



2016 MDRT Annual Meeting e-Handout Material

- Title:** Step on the Marketing & Business Accelerator with LinkedIn
- Speaker:** Barbara Rozgonyi
- Presentation Date:** Wednesday, June 15, 2016
- Presentation Time:** 11:30 a.m. - 12:30 p.m.

The Million Dollar Round Table® (MDRT) does not guarantee the accuracy of tax and legal matters and is not liable for errors and omissions. You are urged to check with tax and legal professionals in your state, province or country. MDRT also suggests you consult local insurance and security regulations and your company's compliance department pertaining to the use of any new sales materials with your clients. The information contained in this handout is unedited; errors, omissions and misspellings may exist. Content may be altered during the delivery of this presentation.

© 2016 Million Dollar Round Table

Million Dollar Round Table
325 West Touhy Ave.
Park Ridge, IL 60068 USA

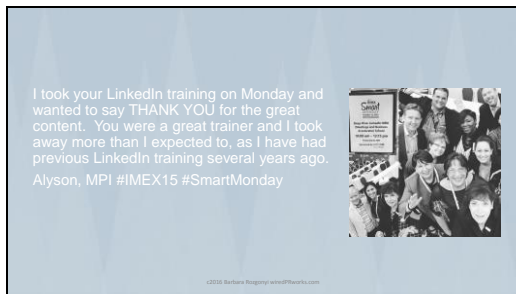
Slide 1



Slide 2



Slide 3



Slide 4

People

Profile

414,000,000+ members

Paths

©2010 Barbara Roggenyi, www@FlowWorks.com

Slide 5

1 Rookie 2 3 4 5 All Star

©2010 Barbara Roggenyi, www@FlowWorks.com

Slide 6

What doors would you like LinkedIn to open?

You're closer than you think

Connected to top companies, thought leaders, and jobs in the world of Technology.

What drives you?
TECHNOLOGY
COMMUNITY
CREATIVITY

What's your moment?
[Icons]

