



Standard Presentations:

Please contact to customize for your group/organizations

Training for professionals who want to be “ALL IN”

In poker, you put in all your chips when you are confident of a winning hand.

*In business, are you willing to raise your stakes and invest in your best to get **INvited**, become **INvolved** and lead with **INfluence**?*

LinkedIn is the #1 social media tool for professionals who want to be “All IN.”

Meeting Planners Benefit from our Most Popular Training Session Topics:

- *Interest & INtrigue – Creating an Engaging LinkedIn profile*
- *Get Leveraged: The “IN” Guide for Business Development & Professional Networking*
- *Prospecting: The “IN” Guide for LinkedIn Lead Generation*
- *INvest in your connections – Influential Strategies for Winning Through Social Selling*
- *Are you INvisble or IN charge - Get Your LinkedIn Profile Noticed by Recruiters & Hiring Managers*

Interest & INtrigue – Creating an Engaging LinkedIn profile

“You only get one chance to make a first impression”

There are currently 414+ million profiles on LinkedIn – how will your profile stand out with intrigue? How will you communicate so people take notice and express interest in knowing you?

As a professional, knowing how to create a compelling profile, communicate with messages that build relationship and manage your time will make LinkedIn your most important online relationship tool.

Key Learning Objectives: Interest, INtegrity, INvitation

1. What a Google search on your name reveals
2. Optimizing your LinkedIn profile for the ideal key words
3. How to craft your LinkedIn summary for credibility, connection & solutions
4. Go from disinteresting to interesting with multi-media
5. Leverage skills, endorsements and recommendations
6. How to write invitations and messages designed to build relationship



Get Leveraged: The “IN” Guide for Business Development and Professional Networking

(This workshop is ideal for all Professionals, Corporate and Small business)

Did you know that 1 out of every 3 professionals globally is on LinkedIn?

Are you still under the assumption that LinkedIn is only for job seekers? Quite the contrary!

Learn what LinkedIn can do for you beyond throwing up a profile!

LinkedIn can build your credibility. Leverage your personal brand to fill your pipeline with the right people, information and relationships.

Key Learning Objectives: INtegrity, INtegration, INterested

1. Reputation management: Priority #1
2. Importance of inter-departmental brand consistency
3. Create a compelling profile with examples of winning profiles
4. How and why to write a killer summary
5. Leverage your skills and expertise
6. Introduction to social selling concepts of relationships first
7. Examples of invitations that get you noticed
8. Measuring your results

Prospecting: The “IN” Guide for LinkedIn Lead Generation

(This workshop is ideal for any sales professional or business owner who is actively generating leads. It will not focus on the LinkedIn Sales Navigator tool, so any level LinkedIn account owner will benefit)

Stop struggling for leads. Stand out from the crowd and stay top of mind with decision makers!

Key Learning Objectives: INvitation, INtention, INfluence

1. How to define and create campaign goals
2. Intentional development of a network
3. 4 key steps to generating effective leads
4. Advanced LinkedIn search strategies
5. Social Selling Strategies. Learn messages that work to start a conversation, build interest, help you get known and lead with influence.
6. Managing an effective network
7. Investing in success



INvest in your connections

– Influential Strategies for Winning Through Social Selling

(This workshop is ideal for Sales teams, Business owners and Managers)

How we do business has changed for business buyers and consumers alike. Buyers have already made a decision before you reach them – your job is to become the person they remember when they are ready to do business. Social Selling is the new revolution in Sales and we must embrace it now, or get left behind.

Key Learning Objectives: INvitation, INvolvement, INfluence

1. LinkedIn has now become about relationships and engagement
2. Social selling is about investigative research
3. Engagement – why, where and how to be more effective and involved
4. How content creation builds your credibility
5. Staying top of mind with targeted messages
6. Develop a serving mentality

Are you INvisible or IN charge?

- Get Your LinkedIn Profile Noticed by Recruiters & Hiring Managers

(This workshop is ideal for job seekers, job groups, Departments of Employment and Economic Development, Veteran organizations and Colleges/Universities)

Recruiters routinely utilize LinkedIn in searching for qualified candidates. How will you stand out from the crowd? To attract the attention of recruiters and hiring managers, it is imperative to reflect the criteria recruiters are looking for and be ready when opportunity comes knocking.

Key Learning Objectives: IN charge, INterest, INvitation

1. Increase your page views with a completed profile
2. How to showcase the breadth of your experience, skills and accomplishments
3. What your character tells employers and the reason what you care about matters
4. How to nurture your professional relationships
5. Crafting your LinkedIn summary section for the ideal position
6. The importance of gathering great recommendations
7. Tools and resources to help you be more efficient and effective

Some of the many groups I have spoken for:

