

**From BASIC
to BRILLIANT**





**Define
YOUR GOALS**

WHAT IS YOUR OBJECTIVE?

1. Brand Awareness
2. Lead Generation
3. Lead Nurturing
4. Career Opportunities
5. Recruiting Talent



WHAT IS YOUR OBJECTIVE?

- Brand Awareness
 - Hashtags
 - Collaborations
 - Engagement
 - Campaigns



WHAT IS YOUR OBJECTIVE?

- Lead Generation
 - Actively connecting/direct outreach
 - CTA on profile and most content pieces
- Lead Nurturing
 - Consistent, valuable content
 - Regular check-in's via messaging



WHAT IS YOUR OBJECTIVE?

- Career Opportunities
 - Thought leadership
 - Media throughout profile
- Recruiting Talent
 - Thought leadership
 - LinkedIn Recruitment Solutions





**complete your
PROFILE**

COMPLETE YOUR PROFILE

1. Banner Image & Profile Picture
 - Custom Images, Color Picture
2. Title, Summary & Media
 - Capitalize Each Word in Title, include first-person bio, add newsworthy/bragworthy media
3. Experience
4. Skills & Endorsements
5. Recommendations

Professional
Headshots
Get **14x More**
Profile Views





#Motivation



Take Our MS Dynamics Quiz - Which Dynamics is best for your business? Business Central -vs- F&O -vs- GP Ad ...

Inspire. Empower. Advocate.



Add profile section

More...



Chantel Soumis

Stardust Creative

Brand Sorceress • Differently-abled Advocate • Inspirational Speaker • Marketing Obsessed • Bubbly & Blessed
Madison, Wisconsin • [500+ connections](#) • [Contact info](#)

About

When I was a little girl, I created beautiful homemade gifts with my mom which ignited a creative fire in me to express my imagination in everything. I continuously shine this creativity by playing in the field of marketing - brainstorming creative marketing solutions with a buffet of statistics and measurable goals, build brand awareness, streaml... see more

Edit public profile & URL



Add profile in another language



Find out how Brother can help safeguard your business. Ad ...



Want to avoid Security breaches in your office?

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People Also Viewed



Diane Faith • 2nd
Entrepreneur, Project Manager



Goldie Chan • 1st
LinkedIn Top Voice: Social Media |
Forbes: Personal Branding and



CONNECTION
etiquette

BE KIND & APPROACHABLE

- **ALWAYS** include a custom message
 - Ice breaker to launch conversation
 - Introduction – include WHY you are connecting
 - NEVER PITCH IN A REQUEST!



GOOD EXAMPLES



Freya Mi-Ju Busse

Bridging entrepreneurship and the arts @ Argo Venture Studio

7 hours ago

Ignore

Accept

Dear Chantel,

I came across your profile and noticed that we are both passionate creatives with an entrepreneurial mindset. I am impressed by the projects of Stardust Creative and I think it would be interesting and mutually beneficial to connect.

Looking forward to connecting,

Freya [See less](#)

[Reply to Freya Mi-Ju](#)



Eli Rotstein · 1st

President at International Spice

TODAY



Eli Rotstein · 10:52 AM

nice meeting you last week at linkedIn global, let's keep in touch!



Eva Gannert · 4:08 PM

Dear Chantel, I read your article "Dear Working Warrior" from January this year. Well written. I know it is a bit late, but I added a comment just to make it reach a few more people as I felt it needs to be read by as many as possible.

GETTING INTRODUCTIONS

- Know your 1st degree network.
 - Are they still at the same company?
 - Do they have connections at a different organization?
 - Can they refer you to two new connections?
- Nurture those connections with engagement and check-in's.
- Ask for introductions to 2nd degree connections.





Message

View in Sales Navigator

Bryan Althouse, APMA ® · 1st 

Financial Advisor Capital Wealth Advisory Group a private wealth advisory practice of Ameriprise Financial Services, Inc
Madison, Wisconsin · **500+ connections** [Contact info](#)



Ameriprise Financial Inc.