©2010 Barbara Roggenyi, www@FlowWorks.com

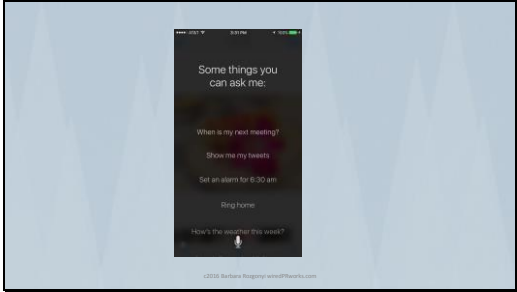
Slide 7



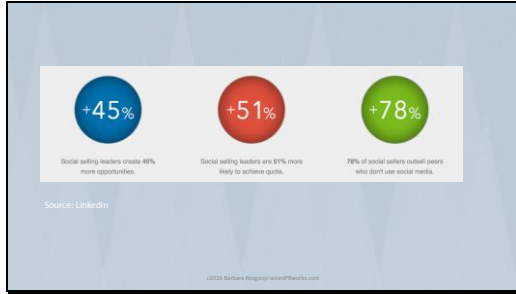
Slide 8



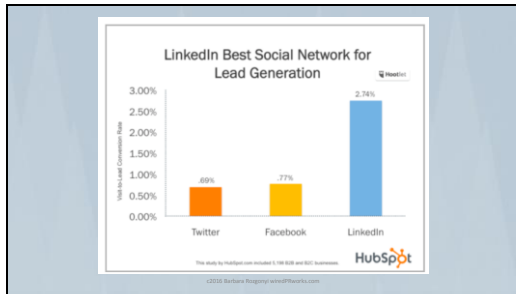
Slide 9



Slide
10



Slide
11



Slide
12

WIRED PR MBA* Strategy

- Words
- Intentions
- Routes
- Experiences

Design: Digital. Direct. Dynamic.
*Marketing + Business Accelerator

©2012 Barbara Roggenya wiredPRworks.com

Slide
13

MEET YOUR ARCHETYPE
THE AVANT-GARDE
BOLD REVEALING AUTHORITY VALUEABLE ENERGIZING

PR = PERSONALITY + REPUTATION

©2018 Barbara Roggenkamp@Pronk.com

Slide
14

Profile

©2018 Barbara Roggenkamp@Pronk.com

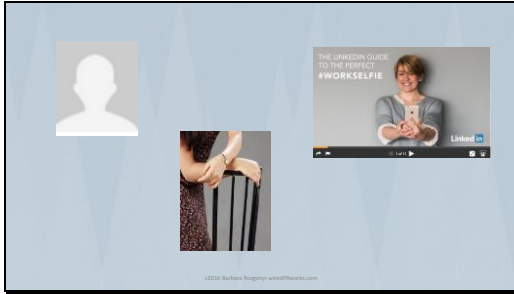
Slide
15

**BOLD
REVEALING
AUTHORITY
VALUEABLE
ENERGIZING**

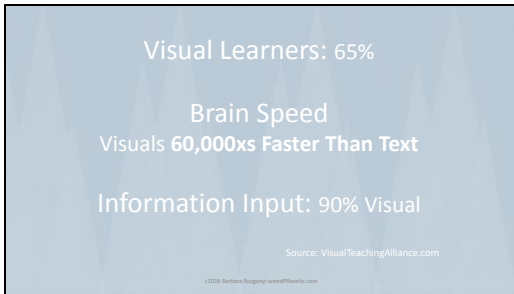
1 2 3 4 5

©2018 Barbara Roggenkamp@Pronk.com

Slide
16



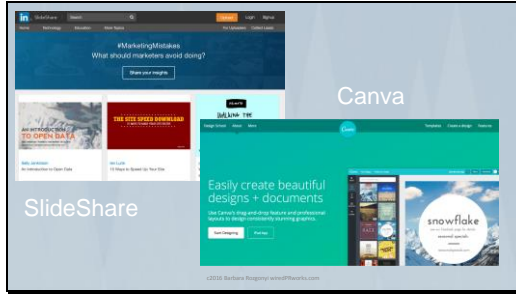
Slide
17



Slide
18



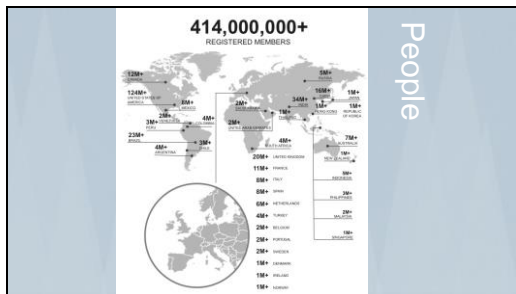
Slide
22



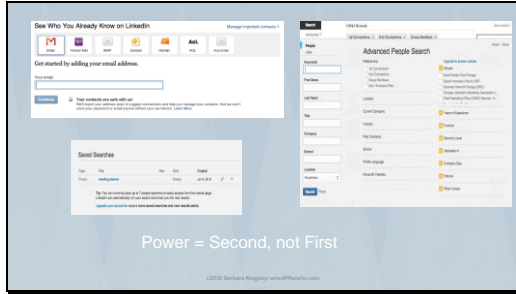
Slide
23



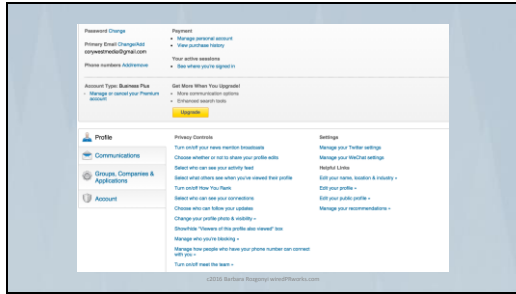
Slide
24



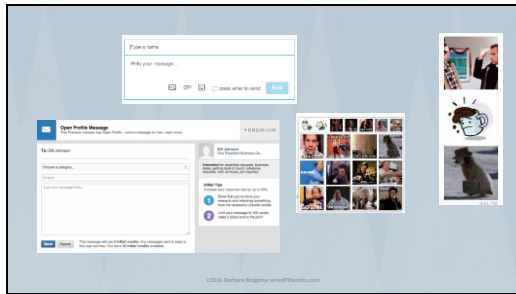
Slide
25



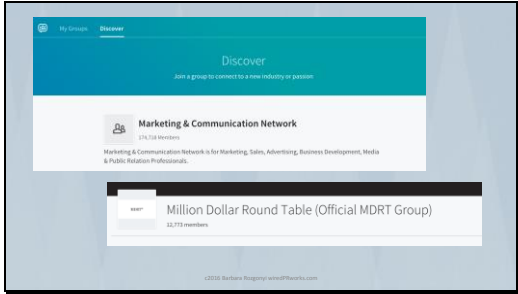
Slide
26



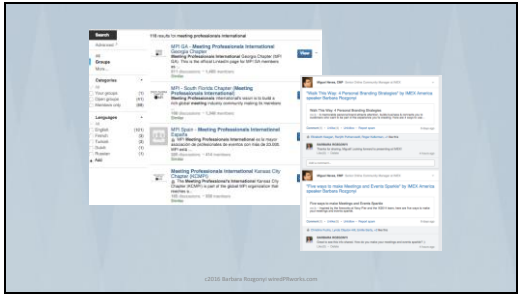
Slide
27



