



Level Up Your LinkedIn: *Secrets for Success from LinkedIn Local Madison*

LinkedIn **Local**
MADISON



Of the 900 Million Users Distributed
Worldwide, Only 310 Million are Active
Monthly Users on LinkedIn.

~ Per LinkedIn on 12/22/23



What is LinkedIn Local?

LinkedIn Local is a refreshing take on professional networking, offering a unique platform for like-minded individuals to connect, grow, and build lasting relationships.

“MEET THE PEOPLE BEHIND THE PROFILES.”

- Volunteer-led programming by local experts
- Locally organized, non-sponsored
- Passionate about people and career fulfillment
- Always free or optional donations for a cause
- Features learning sessions around the LinkedIn platform

Session Goal:

We'll explore LinkedIn from top to bottom, uncovering the latest trends, must-know tips, optimization hacks, and awesome features. Whether you're a LinkedIn veteran aiming to spruce up your profile or a newbie eager to make the most of LinkedIn, this session has something fun and useful for everyone!

Takeaways:

- 1) Transform your profile and nail personal branding.
- 2) Level up with the trendiest features and updates!
- 3) Boost your professional presence to new heights.



CHANTEL SOUMIS

Senior Marketing Executive



MELANIE LEE

Founder of Hustle Happiness



DAWN MULLARNEY

Founder of Unique Connector



Transform your profile and nail personal branding.

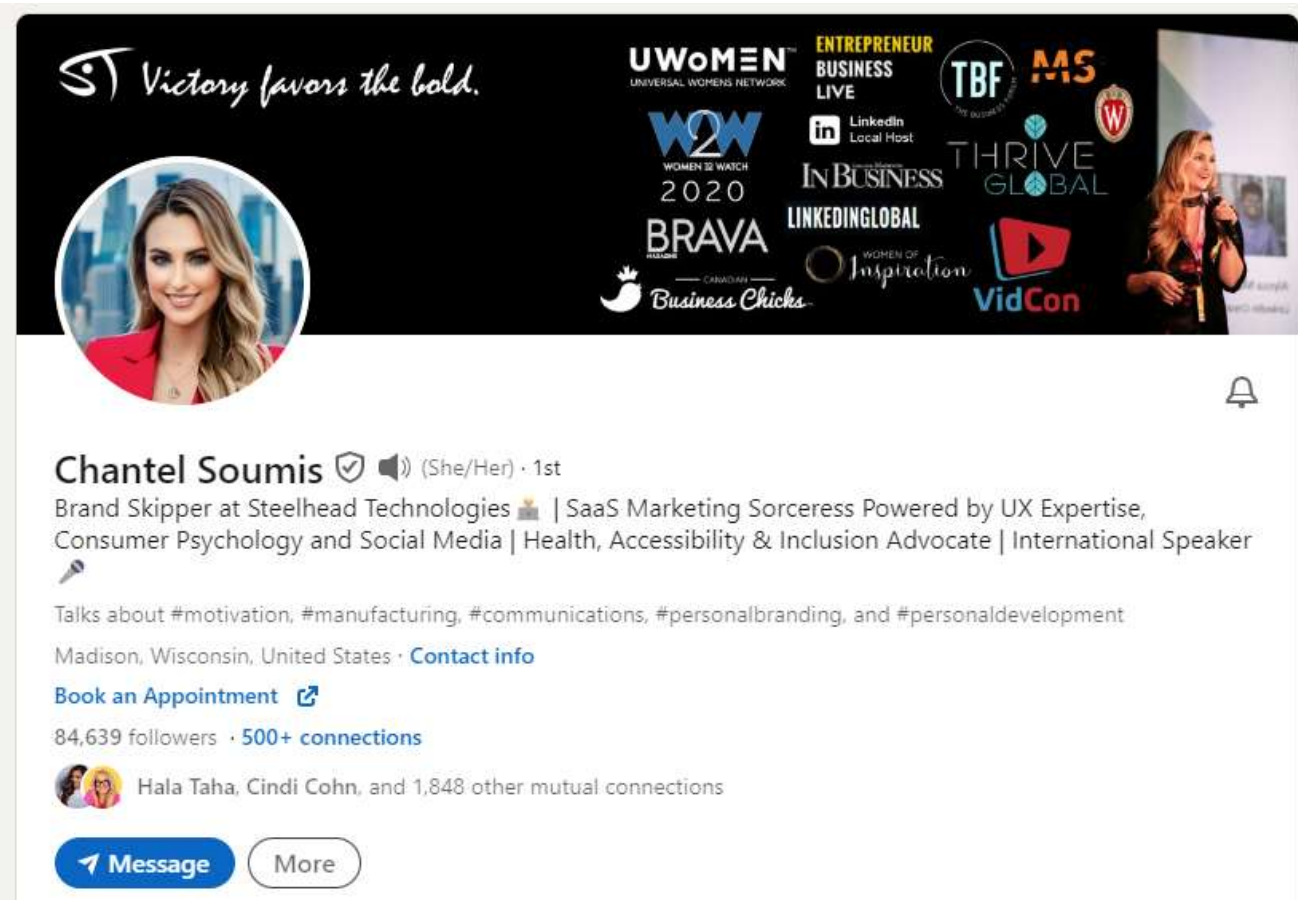
Chantel Soumis, Senior Marketing Executive