University of Wisconsin-Madison

Showing 362 results



Maureen Grinslade · 2nd

Customer Service Representative at UPM - The Biofore Company
Madison, Wisconsin Area

Connect

 Jessica Pumilia, CPhT, PHR, SHRM-CP, CPLP and Bryan Althouse, APMA ® are shared connections



Jen Farley · 2nd

Marketer / Advisor / Performer / Motivational Speaker
Madison, Wisconsin Area

Connect

 Chris Rudolph, Hollie H. Hollister, and 8 other shared connections



Nolan Brown · 2nd

National Account Manager
Madison, Wisconsin Area

Connect

 Jason J Iverson, Spencer X. Smith, and 42 other shared connections



Emily Kumlien · 2nd

Media Specialist at UW Health
Madison, Wisconsin Area

Connect

 Spencer X. Smith, Peggy Gunderson, and 19 other shared connections



Julia Smith · 2nd

Executive Producer/Senior Account Manager at Blend Integrated Marketing, LLC
Madison, Wisconsin Area

Connect

 Maeghan Nicholson, Leigh Mills, and 14 other shared connections



Sharon Chamberlain · 2nd

Certified Business coach and Licensed Executive coach at ActionCOACH Business and Cert...
Madison, Wisconsin Area

Connect

 Terri Levine, Roy Elkins, and 54 other shared connections



Ashley Krueger · 2nd

Marketing Manager at Be Inspired Salon, Inc.
Madison, Wisconsin Area

Connect

 Aniket Malvankar, David Donaghy, and 63 other shared connections

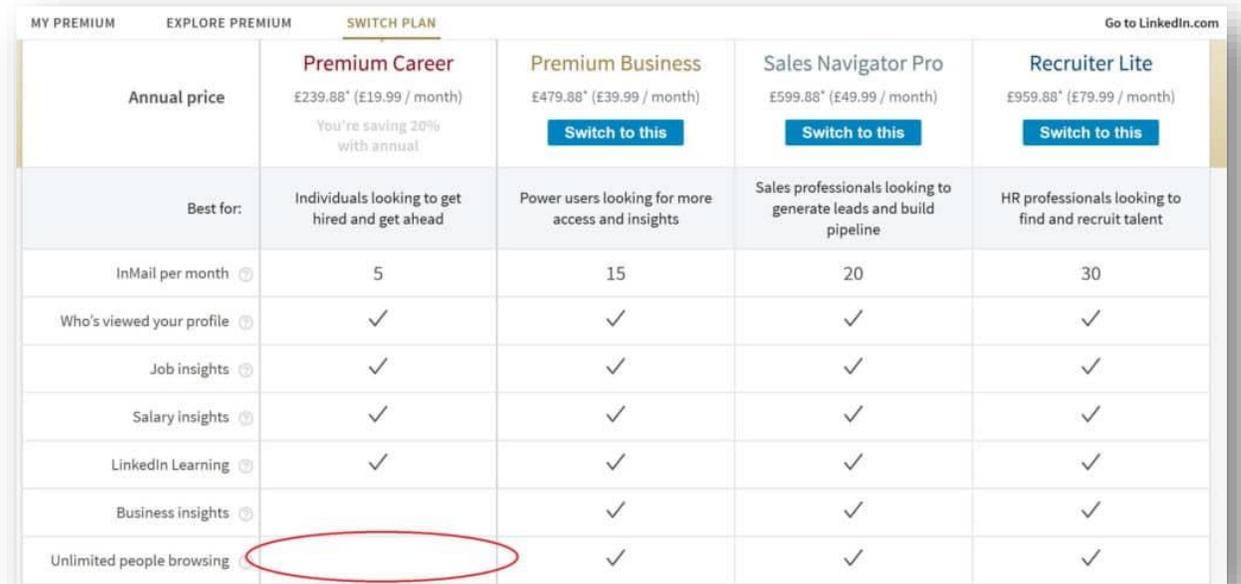




LinkedIn **PREMIUM**

SHOULD I PAY FOR LINKEDIN?

