

LINKEDIN DAILY HABIT VIDEO COURSE

with Ashley Leeds

Topic 1

INTRODUCITON, BOOKMARKS AND BASICS

Where to start with LinkedIn this week and some ground rules to ensure it all runs smoothly and is easy to implement.

We'll look at how to make using LinkedIn easy

PRACTICAL

Ensure you have bookmarks in place

THE IMPORTANCE OF MONITORING

What you should keep an eye on to make sure that you improve

The neuroscience behind regular monitoring

Track what you do to ensure you improve or know where things are not working

PHOTO UPGRADE

Look good on LinkedIn so that people know, like, and trust you.

Create the perfect profile picture to get more engagement on LinkedIn

Upgrade your current photo using free software tools and your smartphone.

Topic 2

START LOOKING AT COMMENTING

We'll look at the fundamentals of what you should be doing each day on LinkedIn to drive engagement

The importance of comments. How many words are considered the minimum and why. What engagement really looks like. Who should you be commenting on.

PRACTICAL

Comment on at least 2 posts today and think of who you need to be following.

OPTIMISING YOUR PROFILE

Making sure that your profile works for you and isn't just a bland few boxes of text and photos

We'll look at how people can get hold of you and why you should utilise every available space on your contact from

PRACTICAL

Set up your Contacts and consider using LinkTree

BANNER

What makes a perfect banner and should I have a photo there too?

We'll investigate what information you should show in your banner and how to get this set up on your profile and also look at some examples from previous students

PRACTICAL

Create your banner and share it with the group for more feedback

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Topic 3

QUESTIONS ON YOUR PROFILE

Quick recap to see where you are

I'll be reviewing your work so far, so make sure that you are up to date

PRACTICAL

Catching up and review your work to date

UPGRADE YOU "ABOUT" SECTION

Understand how you write the perfect about section

Understand how to sell the vitamins and not the pill. Find out more about the pain that your customers have and deliver them the solution

Spend time on your about section so that your prospects understand what you do and show you as their go to expert.

YOUR TARGET AUDIENCE

Do you know who your target audience is? We'll discuss this and share my example

It's no good just posting anything. You have to appeal to your intended audience. We'll start looking at what this means for you.

Find your Jeri.

Topic 4

CREATING POSTS

Today we'll be looking at posting and why you should create content

We'll also uncover the excuses and expel some myths too. I want you to have confidence to just give it a go.

PRACTICAL

Write your first post

IDEAS FOR POSTING

We'll look at the various forms of posts to help make it easier for you to come up with your own original ideas.

The rules for posting and why you shouldn't be selling on LinkedIn.

See what type of post works best for you

WHEN IS THE BEST TIME TO POST?

Do you know the best time of day to post?

With 7 days in the week we'll look at expelling the myths around posting and find the best time for you

Work out when you can write a post and stick it in your diary

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Topic 5

LET'S START CONNECTING

What are connections and the difference between a follow and connect.

Using the shortcuts found in the course workbook we'll understand the best way to make connections

PRACTICAL

Amend the shortcuts into your own voice so that you are prepared to make those connections

WHO TO CONNECT WITH

How do we make connections? Who are the best people to connect with?

We'll work out who would be the best people for you to connect with.

Look at your activity this week and start making some connections

WRAP UP AND TIPS TO CONTINUE THE HABIT

Key takeaways from the course

We'll review your learning and share how everyone has to get on during the week. We'll also have to get on recordings to ensure that you are up to speed.

SOFTWARE

Course workbook

Free version of Canva or equivalent

LinkedIn

Free version of Linktree