BUSINESS: HOW TO SELL YOURSELF

LinkedIn is a treasure trove of opportunities... in 1 year:

- Residential Cleaning Services: \$25k in Sales
- IT Support Company: \$50k in Sales
- Admin Support Services: \$80k in Sales
- SaaS Company A: \$100k in Sales
- SaaS Company B: \$250k in Sales
- Marketing Agency: \$1Million in Sales

PERSONAL BRAND: HOW TO SELL YOURSELF



- Profile Photo
- Banner
- Headlines
- Key Words
- Hashtags
- Booking Link
- Contact Info
- Settings > Public

7 Tips to Level Up!

1. **Smile:** A powerful headshot is warm and welcoming
2. **Banner:** What is your purpose? What makes you the best?
3. **Headline:** More than just your title. What makes you unique?
4. **RIP Creator Mode:** Customize your features in settings
5. **Website:** Add a link to your website or booking link
6. **Public:** Set your profile to PUBLIC so you can be found!
7. **Get Verified:** Avoid looking like spam



Gary Vaynerchuk ✓ · 2nd

📖 Get my New Children's Book!

Top Voice

New York, New York, United States · [Contact info](#)

5,629,377 followers

Patrick Nelson, Michael Tippner, and 165 other mutual connections



Heather Monahan ✓ · 1st

Top 50 Keynote Speaker | TED Speaker | Top 20 Business Podcast:
Creating Confidence | 2X Best-Selling Author | Board Member |
Subscribe to My Newsletter for Exclusive Content

Miami-Fort Lauderdale Area · [Contact info](#)

[Create Confidence with Me!](#)

309,794 followers · 500+ connections



Pete/r Armstrong, Nat Berman, and 2,136 other mutual connections



Mastermind.com



Clark University



Learn how to **build your business & online presence** with

LINKEDIN & AI

WANT TO SAVE TIME WRITING WITH AI? GRAB MY COURSE



Luke Matthews (That / Wizard) · 1st

I teach you how to write with AI (and win LinkedIn)

Vancouver, British Columbia, Canada · [Contact info](#)

173,319 followers · [500+ connections](#)



Nat Berman, Wendy Harris, and 1,484 other mutual connections

Message

Visit my website

More



AI WRITING made EASY



Profile enhanced with Premium

What makes a powerful personal brand?

1. **Authenticity:** Be genuine with your approach.
2. **Clarity:** What message are you sharing with your audience?
3. **Consistency:** Over quality, consistency wins.
4. **Master Storytelling:** Be approachable and conversational.
5. **Visual:** Create a memorable look.
6. **Value Prop:** Showcase what it is you do!
7. **Visibility:** Show up for your community first, then for yourself.