- Premium Career: \$29.99/month
 - Great for job seekers, more exposure, better opportunity access
- Premium Business: \$59.99/month
 - Additional Opportunities
- Sales Navigator Professional: \$79.99/mo
 - Pro, Team, Enterprise Options
- Recruiter Lite: \$119.99/month
 - For recruiters seeking top talent



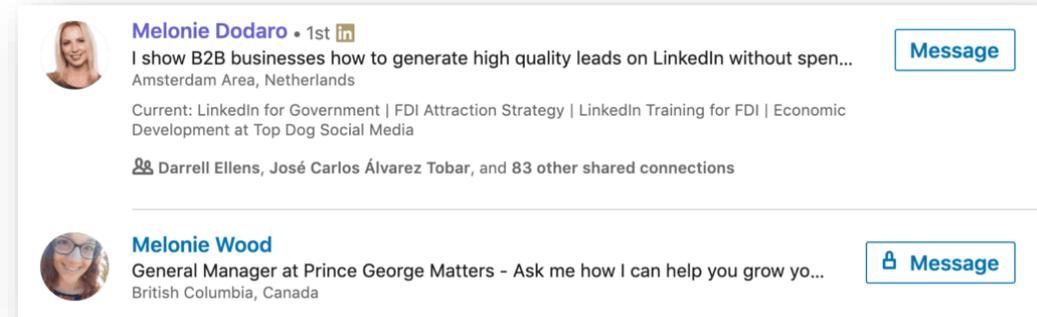
A screenshot of the LinkedIn 'Switch Plan' page, showing a comparison of five premium plans. The table includes columns for 'Annual price', 'Best for', and various features like 'InMail per month', 'Who's viewed your profile', 'Job insights', 'Salary insights', 'LinkedIn Learning', 'Business insights', and 'Unlimited people browsing'. The 'Unlimited people browsing' row is circled in red. The 'Premium Career' plan is highlighted with a red background and includes a note: 'You're saving 20% with annual'.

	MY PREMIUM	EXPLORE PREMIUM	SWITCH PLAN		Go to LinkedIn.com	
Annual price			Premium Career £239.88* (£19.99 / month) You're saving 20% with annual	Premium Business £479.88* (£39.99 / month) Switch to this	Sales Navigator Pro £599.88* (£49.99 / month) Switch to this	Recruiter Lite £959.88* (£79.99 / month) Switch to this
Best for:			Individuals looking to get hired and get ahead	Power users looking for more access and insights	Sales professionals looking to generate leads and build pipeline	HR professionals looking to find and recruit talent
InMail per month			5	15	20	30
Who's viewed your profile			✓	✓	✓	✓
Job insights			✓	✓	✓	✓
Salary insights			✓	✓	✓	✓
LinkedIn Learning			✓	✓	✓	✓
Business insights				✓	✓	✓
Unlimited people browsing				✓	✓	✓