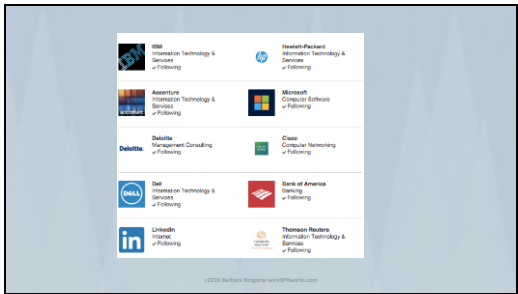
Slide
28



Slide
29



Slide
30




Slide
31

People Action

Connections

Companies

Groups



The LinkedIn Mobile App

A better way to see into your professional world. Get more and share the power to your professional life. Any time, in any way. It's designed to fit your network, and it's built for the way you work. Get the app.

Available on the App Store. Get it on Google Play.

©2015 Barbara Roggenyi-Weiss@Flourish.com

Slide
32



Paths

©2015 Barbara Roggenyi-Weiss@Flourish.com

Slide
33

Homefeed Home Ask for recommendations

Ask your connections to recommend you

1 What do you want to be recommended for?

2 Who do you want to ask?

3 Create your message

From: Barbara Roggenyi-Weiss

Subject: Can you recommend me?

Hi [name],

I'm looking for a new role and I'd like to ask you for a recommendation. I'd like to be recommended for [role]. I'd like to be recommended for [role]. I'd like to be recommended for [role].

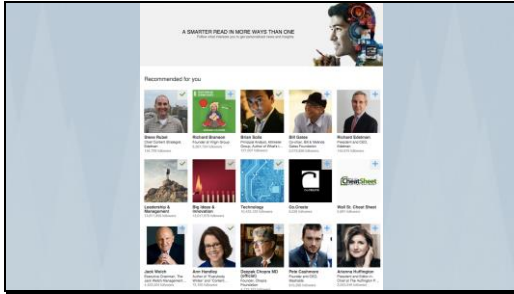
Thanks for taking the time to help me out.

Barbara Roggenyi-Weiss

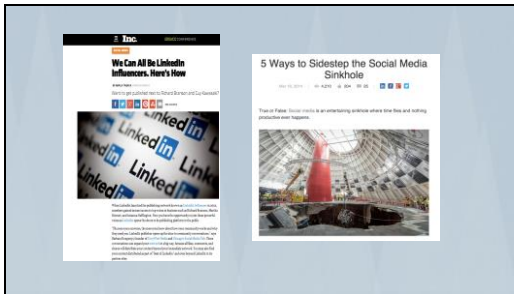
With your request, all contacts on LinkedIn will see that you've asked for a recommendation.

