



Bite Sized LinkedIn™ Workshop Series

Each session is between 45 minutes to an hour long, depending on the topic and covers a part of LinkedIn™'s many features & functions. This makes them perfect for lunch & learn sessions.

Please let me know which sessions offer the most value for your organisation and let's get a date in the diary.

Bite Sized LinkedIn™ #1: 7 steps to an All-Star Profile:

'All Star' or 100% complete profiles on LinkedIn™ are 40 times more likely to receive opportunities including: job offers, new clients, new markets, new connections to centers of influence and more. Not having an All-Star profile makes you invisible to clients or Hiring Managers looking for you. Learn the 7 steps you need to take to get yours.

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Bite Sized LinkedIn™ #2: LinkedIn™ Mobile App:

The LinkedIn™ Mobile App is an extremely popular feature of LinkedIn™. It helps you to work efficiently while you are on the move or out of your office by providing a faster way for you to tap into your professional world.

Learn the tips & tricks, functions, and hidden features that you probably do not even know exist to make sure you are getting the best out of this useful app.

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Bite Sized LinkedIn™ #3: Why your headshot matters:

People make up their mind about what they think of you in just 0.6 seconds. Learn why your LinkedIn™ head shot is VITAL to making a professional impression & building your personal brand and get tips & tricks on how to take a good one, even if you are just using your iPhone.

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Bite Sized LinkedIn™ #4: Effective Posting + LinkedIn™ Algorithm Tips:

Learn pro tips for posting on LinkedIn™. Learn whether you should still use #hashtags, how & when to use images, how to use video on LinkedIn™, should you put a link in your post, secret LinkedIn™ algorithm tips, how frequently you should post & much more. If you want to cut to the chase and enjoy posting success on LinkedIn™, this is workshop is the LinkedIn™ GOLD you've been looking for.

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Bite Sized LinkedIn™ #5: Source powerful recommendations:

LinkedIn™ offers you the chance to ask your happy clients, current & past bosses & colleagues to write testimonials for you & your work on your profile. These present you to the market in a powerful & highly professional way and could even lead to a new job client or other opportunity.

Learn everything you need to know to source powerful recommendations that will help present you to the market as an industry influencer.

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Bite Sized LinkedIn™ #6: How to Spy on Your Competition:

Spy on Your Competition Without Them Knowing.

Sometimes you might need to do some 'research' on LinkedIn™: Maybe check out a Hiring Managers profile before the interview, learn more about your boss, client, or spy on your competitor.

This session teaches you how to do this without letting anyone know it is you.

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Bite Sized LinkedIn™ #7: Messaging App Tips & Tricks"

The LinkedIn™ Messaging App is one of the most powerful & yet most underutilised functions on LinkedIn™. It offers you an effective way to connect with target clients.

Learn how to get the best out of this little-known function.

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Bite Sized LinkedIn™ #8: How to Grow Your Network:

One connection on LinkedIn™ can connect you to 400 new people. All of your friends & clients have jobs. Once you connect with them on LinkedIn™ they can easily understand what problem you solve & for who by viewing your profile. This could lead to a new opportunity for you.

Learn the right way to grow your business network quickly & easily by adding the contacts you already have in your network to your LinkedIn™ profile.

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Bite Sized LinkedIn™

Training | Workshops | Webinars | Thought Leadership | Personal Branding
Social Selling | Employer Branding



Bite Sized LinkedIn™ #9: Generate Leads in Just 5 minutes a day:

LinkedIn™ is the best way to generate B2B leads, but I hear the same thing all the time from my LinkedIn™ clients 'I just don't have enough time in the day to spend hours on LinkedIn™ every day'.

Learn the tips, tricks, and secret shortcuts you need to know to generate leads & get results using LinkedIn™ in just 5 minutes a day.

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Bite Sized LinkedIn™ #10: The RIGHT Way to Connect with Clients:

If enough people say, 'I don't know this person' when you try to connect with them on LinkedIn™, you can end up in 'LinkedIn™ Jail'. This means you will not be able to connect with anyone unless you have their email address & could even have your account restricted for the next 30 days or even permanently.

If you are sourcing new business from LinkedIn™, this could be disastrous for you.

Learn the tips, tricks & hacks you need to know to get clients & prospects to happily accept your connection requests on LinkedIn™.

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Meet Your Trainer: Steve Bruce – Marketing Consultant for LinkedIn™, SB Consulting



I am a Hong Kong based Independent Marketing Consultant for LinkedIn™. I have been offering LinkedIn™ training, workshops & 1:1 LinkedIn™ profile upgrade services since 2011.

During that time, I have taught thousands of Senior executives, Business Owners, Salespeople & Corporate Teams how to use LinkedIn™ effectively to achieve their business goals by presenting themselves powerfully as industry influencers and thought leaders.

I have taught my clients to generate revenue using the platform and I can help you too.

Get in touch to learn more about how we can work together. I am looking forward to running one of my 'Bite-Sized LinkedIn™' sessions for you soon!

Thanks!

Steve Bruce

Marketing Consultant for LinkedIn™ | Training | Webinars | Workshops

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