10 Management



Honors & Awards

The Achievement Award Program
UC Berkeley

Four-year scholarship awarded to community-minded students with a proven track record of academic success.

PROFILE BREAKDOWN (CONT)

☐ **COURSES:** List the classes that show off the skills and interests you're most excited about.

☐ **PROJECTS:** Whether you led a team assignment in school or built an app on your own, talk about what you did and how you did it.

☐ **RECOMMENDATIONS:** Ask managers, professors, or classmates who've worked with you closely to write a recommendation. This gives extra credibility to your strengths and skills.



Courses

University of California, Berkeley

- Microeconomic Theory (Econ 101A)
- International Monetary Economics (182)
- Public Economics (230A)



Projects

Venture Capital Financing in India

May 2013

For our international Monetary Economics course, Paul and I decided to study the emerging venture capital industry in India. By looking at data from the World Bank, we were able to understand the challenges and opportunities facing this nascent sector. And we developed a series of recommendations for overcoming these challenges, which we delivered to our professor in a final term paper.

5 team members



David Xiao

Econ Major and Aspiring Financial Anal...



Paul Smith

Student at UC Berkeley

Recommendations

Received (2) -

Venture Capital Internship

Berkeley Ventures



Tim Lee

Partner

“David spent the summer with us at Berkeley Ventures and made an immediate impact. He showed us a brand new technique for firm analysis that he had just learned in school and came through with recommendations that opened our eyes to a unique set of opportunities.

We don't normally hire undergrads as interns but after working with David, we will again!

November 13, 2013, Tim managed

Real Example



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Dux-Soup
Got profile.

Reactivate
Premium

Need Working Capital? - Apply For \$5K Up To \$600K In Minutes. Same Day Approval, Next Day Funding. Ad ...



Update background photo

Justin Womack

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Camarillo, California • 500+

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Add new profile section

Edit your public profile

Add profile in another language

Ads You May Be Interested In ...



Business Funding in 24hrs

Apply For \$5K Up To \$600K In Minutes. Same Day Approval, Next Day Funding.

Online Data Degree

Earn your Master's in Data Science from Syracuse. GRE waivers available.



Attn: Agency Owners

Do you know your 4 critical numbers? (It takes less than 10 minutes)



Dux-Soup Tricks

Your Tags

Profile Optimization Checklist

- **Post a Professional Headshot and Properly Sized Banner Photo**
- Change Your Profile URL – Helps with SEO
- Use LinkedIn Symbols to Make Your Headline Pop and to Make Your Summary Section More Consumable
- Fill Out ALL of Your Summary Section (2000 Characters) and ALL of Your Job History Descriptions
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Search



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Dux-Soup Tricks

Your Tags

Canva — www.canva.com

Secure | https://www.canva.com/create-a-design

Apps | WebinarJam | Member | Login | Infusionsoft | Pinnacle Partnership | Dream Team - Sign-in | Internet Dominators | iCloud | Recent - Google Drive | OfficeAutoPilot | Google Calendar | Teleseminars | Webinar | Sign In — eSignature | Kajabi Login | (42772 unread) - just

Coaching Biz ...
j@coachingbiz...

Create a design

All your designs
Shared with you
Create a team
Your brand
Explore templates ↗

+ Add new folder 0/2
Trash

Upgrade

Learn to design
Get design inspiration

Real Estate Flyer
Poster (US)
Poster
Food & Drink Menu
Business Card
Flyer
Trifold Brochure
Gift Certificate
Business Card (US)

Label
Logo

Social Media & Email Headers

Facebook Event Cover
YouTube Thumbnail
Tumblr Banner
YouTube Channel Art
Twitter Header
Google+ Photo
Etsy Cover Photo
Etsy Shop Icon

Email Header
LinkedIn Post Header
Facebook Cover
Twitch Banner
LinkedIn Banner
Soundcloud Banner

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Public profile settings

When viewers haven't signed in, this is how your profile appears. You control what sections are visible and can update your URL.