©2015 Barbara Roggenyi-Weiss@Flourish.com

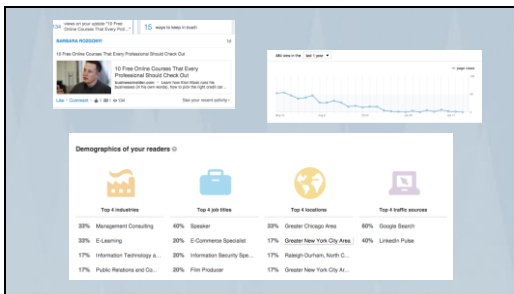
Slide
34



Slide
35



Slide
36



Slide
37

www.linkedin.com/sales/ssi

Social Selling Index - Today
Your Social Selling Index (SSI) measures how effective you are at establishing your professional brand, finding the right people, engaging with people, and building relationships. It is a score out of 100.

Metric	Score
Establish your professional brand	25
Find the right people	25
Engage with people	25
Build meaningful relationships	25

82 out of 100

Slide
38

Paths Action Steps

Success Map
Content
Connections

Hootsuite
Get serious about social
Join the 10-million professionals who trust Hootsuite. Get started for free.

©2018 Hootsuite. Design by Hootsuite.com

Slide
39

LinkedIn
100+ million employees

You're obsessed with you think

LinkedIn Showcase Pages

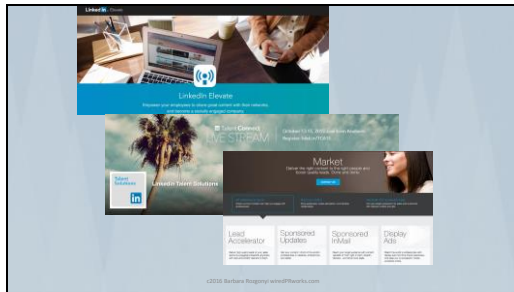
- LinkedIn Talent - 100,708 Followers
- LinkedIn Marketing - 82,818 Followers
- LinkedIn Economic Graph - 87,818 Followers

©2018 Hootsuite. Design by Hootsuite.com

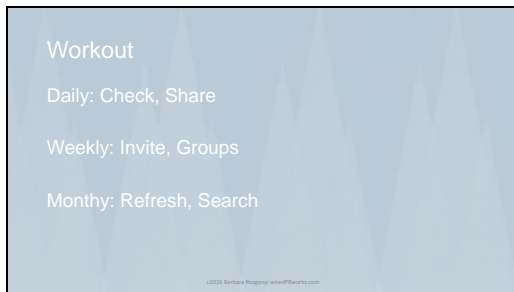
Slide
40



Slide
41



Slide
42



Slide
43


WIRED PR MBA* Strategy

- Words
- Intentions
- Routes
- Experiences

Design: Digital. Direct. Dynamic.
*Marketing + Business Accelerator

©2010 Barbara Roggenyi-wiredPRworks.com

Slide
44



Let's keep communicating!!

©2010 Barbara Roggenyi-wiredPRworks.com

How to Leverage a LinkedIn Network into Dynamic Business Connections By Barbara Rozgonyi

In this “Success Secrets of the Social Media Marketing Superstars” chapter excerpt you will learn:

- 12 steps to transform a LinkedIn profile into an Always-On Networking Hub
- Why your company or organization needs its own LinkedIn profile
- Where to find connections: 20 places online and in real life
- What LinkedIn groups can do for you and your business

LinkedIn Chapter from Best-Selling “Success Secrets of the Social Media Marketing Superstars” published by Entrepreneur Press with Contributions from World- Class Social Media Experts

Thanks so much for requesting this ebook. While this is only one chapter, I recommend you purchase the book and read it in its entirety. You’ll get all kinds of great information from leading experts who can show you how to promote you, your brand and your business in real life and on social networks. Please feel free to contact me if you have questions about social media, content marketing, digital public relations, LinkedIn, Facebook or twitter.

Keep me posted on your progress!!!!

Barbara Rozgonyi
Social Media Marketing Courses & Resources
<http://wiredPRworks.com>
Social Networks Connections
<http://about.me/barbara.rozgonyi>

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for “Success Secrets of the Social Media Marketing Superstars,” this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

How to Leverage a LinkedIn Network into Dynamic Business Connections By Barbara Rozgonyi

At 250 million members worldwide [latest stats at <http://press.linkedin.com/about>], LinkedIn is the place to search for, connect to and develop business online. To transform your LinkedIn profile into an always-on global networking hub, follow these 12 steps.