PREMIUM BENEFITS

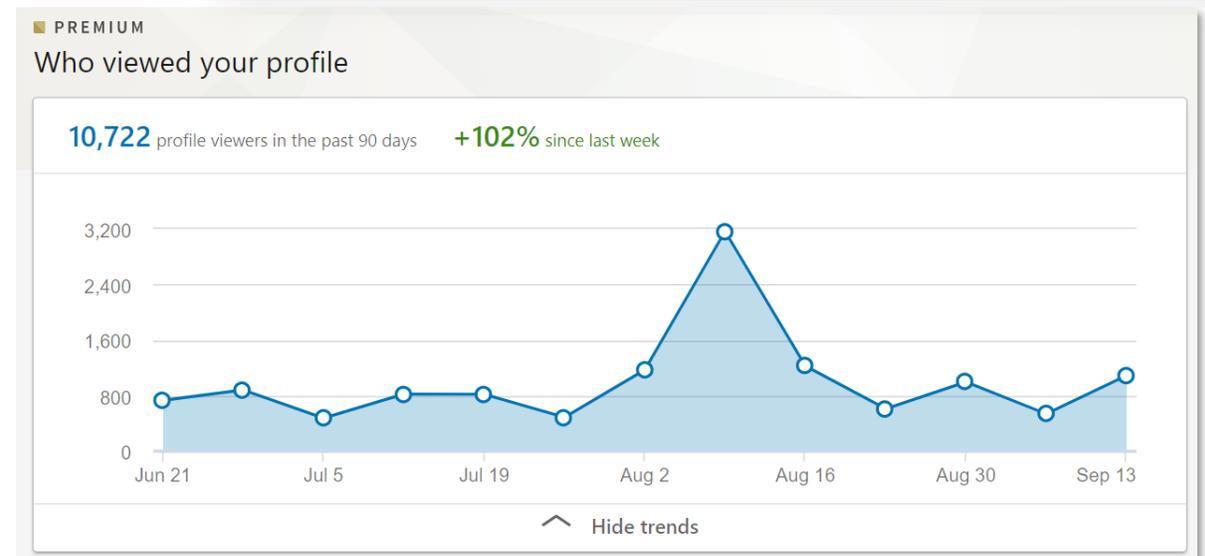
- Extended Network Access
 - Removes search limitations to research contacts.
- InMail Credits (15/month)
 - Contact users you're not already connected to
- Who's Viewed Your Profile
 - Free version only has most recent five people.
- Open Profile & Gold Badge
 - Allows 2nd+ to view profile
- LinkedIn Learning Access
 - Over 13,000 content pieces



The image shows two LinkedIn profile cards. The top card is for Melonie Dodaro, a 1st-degree connection, with a 'Message' button. The bottom card is for Melonie Wood, also with a 'Message' button.

Melonie Dodaro • 1st 
I show B2B businesses how to generate high quality leads on LinkedIn without spen...
Amsterdam Area, Netherlands
Current: LinkedIn for Government | FDI Attraction Strategy | LinkedIn Training for FDI | Economic Development at Top Dog Social Media
[Darrell Ellens](#), [José Carlos Álvarez Tobar](#), and 83 other shared connections

Melonie Wood
General Manager at Prince George Matters - Ask me how I can help you grow yo...
British Columbia, Canada





CONTENT Creation

IDEATION

- What is your **OBJECTIVE**?
- What is your **THOUGHT INFLUENCE**?
- What are your **VALUES**?
- What is your **TARGET MARKET**?
 - **Job Title**
 - **Location**
 - **Interests**