Justin Womack

Online Marketing Expert | Speaker | Coach
Let's chat about your online marketing, sales funnels, & automation strategy
Camarillo, California | Marketing and Advertising

500+
connections

Current	Coaching Biz Mastery, LinkedIn Mastery Course
Previous	RiZe Global, Auto Club of Southern California, Fidelity National Insurance Company
Education	University of California, Santa Barbara
Recommendations	3 people have recommended Justin
Websites	Company Website LinkedIn Mastery Course

Edit public profile URL

Enhance your personal brand by creating a custom URL for your LinkedIn public profile.

www.linkedin.com/in/justinwomack1

Customize Your Public Profile

Select what shows via searches on Bing, Google, etc. as well as on public profile badges and permitted services like Outlook, when the viewers are not logged-in members or did not bind their LinkedIn account to their account on such services.

[Learn more](#)

Profile edits affect this public profile's contents.

[Edit your Profile](#)

- ☐ Make my public profile visible to no one
- ☒ Make my public profile visible to everyone
 - ☒ Basics (required)
 - ☒ Picture

Justin's Activity

How To Send Animated GIF Emails in Marketing Campaigns
[http...](#)
Justin shared

Smart Cities Are Going to Be a Security Nightmare. The rise...
Justin shared

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✉ j@coachingbizmastery.com

⇒ www.coachingbizmastery.com

⇒ www.linkedinmasterycourse.com

☎ 805-232-3422

🚩 WHO IS JUSTIN WOMACK

Justin Womack is the founder and CEO of Coaching Biz Mastery & the co-creator of LinkedIn Mastery Course. Coaching Biz Mastery is an online marketing business that provides done for you services and one-on-one consulting to assist business owners with building brand awareness, strengthening client relationships, and building high converting sales funnels for online marketing. LinkedIn Mastery Course is a digital curriculum teaching the top tips, strategies, and hacks for LinkedIn Marketing and Online Marketing through LinkedIn.

🚩 SERVICES offered:

✓ Optimized Business Website Build

Build a mobile-responsive website that engages your target market, builds brand awareness, & enhances prestige.

- Mobile Responsive Design
- SEO (Search Engine Optimization) Marketing
- Optimized for Lead Generation & Email Capture

Add new profile section

Your Tags

add more tags

Your Notes

tasks, dates, actions

Save

Follow @CoachBizMastery

Visit Connections

See connections (500+)

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Experience



Founder / CEO

Coaching Biz Mastery

Dec 2015 – Present • 1 yr 8 mos

Camarillo, CA

COACHING BIZ MASTERY is an online marketing coaching business that helps coaches, speakers, consultants, and small business owners master lead generation processes, increase sales conversions, and utilize intelligent inbound marketing strategies so they can bump up revenue and grow their businesses. Coaching Biz Mastery is owned and operated by Justin Womack. Justin is an online marketing expert, keynote speaker, and coach that speaks on the latest news and trends within the worlds of social media marketing and online marketing. He specializes in building high-converting sales funnels and utilizes automation tools to help scale these funnels. He is an Infusionsoft Certified Partner and spends part of his time consulting with users of Infusionsoft to build effective marketing campaigns and to write email sales copy that converts. For a list of other online marketing services offered by Coaching Biz Mastery, see the bulleted list below.

Coaching Biz Mastery Online Marketing Services Offered:

- ✓ Mobile Responsive Web Design
- ✓ Landing Pages
- ✓ Email Automation, Copywriting, and Campaign Management
- ✓ Affiliate Marketing and Affiliate Program Creation
- ✓ SEO: Search Engine Optimization and SEM: Search Engine Marketing
- ✓ Facebook Ads, Facebook Ad Creative, Split Testing, and Analytics Reporting
- ✓ Google AdWords Ads, AdWords Ad Creative, Split Testing, and Analytics Reporting
- ✓ Facebook Remarketing, Retargeting, Facebook Pixels
- ✓ Google AdWords Retargeting

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[LMU MBA Evening Program](#) - Make your next step be an MBA from Loyola Marymount University. [Learn more.](#) Ad ...



Update background photo

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Add new profile section

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Add profile in another language

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Meet Alibaba CSO!

G-Summit announces Chief Strategy Officer, Alibaba. August 23-25

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j@coachingbizmastery.com

Summary

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- Optimized for Lead Generation & Email Capture

#Social Media Marketing

CREATING A PERSONAL PAGE

BUILDING YOUR PERSONAL BRAND

1. **Be Authentic.** The best online identities are real, honest, and focus on what makes you unique and what you can offer. Personal branding is not about sales or spin.
2. **Create a Distinctive Profile Headline.** Your LinkedIn headline is the first description that people will see. Make it count. Good headlines are clear, confident, and use terms people search for.
3. **Avoid Clichés.** Words like “creative,” “extensive experience,” and “team player” appear on so many profiles that they’re almost meaningless. Find unique ways to describe your skills.
4. **Be Visible.** Stand out by updating your status with projects you're working on, stuff you're reading (and your opinions on them), and events you're attending. Your brand is not just who you are; it's what you do.
5. **Build Brand Associations.** You're judged by the company you keep. By building your LinkedIn network, you're building your personal brand. Connect with colleagues, classmates, and others.

CREATING A PERSONAL PAGE

BUILDING YOUR PERSONAL BRAND

6. Add to Your Knowledge. Differentiate yourself by knowing your industry deeply. Read up on topics you care about (as a start, check out LinkedIn Today, Channels, and Influencers).

7. Share in LinkedIn Groups. Every Group post you make and question you answer is an opportunity to market yourself and to build your credibility. Groups are also a great way to learn industry lingo.

8. Be Personal. Customize connection requests or any other message on LinkedIn to your recipient. People will appreciate the personal attention

9. Be Consistent. Make sure all the pieces of your professional footprint are consistent and send the same message — from your LinkedIn profile to your resume to other social networks.

10. Give Generously. Helping others is a crucial way to build your own personal brand. Give advice, share job leads, provide endorsements, and congratulate people on their successes.

LINKEDIN NETWORKING

- LinkedIn Networking is Based on Degrees of Separation
- 1st Degree - People Directly Connected To You
2nd Degree – People Connected to 1st Degree Connections
3rd Degree – People Connected to 2nd Degree Connections
Out of Network – People Outside 3rd Degree Connections
- Can Only Direct Message Contacts in 1st Degree Network
- Can Invite All 2nd Degree Contacts to Connect
Can Only Invite 3rd Degree Contacts That Have Full First and Last Names Displayed to Connect



Reactivate
Premium

[Interested in Teaching?](#) - Become a Teacher. Apply to USC's Master's in Teaching Online by 7/14. Ad ...

5,241

Your connections

[See all](#)



Ling Liu (L.I.O.N.) accepted your invitation to connect

[See all](#)

No pending invitations

[Manage all](#)

People you may know



Drew Tolbert

Manager of Sales Operations for Dex YP and the author of

Michael Bivins and 337 others

[Connect](#)



Tresté Loving

★ Racial Divide Expert ★
Successful Author, Speaker &

Mihnea Parascan and 75 others

[Connect](#)



Abe Bakar

Principal, Transformation and Technology Services | Founder,

Qi Chen and 95 others

[Connect](#)

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Meet Alibaba CSO!

G-Summit announces Chief Strategy Officer, Alibaba. August 23-25



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LinkedIn LinkedIn Corporation © 2017

GROWING YOUR LINKEDIN NETWORK

- LinkedIn Groups – Members of Groups Treated as Connections
- L. I. O. N.'s – LinkedIn Open Networkers
- Aggressive Connection Strategies – Pros and Cons
- DuxSoup



L.I.O.N.

Search

Top

People

Jobs

Posts

Companies

Groups

Schools

[Unsecured Business Loans - Get \\$5K - \\$600K! Fast & Easy Business Loans. \\$100K Yearly Gross Required.](#) Ad ...