A complete LinkedIn profile is your connection to a world of opportunities. Optimize your profile with keywords.

Use Keywords to Help People Find You

Keywords are the search terms people use to find information online. The keywords people use to find you and your business might point to your profession, service, location, area of expertise or even the problems you solve.

Optimize your LinkedIn profile with keywords in your headline, summary, expertise and your job title and descriptions.

Upload a Flattering Profile Photo that Matches Your Image

Worth at least 1,000 (maybe 100,000) words), a LinkedIn profile picture conveys your business image to the world. Are you casual, relaxed, authoritative, intellectual?

Write a Catchy Headline that Grabs Attention

Your headline describes who you are and what you do. This isn't necessarily the title on your business card. Sort of a personal tagline, your headline stands out when people see your profile.

Summarize Your Talents into Sound Bites

The summary section is the place to make

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

your personal brand statement.

Given that attention is shrinking down into text-message and tweet-size sound bites, it's important to be concise, informative and engaging. Use bullets to make your main points.

Cover Every Position for Maximum Exposure

Expand your connection potential by listing all relevant former companies and positions. Break up your current experience into categories like speaker, consultant and author to broaden your skill set. Then, people can recommend you for each individual position.

Route Traffic to Three Destinations

In addition to a place for your twitter ID, LinkedIn lets you list three websites. Consider including your company website, a link to your Facebook page and another to a landing page

that collects database information. Use the URL or, better yet, a phrase that describes the site.

Hail Alma Mater to Connect with Other Alumni

Listing schools you attended pulls in connections from students and alumni. Even with decades of distance in graduation years, a common alma mater opens the door to a shared experience in LinkedIn alumni groups.

Spice It Up with Specialties and Interests

Like a dash of spice adds flavor, your specialties and interests lists spark up your profile with keywords and tangents that set off your personality.

Make it 100% complete

Complete profiles rank higher in searches and let you make the most of LinkedIn's profile

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

opportunities. Is yours 100% complete? If not, see what you need to do to fill in the gaps.

Add Documents, Files, Images and Videos for Personalization and Promotion

Update and round out your profile with project portfolios, slide shows, documents and other creative work that showcases your talents. Use <http://slideshare.net> to share your presentations to your profile.

Show off Your Skills

What are you good at? LinkedIn allows you to list up to 50 skills on your profile. When people visit your profile, they can endorse you for these skills or they can add to those you have listed. You can also endorse them.

Upgrade Your Account and Get More Features

A basic, free personal LinkedIn account gets

you started. Investing in an upgraded personal or business account improves functionality, reach, access and customer service. To see the options, check your account settings.

While you may be familiar with personal profiles, you may not be aware of the depth of information LinkedIn shares on company pages. Like a personal profile, there is no charge to create a company profile on LinkedIn.

Why Your Company or Organization Needs its Own LinkedIn Profile

Reasons to add your company or organization include: being indexed in LinkedIn's search engine, monitoring how the company or organization shows up, attracting company followers, owning the profile, and managing updates.

Setting up a company profile is as simple as completing a form. LinkedIn company profiles

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

feature a landing page, a products and services page and an insights section. Every company, even a solo entrepreneurship, can benefit from using the information LinkedIn posts on their company profile. One way is finding other companies and people to connect with.

How to Make Connections to Exponentially Expand Your Network

Send invitations [active] or accept invitations [passive]: the two ways to get connected.

Many people set up their profile, invite the people they know to connect and then wait to receive invitations. But, why wait? Every new person you add to your network increases your connections exponentially. So, get going.

LinkedIn connections come in three degrees:

- First degree: trusted friends and colleagues, direct connection

- Two degrees away: friends of friends, each connected to one of your connections
- Three degrees away: connect through one of your friends and one of theirs

Finding people to invite

Start by importing your email address book and sending invitations only to people you know. Be careful, though. If enough people click on “I don’t know this person,” your ability to add connections may be limited.

To shape your network’s regional and industry access, check your network statistics in the contacts section. Search for new people to connect within the areas where you’d like to grow, and invite them to join your professional network.

20 Ways to Get Connected by Sending

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for “Success Secrets of the Social Media Marketing Superstars,” this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

Invitations to . . .