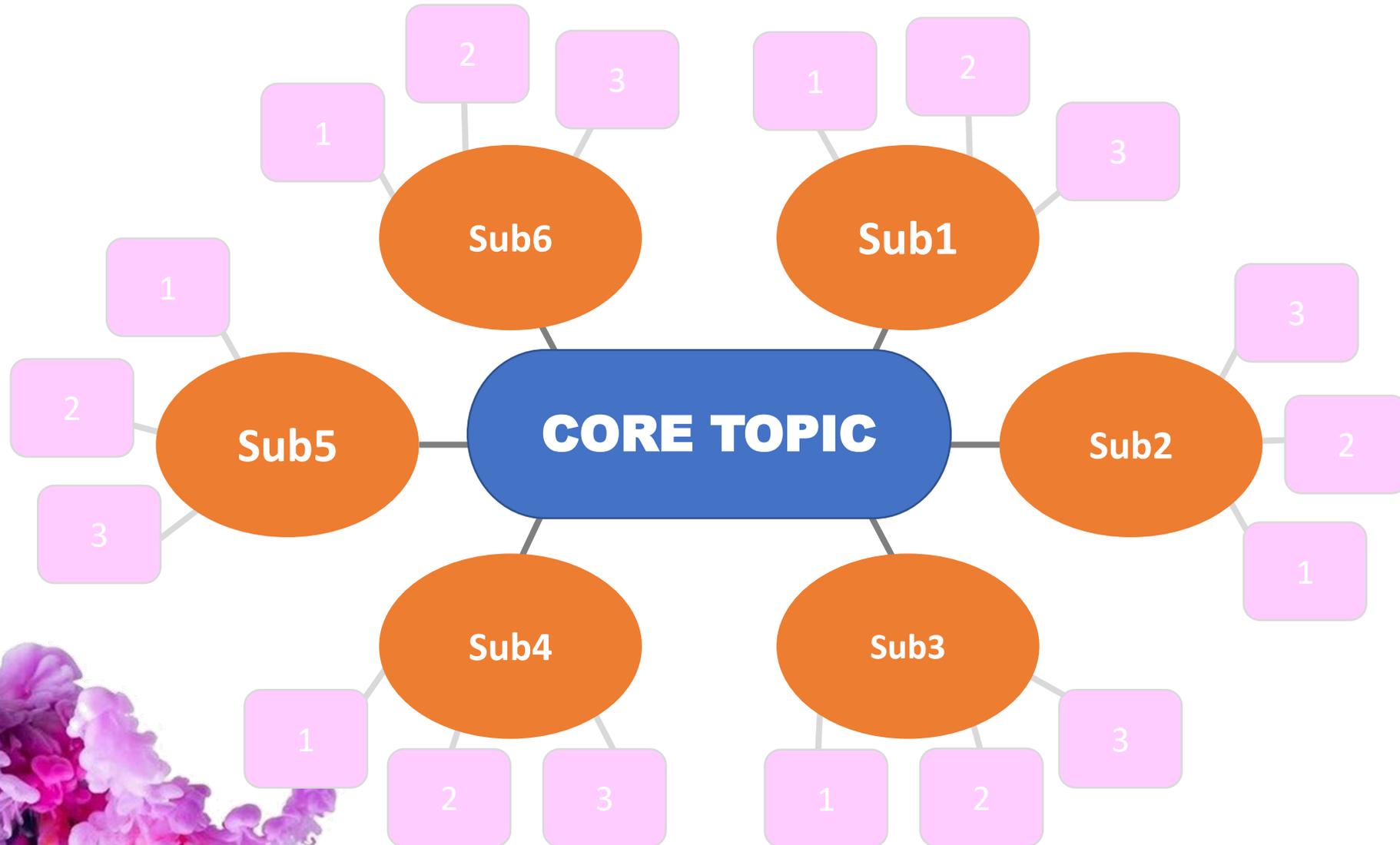
IDEATION

- Build a Topic Strategy
 - Core Topics + Sub Topics (3)
- Content Consumption
 - Read/Learn Weekly
 - Newsworthy Announcements



TOPIC STRATEGY

OBJECTIVE: Attract New Clients
THOUGHT LEADERSHIP: Business Owners



OBJECTIVE: Attract New Clients
THOUGHT LEADERSHIP: Luxury Market, Executives, Business Owners, Influencers



ART OF STORYTELLING

- What makes a solid piece of content?
 - VALUE
 - Actionable
 - Encouraging Engagement
- What makes a strong content strategy?
 - Consistency
 - Frequency (Timing)
 - Engagement
 - Format Variety



CHANTEL'S SUPER SECRET CONTENT RECIPE



HOOK
PERSONAL STORY
SUPPORT ONE
SUPPORT TWO
SUPPORT THREE
QUESTION

ONE AMAZING PIECE OF CONTENT!

EXAMPLE

HOOK: STOP BEING SO LAZY!

