



# LINKEDIN REFERENCE GUIDE

Leslie's steps to LinkedIn Success

LinkedIn is the world's largest business network. This is the social media site where decision-making professionals are INVESTING time.

Punch up your presence to ensure you make a great first impression!

Before you begin, be sure to turn off your activity broadcasts!

## LESLIE'S 3 STEPS TO LINKEDIN SUCCESS

1. CREATE a strong professional presence
2. CONNECT with quality people
3. CONVERSE (and potentially CONVERT higher paying clients)

### STEP 1: CREATE

Make a great first impression with:

1. **A professional photo**
2. **A strong headline**  
Headline formula:  
(Title) specializing in (objective) for (target audience)
3. **Optimize your LinkedIn Summary**

It's your elevator pitch to highlight who you are, and how you help your target audience. Write it with your target audience in mind: what's in it for THEM?

You have 2,000 characters to effectively tell your brand story. Write it in 1st person and include all your accomplishments, keywords by showcasing how proud and committed you are to your industry. Be sure to include a call-to-action to get people to contact you via email or phone.

Remember: Your LinkedIn profile is a "living" document. Always add new accomplishments and update your new "wins" frequently.

### STEP 2: CONNECT

We don't exchange business cards without a conversation. Always create a personal relationship with your connections.

**Leslie's PUNCH!media tip:** Always add a personalized note to share how you know each other or why you want to connect with them.

Reply without accepting the connection: "Can you please refresh my memory as to how we know each other"

Turn a connection request into a meeting: "I don't think we've met before, but I'd like to meet you for a cup of coffee and chat about your business"



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## STEP 3: CONVERSE

- Stay top-of-mind with at least one great status update per week
- Say “congrats” on a new job or accomplishment
- Send testimonials
- Make your connections feel as if they matter

## 3 STEP PROCESS FOR TURNING COLD CALLS INTO A WARM INTRODUCTION

1. **Search for your dream connection**
2. **See who connects you**
3. **Ask for an introduction**

## LINKEDIN COMPANY PAGES

You must use a company email address to set up a LinkedIn Company Page

- Showcase your company story
- A “hub” for all of your staff
- Share status updates
- Announce job opportunities
- Provide information on products/services
- Add administrators
- Access Analytics
- Sponsored content (ads)

## LINKEDIN CHECKLIST

### Create

- Add professional photo
- Add killer headline
- Complete LinkedIn Summary
- Add at least 10 skills
- Obtain custom URL
- Add multimedia
- Add experience and accomplishments

### Connect

- Connect with at least 50 people
- Add a personalized note with each new connection
- Join a group and engage in discussions
- Reach out to someone new and share why you want to connect with them

### Converse/Convert

- Reach out weekly to say “congrats” or “Happy Birthday”
- Share relevant articles with your target audience
- Add an engaging status update at least 1x to 2x per week
- Write a testimonial for someone you’d stake your professional career on
- Introduce 2 people who could potentially do business with each other



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