Authenticity. Clarity. Consistency.

Show up as YOU.

They want to get to know you...

They want to hear your stories.

They want to feel connection.

They don't like surprises.

They respect vulnerability.

They honor integrity.

They support and share relatable info.



Spencer Collins and 2,427 others

293 comments · 27 reposts

Reactions



Like

Comment

Repost

Send

Storytelling. Be Visual. Show Yourself.

What was your journey that led up to where you are today?

What are some of the lessons you have learned along the way?

What are some of the roadblocks and obstacles you have had to overcome?

What is your purpose and guiding principles that makes you unique?



Visibility.

Engage on meaningful posts.

Search for topics that you connect with by searching for relevant hashtags.

Give a reaction other than a simple LIKE or thumbs up.

Treat content like they are conversations. The creator just opened the door to dialogue, don't close it... ask questions, share a similar story, get involved!

Lead with positivity. Negativity turns folks away.

Like what someone shares? Let them know and invite them to connect!

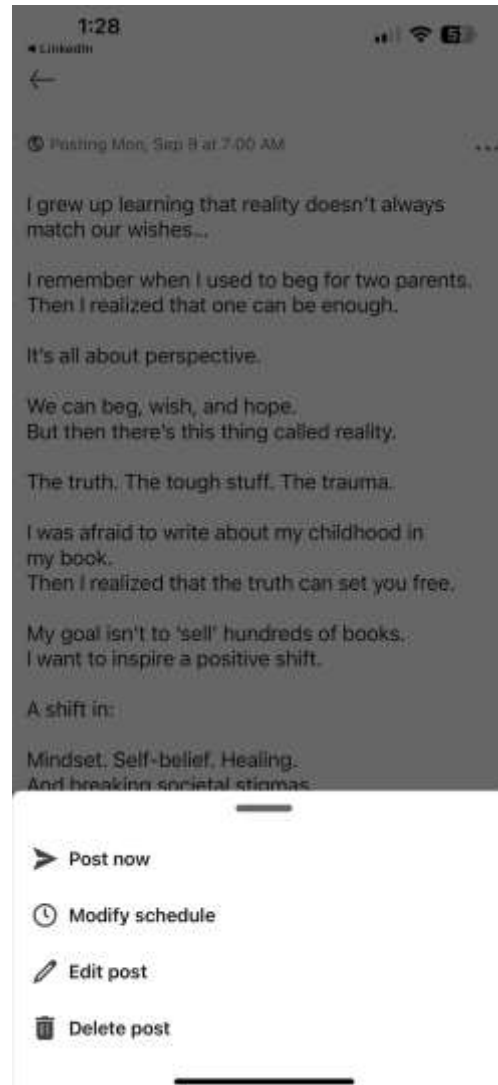
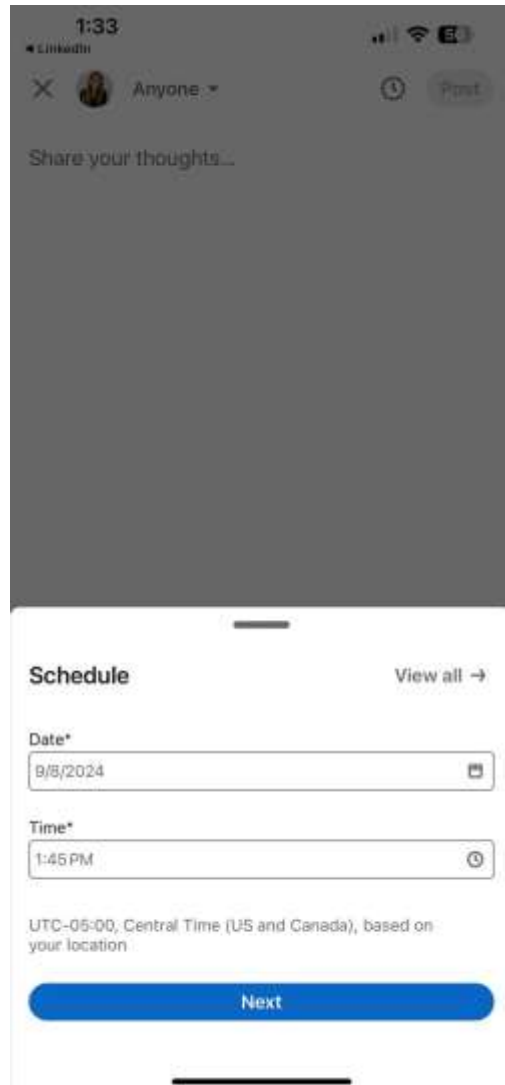
Sometimes folks who comment actively are the best "influencers" even if they don't create and share their own content frequently.