PERSONAL STORY: Listen, I get what it's like to be busy. But putting off the personal trainer or daily meditation because you "don't have time" is a weak excuse. You have to MAKE THE TIME!

SUPPORT ONE...Eat the Frog by Brian Tracey...

SUPPORT TWO...Prioritization Benefits...

SUPPORT THREE... Scientific Facts...

QUESTION: What are your TOP 3 priorities and how are you going to MAKE TIME for that thing you've been pushing off?!



FORMATS

1. TEXT ONLY
2. PHOTO
3. VIDEO
4. DOCUMENTS
5. ARTICLES



TEXT ONLY

- **BENEFITS:**

- Clear & Concise
- Zero Prep Required
- Auto-Post Friendly

- **DRAWBACKS:**

- Users naturally drawn to graphic elements
- Opportunity for misinterpretation



**GREAT FOR
TOP OF
MIND
NURTURING!**



TEXT ONLY

- **DO'S:**
 - Use appropriate hashtags
 - Leverage spacing for digestibility
- **DON'T'S:**
 - Over-use it / use ONLY text posts
 - Copy and paste other user's content
 - Be over salesy or spammy

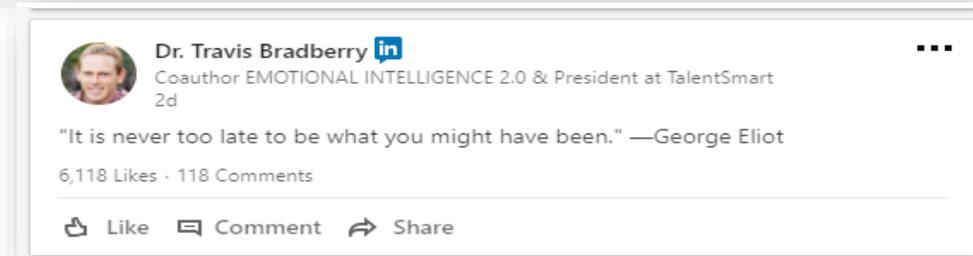


PHOTO POST

- **BENEFITS:**

- Attention-grabbing aesthetics
- On-brand graphic elements
- Stands out in user feed