Showing 13,228 results



Kenny Boykin • 1st

LION - Open Networker - Atlanta Real Estate Guru - Social Media Master - Extreme Blog...
Greater Atlanta Area

Current: Kenny Boykin at LION - Open Networker - Atlanta Real Estate Guru - Social Network Master -
Extreme Blogger -Owner of



306 shared connections

Message



Ovsanna Abramyan • 1st

Life Insurance, Health Insurance, Group Health Insurance, Agent at Lion's Partners Insu...
Greater Los Angeles Area

Current: Life&Health Insurance Agent at Lion's Partners Insurance Agency



89 shared connections

Message

Filter people by

Clear all (2)

Connections

☒ 1st

☒ 2nd

☐ 3rd+

Keywords

Locations

Current companies

Past companies

Industries

CONTENT MARKETING

- Rule of 7
- Inbound Marketing - “Jab, Jab, Jab, Right Hook”
- Create Compelling Images
- Leverage LinkedIn Groups



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Jobs



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Notifications



Me



Work

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Online Marketing Expert |
Speaker | Coach ▾ Let's
chat about your online
marketing, sales funnels, &
automation strategy

[View full profile](#)

5,251 Followers



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Online Marketing Expert | Speaker | Coach ▾ Let's chat about your online marketing...
3w

Celebrating a successful 'Mastering LinkedIn' workshop last night at the Camarillo Public Library. [Andros Sturgeon](#) and myself delivered two hours of free awesome content to our 50+ attendees and taught a variety of high level techniqa ...see more



31 Likes · 5 Comments



Like



Comment



Share



1,657 views of your post in the feed

Andros' Articles & Activity

4,967 followers

✓ Following



How I Partied With My Toddler At A Wild Festival And Found A New Favorite Beer

Andros Sturgeon on LinkedIn

[See 2 more articles](#)



Schools should teach pupils how to use Snapchat and Facebook
Andros shared this



5 ways to monetize your social media followings, via Marketing Land:
Andros shared this



10 business books every marketer should read -
Andros shared this

[See all activity](#)

The background is a dark blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines connecting to small circles.

Sales Prospecting



SALES NAVIGATOR

Advanced Search 6,128 results Search

Top Filters

Keywords
solar energy

Relationship
✓ 2nd connection

Company sizes
+ Add ranges

Geography
✓ San Francisco Bay Area

Industry
✓ Oil & Energy

Title
✓ VP of Sales

Other Advanced Filters

Function
+ Add types of roles

Seniority level
+ Add seniority levels

Target the right buyers and companies

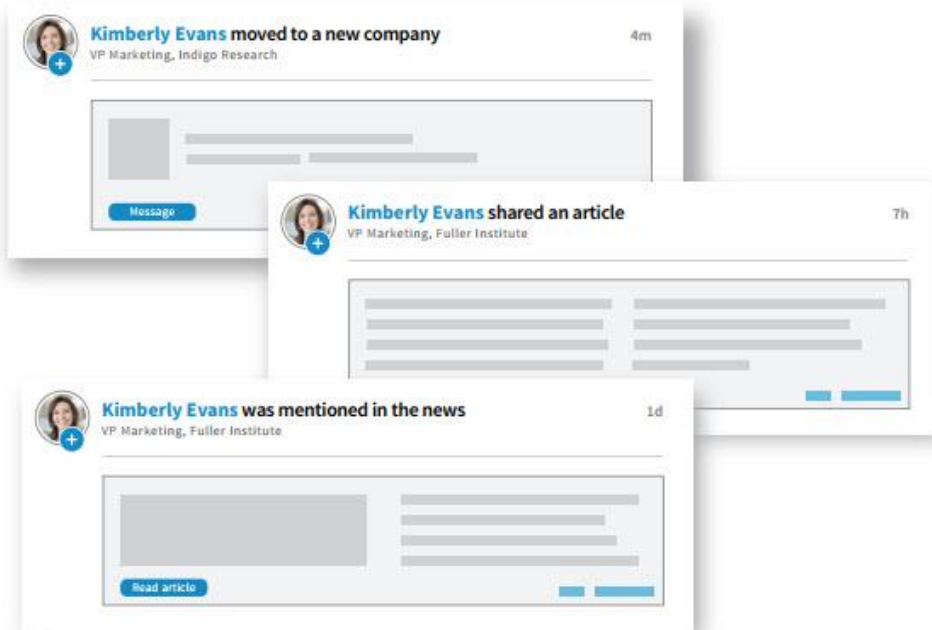
- Find the right people faster by using 20+ Advanced Search filters
- Prioritize companies based on size, growth, revenue, and more
- Discover new people based on your sales preferences