Level up with the trendiest features and updates!

Melanie Lee, Founder of Hustle Happiness

SCHEDULING POSTS: *BRAND NEW UPDATES!*



Modification Features:

- Update Posting Time
- Update Post Content
- Post Immediately

Pages that publish regularly can double their engagement!

VERIFIED: IS IT WORTH IT?

PROS:

- Builds Trust & Credibility
- Reduces Impersonation Risks
- Become More Visible
- Grows Connections Quicker
- Can Be Removed Anytime

CONS:

- Sharing ID Concerns Users
- Verification Failure
- Potential Hassle (Reverify)



A screenshot of a social media profile for Melanie Lee. At the top, there is a pink button that says "CHECK OUT MY FEATURED SECTION". Below this, there are two images of Melanie: a circular profile picture on the left and a larger rectangular cover photo on the right. Both images show her smiling. Below the images, her name "Melanie Lee" is displayed in bold black text, followed by a yellow verified badge (a shield with a checkmark) and a speaker icon with the text "(She/Her)". Underneath her name is her bio: "Inspiring healthy balance in the everyday hustle through Happiness | Healthy Hustle Keeps You Happy." At the bottom, it says "Madison, Wisconsin, United States" followed by a blue link that says "Contact info".

Melanie Lee   (She/Her)

Inspiring healthy balance in the everyday hustle through Happiness | Healthy Hustle Keeps You Happy.

Madison, Wisconsin, United States · [Contact info](#)

TOP VOICE BADGE: HOW TO GET IT

Collaborative Articles: [LinkedIn.com/advice](https://www.linkedin.com/advice)

- Score in the Top 30%
- Active 60 Days & Re-evaluated
- Engage in Topics to Earn/Keep It



Jesper Andersen  · 1st

Strategy Advisor | Communication Measurement & Evaluation |
Keynote Speaker | Strategic Communication | Public Relations

 Top Public Relations Voice

Talks about #measurepr, #prmeasurement, #effektmåling, #publicrelations,
and #kommunikationsmåling

