

A man in a grey jacket and glasses is holding a microphone towards a woman in a white coat and glasses. The background is a blurred outdoor setting. A large red rectangle is overlaid on the image, containing the course title and subtitle.

COURSE OVERVIEW & GOAL SETTING

LinkedIn Professional Masterclass 2021
Module 1, Video 1

LINKEDIN IS A GYM, AND I AM YOUR PERSONAL COACH

A good LinkedIn profile isn't just about having a professional existence.

- It can be a powerful tool that unlocks so many potentials if you choose to put in the time and effort to making it successful.
- You can use it to grow and directly monetise your personal brand or company
- You can discover global opportunities beyond your natural network and capacity

So what will you be able to do by the end of this course?

- Optimise your base profile to make you be seen. (Signing up for the gym)
- Truly understand what features are available, what tools you can use. (Reviewing the best equipment and practices)
- Tailor a training plan to curate your own pathway (develop a workable plan to achieve your goals)



THE 4 MODULES + ACTIONABLES

01 **SETTING UP, GOALS**

Getting motivated

02 **YOUR PROFILE**

Optimising yourself to start

03 **INTERACTING & NETWORKING**

Training and learning from the best

04 **BUILDING YOUR FOLLOWING**

Building a base of your own

MODULE 1: SETTING UP

VIDEO 1: Course overview, and why LinkedIn is important

- What LinkedIn offers as a platform (The gym)
- Professional presence and reputation (Goals)
- Interactions and value exchange (Training plan)

VIDEO 2: Success stories, positive impacts & examples

- Personas and example goals
- How you can best set your goals

VIDEO 3: My personal journey, questions & answers

- Why am I on LinkedIn?
- My process and methodologies



MODULE 2: YOUR PROFILE

VIDEO 4: Creating a profile on LinkedIn

- Importing your resume
- Do's and don't for your first profile
- Headshots and professional banners

VIDEO 5: LinkedIn Summaries

- Writing a compelling summary
- Examples, questions and answers for your summary

VIDEO 6: Adding depth to experiences

- Adding your work, education and personal items into effective bullet points



MODULE 3: INTERACTING

VIDEO 7: Giving recommendations and receiving endorsements

- Who should you ask for recommendations?
- Why you should give endorsements to contacts

VIDEO 8: How to follow and connect to successful influencers

- How to meaningfully interact with influencer posts
- Getting seen by influencers and leaders in your industry

VIDEO 9: How to introduce yourself and network with new connections

- Tips and tricks for a good first impression



MODULE 4: YOUR FOLLOWING

VIDEO 10: Putting yourself in the right mindset and showcasing your focus

- Telling your story, understand your own value, and what you have to offer
- Choosing your niche or area of expertise

VIDEO 11: Aligning your content to your audience

- Appraising the LinkedIn landscape
- Reviewing successful influencers in your industry and their metrics

VIDEO 12: Generating value for your followers and engaging them thoughtfully

- The anatomy of an engaging post
- Engaging and encouraging your audience as a following



LINKEDIN AS A GYM



TALENT PORTFOLIO

Showcasing your profile and interacting with others



NEWS & UPDATES

Stay informed of industry trends and updates



JOBS & HIRING BOARD

Find a job or hire top talent



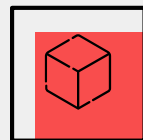
SELF PUBLISHING

Publish your own content and works



EVENTS ORGANISATION

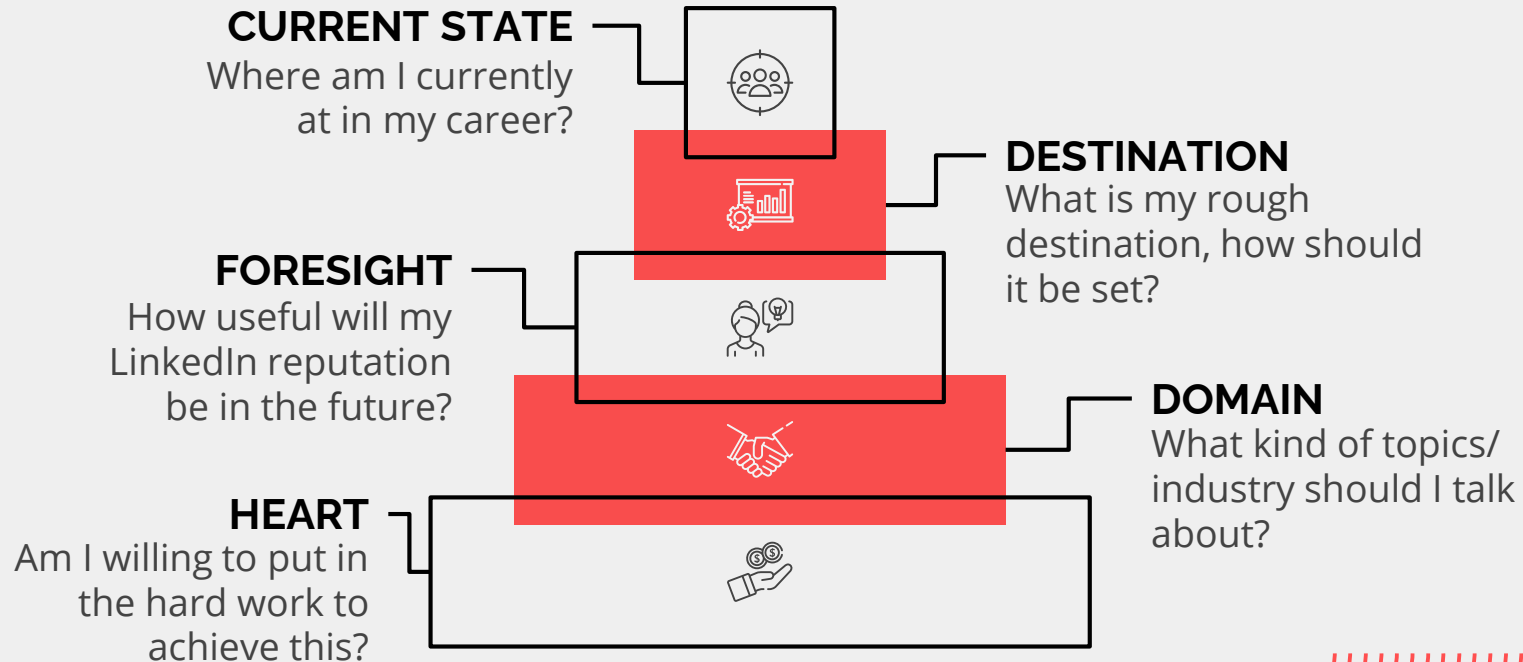
Organise and attend events and livestreams



LINKEDIN LEARNING

Access course materials to professionally upskill

HOW MUCH REP (MUSCLE) DO YOU WANT TO GAIN?

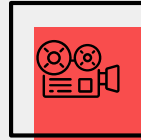


MAKING THE TRAINING PLAN



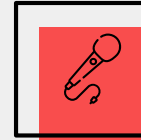
COACHING

While it is possible to become successful working alone, these steps will maximize your effectiveness



KNOWLEDGE

You will understand the merits and drawbacks of each exercise towards your goals



TAILORING

Eventually, you will be able to tailor your own strategy and create milestones for yourself