- **DRAWBACKS:**

- Lower-performing
- Not as effective as video

**GREAT FOR
BRAND
AWARENESS!**



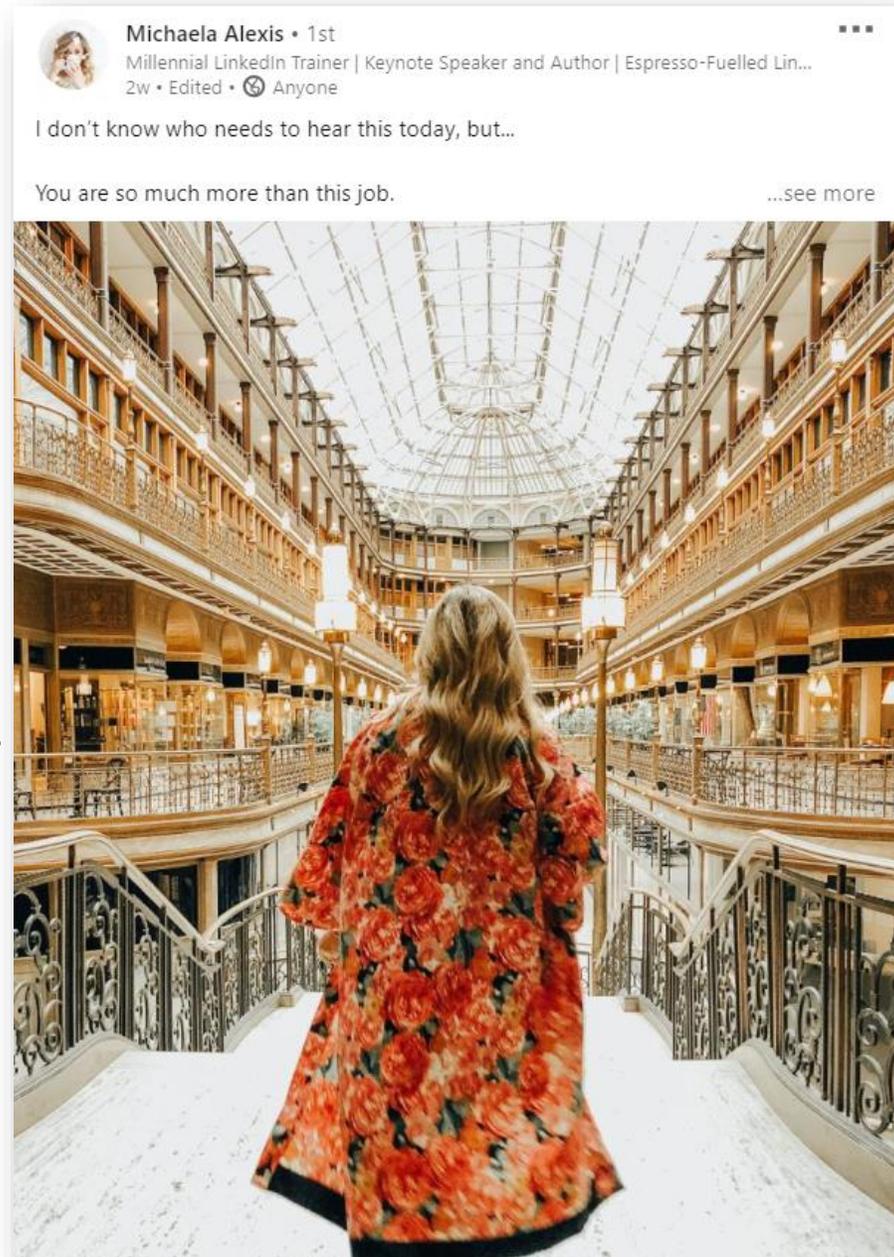
PHOTO POST

- **DO'S:**

- Use captivating colors
- Include alt-text

- **DON'T'S:**

- Use existing content without giving credit.
- Get TOO personal



VIDEO POST

- **BENEFITS:**

- Video engages and builds trust
- The most effective form of content

- **DRAWBACKS:**

- Extremely time consuming to prepare, record, edit & publish

**GREAT FOR
BUILDING
RELATIONSHIPS
& TRUST!**



VIDEO POST

• DO'S:

- Evaluate lighting
- Shoot from proper angles
- Eliminate background noise
- Choose a clean background & change it up to keep content fresh
- Prepare topic / script
- Shoot a time or two for comfort
- Add captions



VIDEO POST

• DON'T'S:

- NEVER record while driving!
- Don't record with a lot of background noise (i.e. traffic, water, etc.)
- Don't post without reviewing auto captions



ARTICLES

- **BENEFITS:**

- Excellent Performance in search results (MOZ 100 score!)
- Static placement on profile
- Amplify profile leadership

- **DRAWBACKS:**

- Lower reach than other content forms
- No way to prioritize articles other than by recent date of publishing

GREAT FOR
BUILDING
THOUGHT
LEADERSHIP!



ARTICLES

• DO'S:

- Use a catchy headline (10-50 characters)
- Article should be ~2,000 words
- Use simple language and a neutral tone
- Include subheaders for digestibility and SEO (5/7/9)
- Use a custom image in title banner
- Listicles and How-To's perform best
- Publish on a THURSDAY 😊
- Upcycle content (for other formats) and cross promote on other platforms!



DOCUMENTS

- **BENEFITS:**

- NEW! Use it while it's HOT!
- PDF's, Press Releases, Sales Sheets, Portfolio Pieces

- **DRAWBACKS:**

- Can be viewed as SPAM
- Still a bit buggy

GREAT FOR
LEAD
GENERATION!