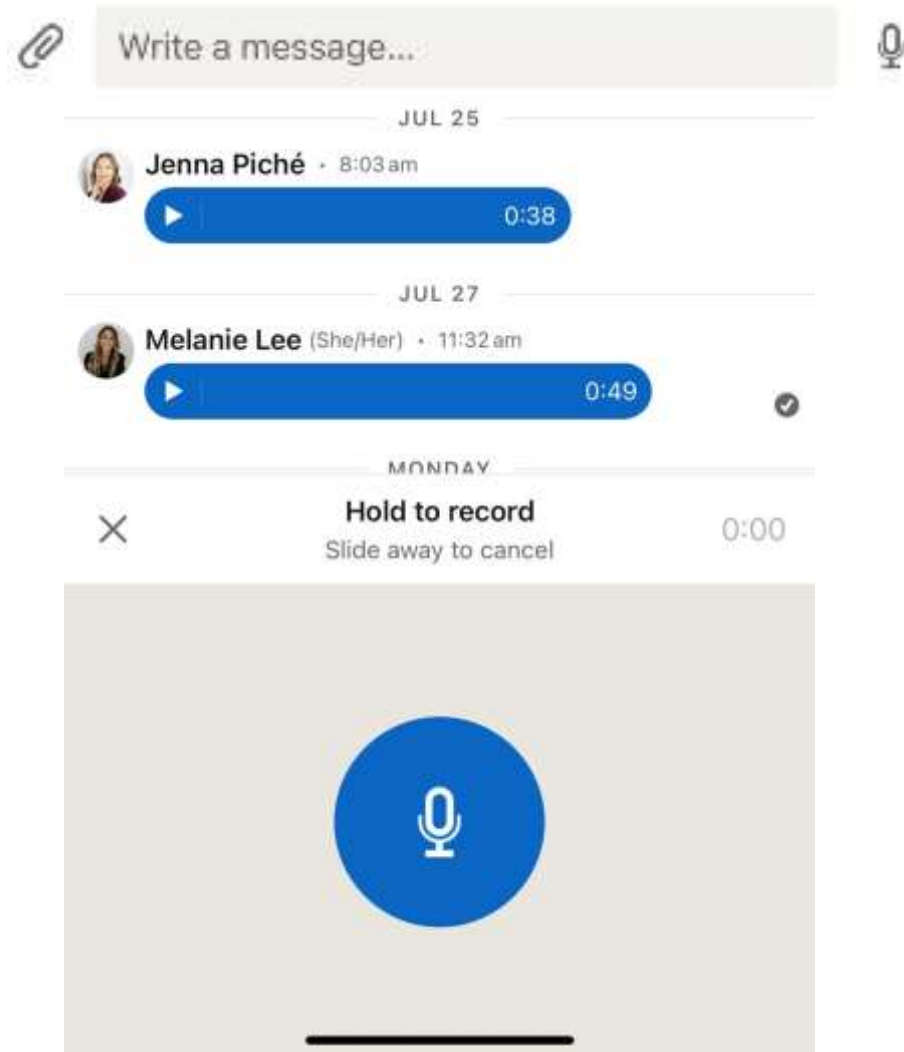
 Quadriga University of
Applied Sciences
 Københavns Universitet



Contribute to 3+ articles in this skill with your unique perspective to be considered for a  Top Writing Voice badge. Check back tomorrow for your updated progress.

Start a contribution

PERSONAL TOUCH: VOICE MESSAGE



- Great Personalization
- 60-second Voicemails
- First-degree Connections
- LinkedIn Mobile App Only

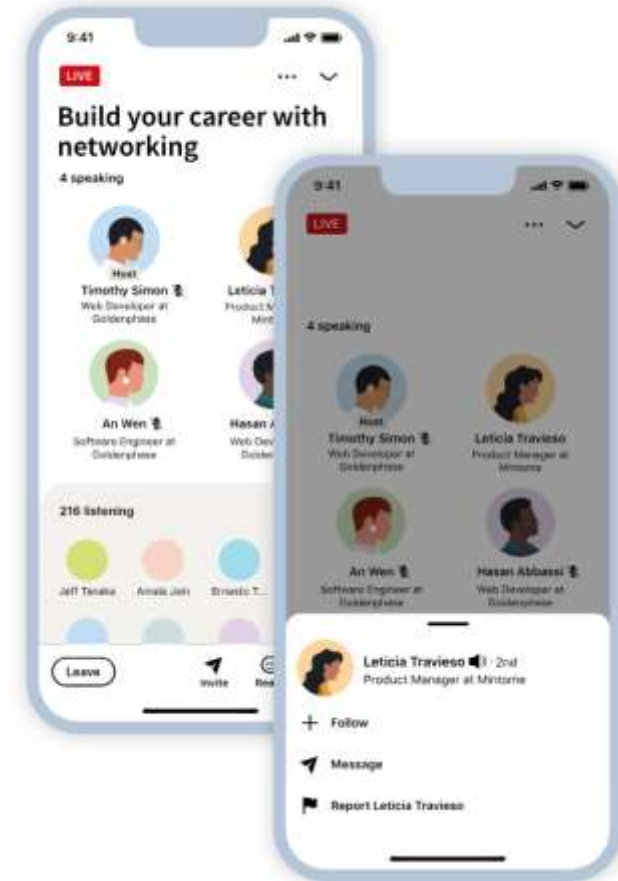
AUDIO EVENTS: CONNECT WITH AUDIENCE

Connect with Audience: Ignite meaningful discussions and extend your reach beyond your usual circle.