1. Contacts in your email address book
2. Colleagues – former and current
3. Classmates – former and current
4. Group members
5. Business contacts
6. Twitter followers
7. Facebook friends
8. Email recipients, include LinkedIn in the signature
9. Friends and family
10. People you may know as suggested by LinkedIn
11. Networking contacts
12. Conference speakers and attendees
13. New prospects
14. People found using LinkedIn's search toolbar
15. Key people on company sites
16. Professional or trade association colleagues
17. Bloggers you like
18. Real life contacts
19. Chamber of Commerce associates
20. LIONs [LinkedIn Open Networkers] who agree to accept invitations

Sending Invitations

To send an invitation from a profile, click on add this person to my network. LinkedIn will

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

ask you how you know this person. You can send a standard greeting, but adding a personal touch only takes an extra minute or two and improves chances of your invitation being accepted.

TIP: Install LinkedIn's toolbar into your browser to search for people, companies and groups.

Accepting an Invitation

You can and should review every connection request. Before you accept the invitation, be sure you want the contact in your network. If your goal is to have high quantity, not high quality, then screening won't be as important. After you accept the invitation, send a thank you message with an introduction to how you help people and companies like theirs.

Organizing Contacts

LinkedIn organizes your contacts in categories

such as: tags group members, partners, colleagues, classmates, companies, locations, industries and recent activity. Because you can export your contact list and sync it with your database, every connection is another person you can reach via email.

As you grow your network by searching for new contacts, sending personalized invitations, managing your existing contacts and building on relationships, you will experience the power of truly being connected to an always-on business network.

Get recommended by recommending others

Being recommended adds to your credibility. When you recommend others your review shows up on their profile with a link back to yours. You get traffic and exposure, but more importantly a closer connection.

Writing recommendations for others, without

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

being asked first, positions you as a giving and thoughtful person. How do you write a recommendation? After you describe your connection, focus on one key point and keep it short.

Think of recommendations as testimonials. If you get a recommendation request from someone you don't know well, be honest and tell them that you'd like to know them better before you recommend them.

The best time to request a recommendation is when someone compliments your work or a customer thanks you for a job well done. Ask if they will write a recommendation and then follow up with a request that includes a reference to their comments.

To extend a recommendation's reach beyond LinkedIn, give approval to use yours in all of the person's or company's marketing materials. You can do the same with the recommendations you receive.

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

What LinkedIn Groups Can Do For You and Your Business

Sort of like super-powered connecting, LinkedIn groups give you a place to interact and form a closer relationship with a crowd of people. LinkedIn lets you join a maximum of 50 groups. If every group has an average 1,000 members, that's 50,000 people you can interact with every day, if you choose to.

Connect with a Crowd

Special interest groups abound on LinkedIn. Some groups are private. Some groups automatically accept new members. Others require approval by a group administrator before you can join. Use LinkedIn's search function to find groups. You can also check out groups on other profiles. Ask your contacts how they like the group. Or, join the group and check it out. You can leave at any time.

When you join a group, you set your contact and privacy preferences, including the option to show the group's logo on your profile page. After you receive notification of acceptance, visit the group's site. Now, you're ready to start participating.

Every action you take adds to the reach, shape and power of your LinkedIn network. Joining one group can put you in contact with hundreds or thousands of people.

Participate by Commenting and Sharing

Each group has its own distinct personality. Listen in and get to know who's who by browsing recent discussions, announcements and news. When you introduce yourself to the group, tell them what you bring in terms of information, connections and talent.

Then, make a personal connection with the leader to let them know who you are and how you can help out. For example, if you'd like to start and lead a subgroup within the main group, let the leader know you're interested in moderating the discussion.

Be active by checking in frequently, commenting on discussions, sharing interesting links and asking questions.

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

Create Your Own Groups to Connect People and Information

As the group leader, you manage members, facilitate discussions and represent the group online and in real life. Although you can create up to 10 groups, to be successful each will require some attention.

Group category choices include alumni, corporate, conference, networking, non-profit, professional and other. To create a group, you will enter a summary, group description and a website as well as set open or approved access, choose a language and location. You also have the option of uploading a logo that will display as a profile badge throughout the LinkedIn system.

