My notes for the first session:

Welcome everyone

The best decision you have made, this is going to open the door to amazing opportunities for you

By the end of this program you will:

1. Have a fully optimized LinkedIn profile that attracts prospects and helps you stand out from your competition.
2. Successfully find, connect and follow up with ideal prospects.
3. Have a posting strategy that attracts and nurtures qualified prospects.
4. Use LinkedIn groups effectively to demonstrate your expertise without a heavy-handed sales approach, and build a reliable referral base.

Logistics:

1. Same webinar link for every week
2. Sessions 90 minutes
3. Homework
4. LinkedIn group rules and use
5. 3 steps to get leads with LinkedIn:
	1. Make your profile attractive to potential clients
	2. Search, find and nurture qualified prospects
	3. Position yourself as the industry expert
6. Class Schedule:
	1. Profile foundation and why LinkedIn
	2. Profile messaging to attract prospects
	3. Connection requests
	4. Following up, nurturing leads
	5. Posting strategy
	6. Group strategy

The training starts:

Step 1: Why LinkedIn:

1. Benefits of LinkedIn for business:
	1. Lead generation
	2. Higher level of credibility
	3. Demonstrate expertise
	4. Filtered search results
	5. Quality connections
	6. Generate traffic to website
2. Profile Images
	1. Profile Photo
	2. Profile Background
3. Keywords
	1. Headline
	2. Summary
	3. Websites
	4. Experience – current & past
	5. Skills
	6. Projects
4. Writing your Headline
	1. Profile brief
		1. Describe ideal customer
		2. Their major “pain” that relates to your business
		3. Solution they’re looking for
	2. What’s in it for them?
	3. Call to Action

Homework:

1. Fill out the LinkedIn Profile Brief
2. Do keyword research if needed
3. Write 3-5 headlines for your profile – submit best one in LinkedIn group for review

Headline examples: (120 character limit)

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