Host Conversations Anywhere: With Audio Events, you can start engaging talks from anywhere—no camera required, so feel free to join in from your favorite cozy spot.

Foster Community Engagement: Allow attendees to interact, connect, and follow those who captivate their interest.

Demonstrate Expertise: Your LinkedIn profile will be visible to your audience, enhancing your credibility and trustworthiness.



NEWSLETTER: WHY START

- Builds Influence
- Showcases Expertise
- Builds Relationships
- Expand Reach
- Increases Engagement
- Attract Opportunities
- Increase Visibility
- Subscribers Get Notified





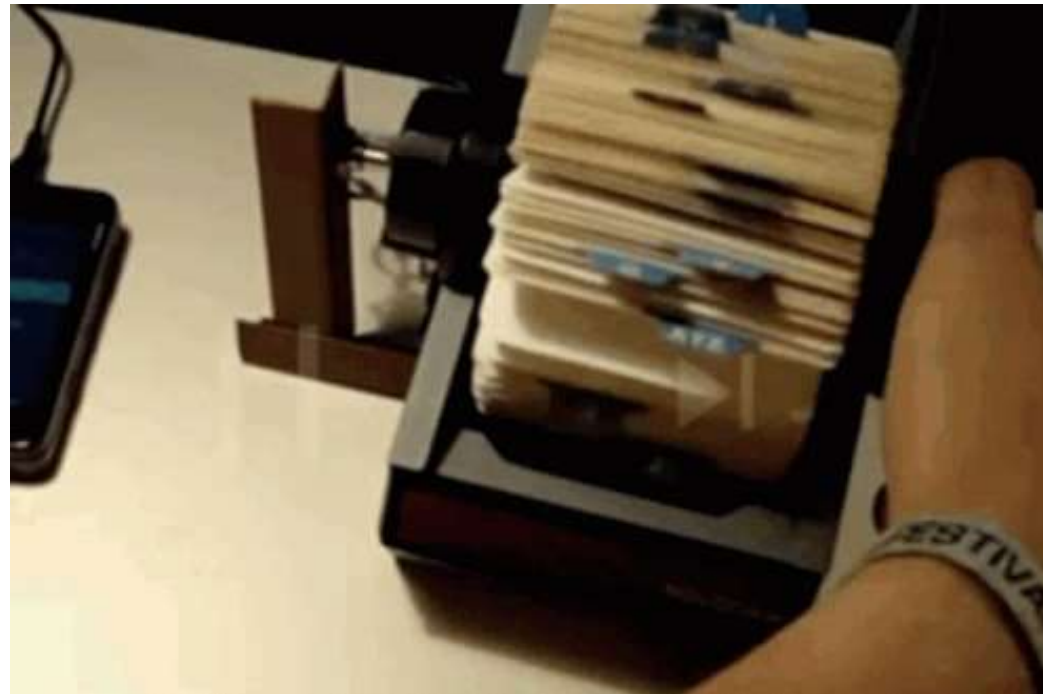
Boost your
professional
presence to new
heights.

Dawn Mullarney, Founder of Unique Connector

NETWORKING: GROWING YOUR NETWORK & BUSINESS

WHERE
SHOULD I BE
NETWORKING?

HOW DO I
GET MORE
BUSINESS?