After you set up your group, invite up to 50 connections at a time to become group members. Once a week, you can email the group with an announcement and you can post

news or a discussion topic anytime. LinkedIn manages distribution via email. You can import email and contact information into your database, but ask permission before subscribing contacts to an email newsletter.

To keep discussions going and to vary viewpoints, appoint a few group ambassadors. The group will be most successful as a gathering place for connections and information.

Every action you take adds to the shape and power of your LinkedIn network. Your LinkedIn profile connects you to a global community with millions of people and represents the virtual marketplace of the business world. Leverage your LinkedIn network into a dynamic business center by optimizing your profile, actively seeking connections, advancing your influence and participating in groups.

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

About Barbara Rozgonyi

“Online marketing and PR expert, Barbara Rozgonyi, is a wealth of information, brilliant ideas, and resources for small and large companies alike.” – inc.com

Barbara is a speaker, author and CEO of CoryWest Media, LLC, a Midwest-based strategic marketing consultancy. In September 2013, Barbara was honored to be selected as one of two U.S. reporters to cover Social Media Week Berlin for Nokia.

As publisher of <http://wiredPRworks.com>, named to Cision’s prestigious 2013 Top PR Blogs list, Barbara reports on ways to grow business, build brands, and connect communities.

The founder of Social Media Club’s Chicago chapter, Barbara is a frequent keynote speaker, an accomplished corporate trainer, and an experienced educator who develops marketing and communications programs for colleges, associations, corporations, small businesses and online communities.

A recognized social media, marketing and PR expert, Barbara’s media mentions include inc.com, American Express OpenForum, businessadvisor.com, Crain’s Chicago Business, Chicago Tribune, NFIB.com, lowesforpros.com, lawmarketing.com, Mashable, Germany’s FAZ, WDCB and NBC5.

An author who first started teaching wired writing in 2002, Barbara contributed the LinkedIn chapter to *“Success Secrets of the Social Media Marketing Superstars,”* published by Entrepreneur Press.

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for “Success Secrets of the Social Media Marketing Superstars,” this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

Barbara's work is referenced in *"The New Rules of Marketing and PR"* by David Meerman Scott; *"Mom Blogging for Dummies"* by Wendy Piersall; and *"Stick and Stones: How Digital Business Reputations are Won Over Time and Lost in a Click"* by Larry Weber. Named one of the top 12 PR twitter experts to follow by PRWeb, Barbara's digital brand is @wiredprworks, which also the name of Barbara's iPhone app.

LinkedIn Corporate Trainer Recommendations

"Online marketing and PR expert, Barbara Rozgonyi, is a wealth of information, brilliant ideas, and resources for small and large companies alike." Marla Tabaka, inc.com

"We brought Barbara Rozgonyi in to Kelmscott Communications, in order to assist our sales force in developing an understanding of how to use LinkedIn and why it is a beneficial tool in today's world.

Barbara was able to dissect LinkedIn in such a way that it was, not only relatable to our staff, but also understandable at any member's level of experience.

The training went deeper than an overview, as she fielded individual questions and request, in addition to offering guidance at a professional level. She demonstrated what strategies are most effective today, as well as, determining what steps we should take to ensure readiness for the future of social selling, via social media platforms.

Barbara's knowledge on social selling seems to have no bounds, as her experience and confidence appeared to be on display from beginning to end.

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for "Success Secrets of the Social Media Marketing Superstars," this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

Barbara will continue to serve us as a consultant, as we develop strategy behind social selling via social networking platforms, mainly LinkedIn. We are glad to have her as a part of our team, and we are even happier to recommend her as a Corporate Trainer for LinkedIn.”

