

CONNECT 365
The Marketing Lab



Take
the
lead.



THE MARKETING LAB

LinkedIn Profile Optimization 101

How to gain more connections, build authority, and convert more prospects into leads and opportunities.

The Pareto Principle, Otherwise Known as the 80-20 Rule

The majority of results
tend to come from a
minority of causes.

Applies to multiple facets
of business:



Personal
actions



Employees



Product
and services



Customers



* Salesforce

Optimization Checklist

1. *Picture **
2. *Headline ***
3. *Background Image/Graphic*
4. *Summary*
5. *Experience*

Invitations

See all 25



[Redacted Name]

Real Estate #Adampreneur Connector Podcaster

Alex Kholodenko and 6 others

Ignore

Accept



[Redacted Name]

CEO - Gabriel Domale Consulting • Finance • Strategy • Governance • ...

Ignore

Accept



[Redacted Name]

Digital Marketing Specialist & Social Media Manager Event

Ignore

Accept



[Redacted Name]

Medical Doctor at United Nations

5 days ago

Ignore

Accept

Hello I'm Bryan, I would like to know about your group

[Reply to Bryan](#)

...

**Most prospects will make this decision in
under 5 seconds.**



Profile Picture



Brad Axelrad

Timeline About



Inve
Hawk Mikado
 (The Funnel Genius)

Timeline About F



3rd

(Wile) Dib
 s, Innovators, Coac
 ge the world!
 ach Career Communica
 ork City Area • 500+ a

Publicity or PR Questions? I Can Help

📞 262-284-7451 (Central) ✉️ JStewart@PublicityHound.com



Debbie Cundey Owen

Timeline About F



3rd

Joan Stewart

Monday 04 July 2016

World Wide Post

Sports

Central City



Your Headline



3rd

Kelly Forness

Holistic Nutritionist, Health Coach, Owner at Kelly's Nutrition and Wellness

Kelly's Nutrition and Wellness • Institute for Integrative Nutrition

Greater San Diego Area • 104

[View in Sales Navigator](#)

[Connect](#)

[See more](#)



2nd

Mont Cessna

Financial Advisor / Retirement Plan Consultant

Illini Financial Group

Sterling, Illinois • 75

[View in Sales Navigator](#)

[Connect](#)

I like assisting small and medium sized businesses. Having started a number of businesses from scratch I find it satisfying to lend not only my expertise, but my experience of having "been there." I also truly enjoy the ... [See more](#)

A good template to begin with:

[title], [company name] | We help
[avatar] [benefit] [how]



Neil Kemp • 1st

Helping IT Executives Implement and Define a solid IT Security Strategy together with Policies, Procedures and Plans
Network & Security Limited • Boreham
London, United Kingdom • 500+



Deb (Wile) Dib

The Brand-to-Land Coach/Writer for outservice Execs, Innovators, Coaches. Rise faster, earn more, have fun, change the world!
• Reach Career Communications Consulting
New York City Area • 500+



Matt Jones BA Hons, Grad Dip OSH, GradNZISM • 1st

Founder of the Business Leaders, New Zealand|Coaching Executives and Senior Leaders to Champion Health & Safety
Advanced Safety NZ • Massey University
Canterbury & West Coast, New Zealand • 500+



Patty Jensen • 2nd

VP, Account Services. JDA Retail Ready Design helps consumer technology brands stand out online, on shelf & in print.
JDA, Inc. Retail Ready Design™ • Greenhills
Greater Los Angeles Area • 500+



Joan Stewart

Top Publicity Expert shows authors, speakers & experts how to get free publicity & great PR to create raving fans
The Publicity Hound • Bowling Green State University
Greater Milwaukee Area • 500+

The image features a dark green background with a bokeh effect of out-of-focus light circles in various shades of green and teal. A large, solid blue circle is positioned on the right side of the frame. The text "Background Image" is centered within this blue circle in a white, sans-serif font.

Background Image

COACHES & CONSULTANTS

DISCOVER THE #1 HIDDEN FEAR
STOPPING YOU FROM EARNING
WHAT YOU'RE WORTH



Publicity or PR Questions? I Can Help

24

JStewo

THE PUBLICITY HOUND

Tips, Tricks & Tools for Free Publicity



A Better, Simpler, Way To
Get High-Paying Clients &
Customers on Autopilot

CONNECT 365



Josh Turner · 1st

Message

More...

Connect 365



Summary

Tell a story that paints the picture you want to convey to your prospects about *WHO* you help, *HOW* you help them achieve their goals, and *WHY* you're different.



Experience

Experience



Board Member, Canterbury Safety Charter

Canterbury Safety Charter · Full-time

Jun 2020 – Present · 2 mos

Canterbury, New Zealand

The Canterbury Safety Charter - Working together to grow knowledge & awareness using best practices for health & safety.

The Charter offers advice, support and connections for our members to grow awareness, health and safety knowledge.

I bring my 10years experience as an advisor, manager and consultant in health and safety as well as my hard learned social media abilities to the table.



Advanced Safety NZ

3 yrs 8 mos

Business Owner

Full-time

Dec 2016 – Present · 3 yrs 8 mos

Christchurch, New Zealand



Advanced Safety |
Health & Safety Advice



Advanced Safety

Health&Safety Matt: Consultant/Trainer/Public Speaker

Dec 2016 – Present · 3 yrs 8 mos

Christchurch, New Zealand

Making use of live webinars, youtube videos and e-tutorials I am your in-house health and safety expert that you can turn to any time of the day or night. Supporting businesses large and small, I'm dedicated to cutting down the paperwork, making sense of the law and bringing your health & safety system to life. [...see more](#)



Founder of Business Leaders New Zealand

Business Leaders New Zealand · Full-time

Feb 2017 – Present · 3 yrs 6 mos

Christchurch, New Zealand

The Business Leaders NZ (BLNZ) was established in 2016 to shine a light on those that are making a positive impact in their profession.

What began as a LinkedIn professional group has since also become an engaging Facebook group. [...see more](#)



Business Leaders New
Zealand



Business Leaders New
Zealand



Founder of New Zealand Health and Safety Professionals

New Zealand Health and Safety Professionals

Dec 2016 – Present · 3 yrs 8 mos

New Zealand

A space to share success stories, explore ideas and be part of a broad health and safety community

Don't Forget...

W.I.I.F.M.

What's In It For Me!

“Build it, and they will come” only works in the movies. Social Media is a “build it, nurture it, engage them and they may come and stay.”

~ Seth Godin



On the next:



Outbound Sales Mastery

Call Held 8/5 at 1 pm (central) with Rob Lime