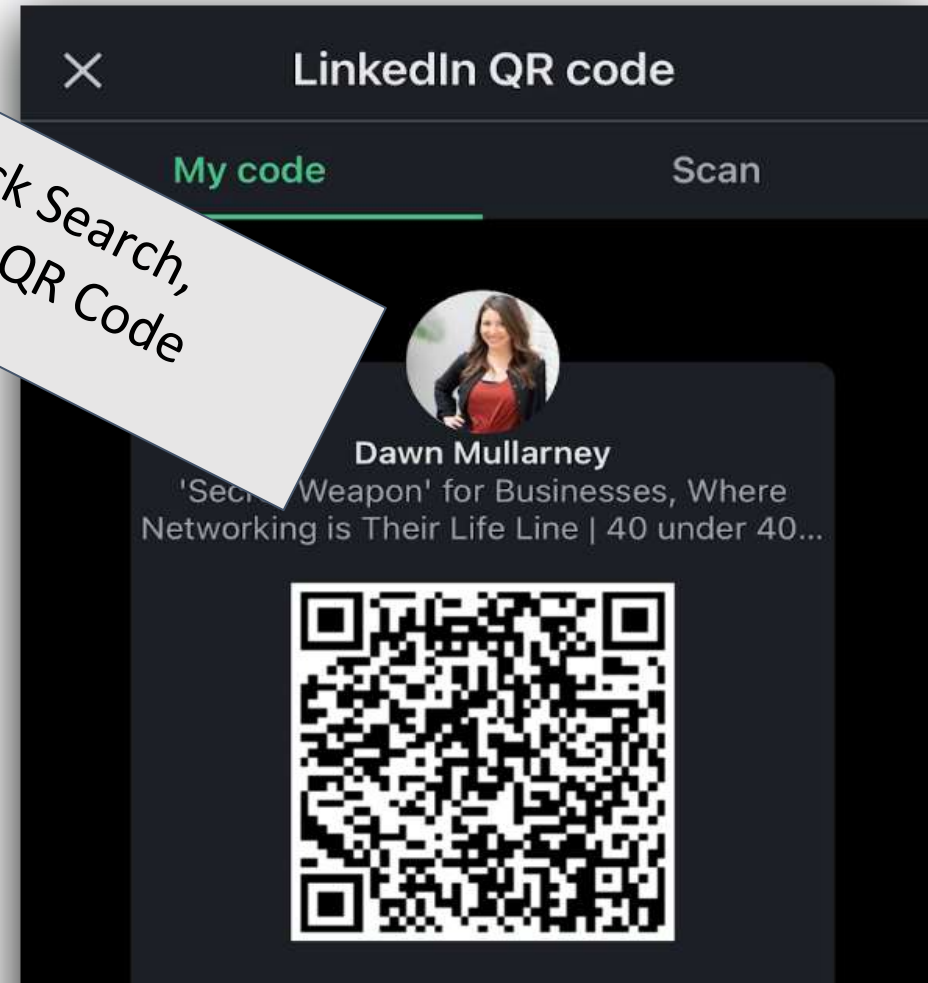


HOW DO I
GROW MY
NETWORK?