DOCUMENTS

- **DO:**

- Include text in the post of the document share.
- Encourage people to save the documents for further review.
- Share multiple pages (5 – 10) of various sizes

- **DON'T:**

- Share documents that aren't yours (copyright infringement) without giving proper credit.



ENGAGEMENT ETIQUETTE

- **DO:**

- Collaborate with folks who engage regularly on your content
- Provide thought-provoking comments to encourage others to interact and engage on your topic.

- **DON'T:**

- DO NOT tag dozens of people on your content purely for reach.
- DO NOT mass message/share content in messaging requesting engagement.



HASHTAGS

- How to Find & Follow the Hottest Hashtags



PREMIUM

Chantel Soumis

Brand Successes · Differently-Able Advocate · Inspirational Speaker · Marketing Obsessed · Bubbly & Blessed

Who's viewed your profile 12,711
Views of your post 124

Go to Sales Navigator

Saved Items

LinkedIn Live
Your profile has access to broadcast live video on LinkedIn.
Get started now

followers

Page activity NaN
Recent visitors NaN

Share an update

Recent

- # sexybrilliant
- # inclusion
- # linkedinforsawoman
- # whatinspiresme
- # businessintelligence

Groups

- Speakers Loft
- Men and Women's Mental ...
- ForAWoman

Events

- LinkedIn Local Madison

Followed Hashtags

- # sexybrilliant
- # inclusion
- # linkedinforsawoman

Discover more

Showcase Your Experts - Drive visibility with key prospects, media and more with ExpertFile. Ad ...

Start a post

Write an article on LinkedIn

Sort by: Recent

Caroline Walters likes this

Prophet
31,280 followers
1m · Anyone

Follow

#Netflix continues to surprise and delight global consumers with targeted #content that keeps them pressing "Continue Watching." In our 2019 #ProphetBRI, the brand clinched the #8 spot in the U.S., #3 spot in the U.K. and the #6 spot ...see more

08 US

Netflix
Still binge-worthy

2019 Prophet Brand Relevance Index

Like Comment Share

Brooke K Cookson likes this

Claire Hardcastle · 2nd
Recruitment Marketer at Flight Centre Travel Group
Gh · Anyone

One of the top 12 companies to work (according to the Great Place to Work® Awards 2019) Flight Centre Travel Group has a fantastic Commercial Management Accountant position based in New Malden. ...see more

Great Place to Work Best Workplaces

FLIGHT CENTRE TRAVEL GROUP

OUR PEOPLE + OUR CULTURE

Commercial Management Accountant

Today's news and views

- Record non-stop flight complete
15h ago · 13,891 readers
- Yanks' \$2 billion World Series bust
13h ago · 13,297 readers
- GrubHub fails to deliver
45m ago · 6,741 readers
- Amazon workers feel the pain
1d ago · 14,236 readers
- Economists: We need English majors
7h ago · 15,935 readers

Show more

Chantel, picture yourself at Farmers Insurance

Corporate Communication Manager, I...
Woodland Hills, CA, US

View Now

LEARNING

Advance Your Career

Magazine layout triple threat

From Graphic Design Tips & Tricks Weekly

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#entrepreneur

108.4K followers

+ Follow



#leadership

590K followers

+ Follow



#hr

275.4K followers

+ Follow



#success

156.4K followers

+ Follow



#inspiration

166.4K followers

+ Follow



#hiring

382.6K followers

+ Follow



#jobs

417.8K followers

+ Follow



#startup

275.7K followers

+ Follow



#recruitment

354.7K followers

+ Follow



#socialmediamarketing

35.1K followers

+ Follow



#contentmarketing

559.3K followers

+ Follow



#inspire

3.1K followers

+ Follow



#linkedinglobal

1.6K followers

+ Follow



#career

177.1K followers

+ Follow



#gratitude

5.4K followers

+ Follow