By Jason Tews, Vice President of Marketing, Kelmscott Communications

“I just had the pleasure of reading Barbara's chapter on LinkedIn in the excellent book Success Secrets of Social Media Marketing Superstars (which she most certainly is that) and chatting with her on LinkedIn. Her expertise in this area is unquestionable and what I found equally helpful was the easy to read and insightful manner with which she communicates her ideas. I am a professional SEO and social media consultant so I have the privilege of getting to know many excellent consultants and I can say without reservation that Barbara is one of the very best.” David Peters, President, CMO, Director- Search Engine Optimization, Net Point Marketing

“I attended Barbara's LinkedIn workshop offered by the Digital Innovation Forum. In 1 1/2 hours Barbara was able to communicate and demonstrate the LinkedIn tools and advantages. I then engaged her for personal consultation on improving my usage of LinkedIn. In two hours Barbara educated me further on the LinkedIn features and upgraded my profile dramatically. I would consider her a true LinkedIn guru!” Joe Kruege

© 2015 Barbara Rozgonyi All Rights Reserved <http://wiredPRworks.com>

Written by Barbara Rozgonyi for “Success Secrets of the Social Media Marketing Superstars,” this content is copyright protected and may not be reprinted or reused without written permission. For more information or to interview Ms. Rozgonyi, email corywestmedia@gmail.com or call 630.207.7530.

**Need help with your LinkedIn profile?
Choose a Lead On LinkedIn Consulting
and Training Programs in one of three
categories: organizational, team training
or individual profile development.**

I. LinkedIn Strategic Planning: Small Business, non-profit or enterprise-wide social media marketing.

II. LinkedIn Team Training: C-level, senior management, business development/sales or recruiting.

III. LinkedIn Profile Development: Personal/professional profile development targeted to key leaders and visible company representatives.

Get Started Now! Visit
<http://wiredPRworks.com/linkedin> or call
630.207.7530.

Connect with Barbara Rozgonyi on LinkedIn at
<http://linkedin.com/in/barbararozgonyi>.



How to Step on the Marketing & Business Accelerator with LinkedIn



Learner Outcomes

1. Master the art of a LinkedIn power profile with a personal branding success plan
2. Target the key connections you need to make to quickly build your network - and your business
3. Maximize LinkedIn's thought leadership potential as a participant or an author to increase visibility and credibility

W-I-R-E-D P-R

Words

Intentions

Routes

Experiences

Design in 3D

Digital Direct Dynamic

PR = Personality + Reputation

Personal Branding Success Plan

Where you are now - where you want to go?

Who do you admire? Why?

What interests you? Why?

Areas of thought leadership

People

Connections you want to make

Individuals

Groups

Companies

Paths

Thought Leadership

Success

Tools

Tips and Tools

<http://wiredprworks.com/?s=linkedin>

How will you measure success? KPIs

www.linkedin.com/sales/ssi



LinkedIn

How to Step on the Marketing & Business Accelerator with



1. Goals
2. Name
3. Keywords
4. Professional Headline
5. Profile Photo
6. Custom URL
7. Industry
8. Location
9. Contact Info
10. Summary
11. Skills/Endorsements
12. Experience
13. Organizations
14. Volunteer / Causes
15. Interests
16. Groups
17. Following
18. Recommendations
19. Media
20. Privacy Settings
21. Pulse
22. Education
23. Honors and Awards
24. Additional Info
25. Volunteering Opps
26. Patents
27. Personal Details
28. Test Scores
29. Supported Orgs
30. Projects
31. Courses
32. Publications
33. Updates
34. Publish Posts
35. Connections
36. Integration

About Barbara Rozgonyi, Speaker ~ Consultant ~ Catalyst

A digital communications pioneer forging new media frontiers for over two decades, Barbara Rozgonyi leads CoryWest Media, a strategic marketing consultancy that attracts attention, builds brands and connects communities in 3d: digitally, directly and dynamically. An author, Barbara contributed the LinkedIn chapter to the best-seller, "Success Secrets of the Social Media Marketing Superstars." She shares digital PR expertise in "Success Secrets of the Online Marketing Superstars." Since 2006, Barbara's explored social media, content marketing, and PR strategies at <http://wiredPRworks.com>. Cision named Barbara's twitter profile, @wiredPRworks, a top 50 content marketing influencer and has honored wiredPRworks.com with top 50 marketing and PR blogger mentions. Via the Marketing Transformations Process, Barbara helps people and their companies attract attention, build brands, and connect communities with strategies to create business for business.

Thanks for attending this session! Grab your complimentary copy of LinkedIn Superstar Secrets at <http://budurl.com/linkedinsuperstar>