SALES NAVIGATOR

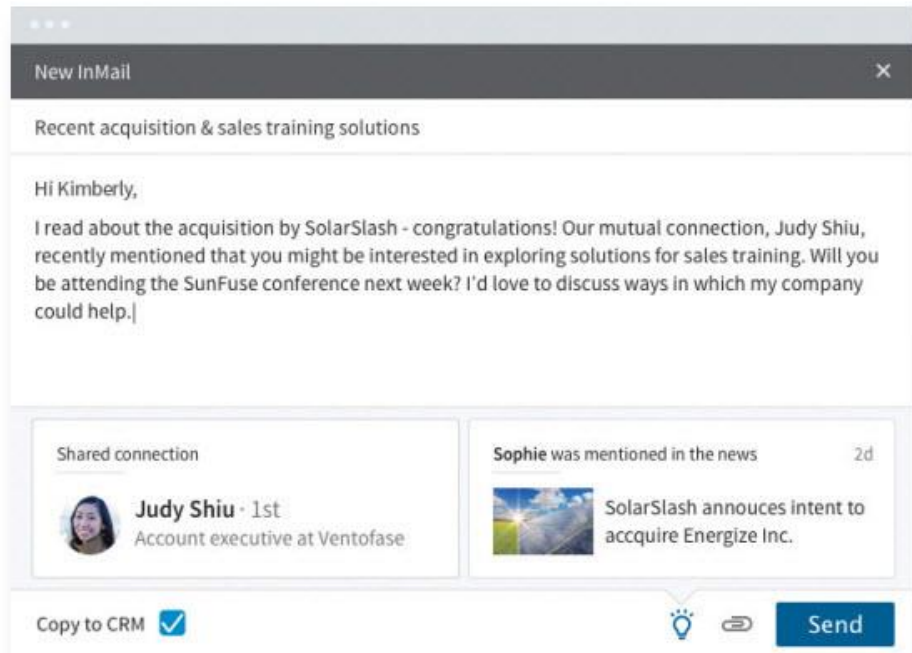
Understand what buyers value

- Keep track of your existing relationships with Notes and Tags
- Stay informed with automated sales alerts
- Research prospects wherever you work - within CRM, email or on mobile





SALES NAVIGATOR



Engage buyers with personalized outreach

- Uncover the best way to get introduced to your prospects
- Reach your prospects directly with the right context
- Send sales content and track viewer activity

Other Parts of LinkedIn

- **LinkedIn Learning**
- **Sales Navigator**
- **Pro Finder**
- **Job Finder**
- **SlideShare**
- **Talent Solutions**
- **Groups**
- **LinkedIn Advertising**

• LinkedIn Profile Resources

- **Canva** (www.canva.com)
 - Create Your LinkedIn Background Photo
 - Create Cover Art for Articles
- **WordClouds** (www.wordclouds.com)
 - Create a Visual Data Representation of Your LinkedIn Profile Keywords
- **GlassDoor** (www.glassdoor.com)
 - Find Professional Job Descriptions Created By HR Managers and Model Them

• LinkedIn Content Creation Resources

- **Pixabay (www.pixabay.com)**
 - Get Free “Royalty Free” Images to Use with Updates and Articles
- **Buffer (www.buffer.com)**
 - Social Media Content Scheduler and Automation Tool
- **Quuu (www.quuu.co)**
 - Content Curation Auto-Posting Tool



What Now?

We Want to Help! Do You Want to:

Get Hot Sales Leads?

Identify Profitable Referral Partners?

Do Business with the Best People?

MAKE MORE MONEY?