CONNECTING TIP AT EVENTS: USE THE QR CODE SCANNER

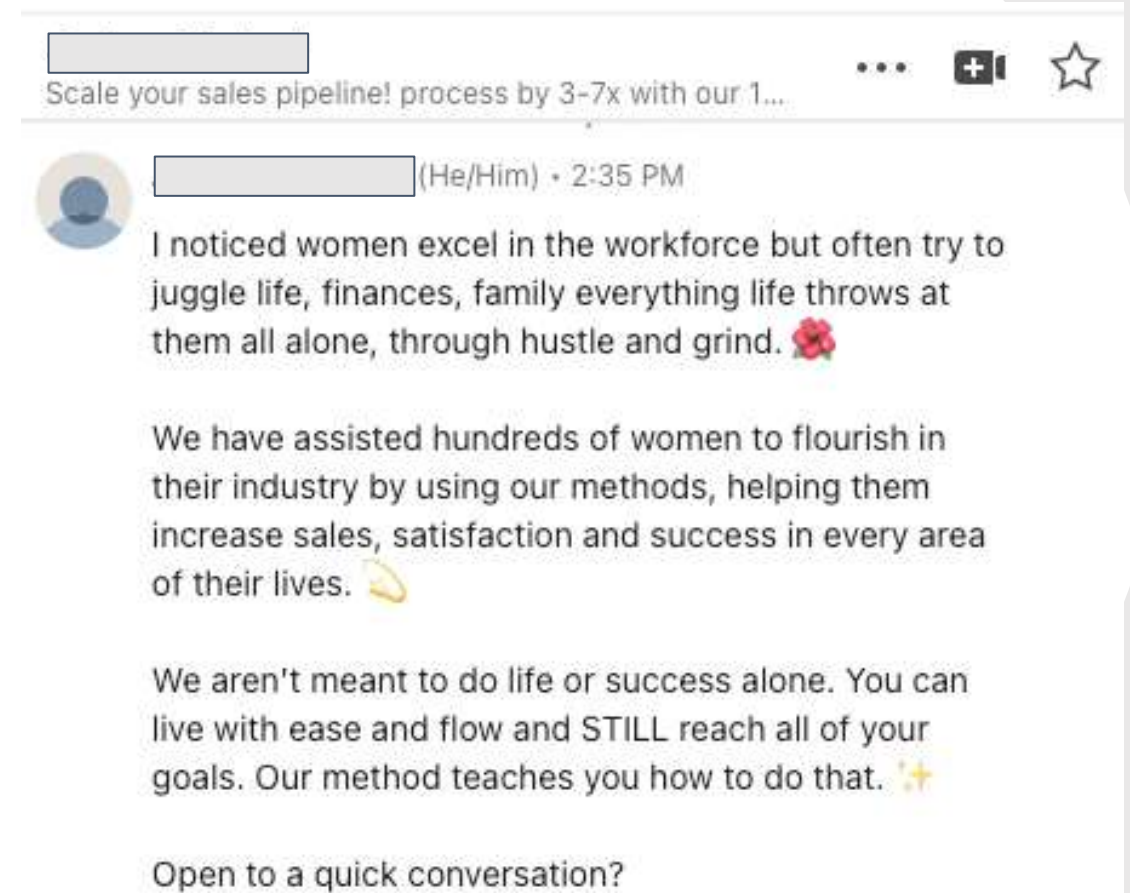


Click Search,
Then QR Code



NETWORKING: BE A NETWORKING SUPERSTAR

- Personalize your Connection Requests
- Show genuine interest and mention mutual connections
- Lead with Value/Give: Why should someone connect with you??



According to LinkedIn, **posts that receive comments see a 4x increase in views** compared to posts that don't receive any. Engaging with content through comments not only amplifies your visibility but also boosts the reach of the posts you interact with, helping you stay top-of-mind in your network.



**Per Social Media Dashboard/Lead Delta- LinkedIn report in 2022

CONNECTING: ENGAGE, BUILD MEANINGFUL CONNECTIONS THROUGH COMMENTS

- Engage Thoughtfully with Posts
- Ask Insightful Questions, Share relevant experiences, **ADD VALUE**
- Build rapport by being an Active participant in conversations

Automate with ⚠ CAUTION ⚠

EMBRACE AN ABUNDANCE MINDSET IN BUSINESS

- Learn from your competitors- there's enough success for all!
- Collaborate with your connections to drive innovation and growth
- Share knowledge and resources to build lasting partnerships
- Growth comes from lifting others as you rise



TAKE ACTION! *Explore topics, execute and use
LinkedIn to your benefit!*

**L- LEARN
I- INSPIRE
N- NETWORK
K- KINDNESS
E- ENGAGE
D- DEVELOP
I- INNOVATE
N- NURTURE**



Action Steps to Elevate Your LinkedIn Game

- Review your Profile
- Build Your Personal Brand
- Get Verified
- Get Active with Articles
- Use Your Voice
- Post & Share
- Connect - Add Value - Comment

CONNECT AND ENGAGE WITH US!



**Facebook
Group**



**MeetUp
Group**



**LinkedIn
Page**



Website

Connect with us on LinkedIn & Engage with us
for future networking & educational events.