

UNDERWING PRESENTS:



How To Use LinkedIn for business *Workbook*

**A training designed to help you understand
how to build a personal LinkedIn profile and use it successfully**



Welcome!

This workbook had been designed to be used with this short training video.

I hope you find it useful!

**Any feedback, questions or problems, please do get in touch on
fran@underwingliverpool.com, twitter, intagram, facebook
@underwinglpl, or linkedin on
www.linkedin.com/in/francesca-manca**

Speak soon

Fran



Creating an account

You will need:

Your name
Your DOB
An email address
Your business name
A good photo

Photo

You will need a great photo of you, professionally taken if possible, or taken with a good camera/phone, with a background clear of clutter, featuring you and you alone (no husbands, children, friends, unless pertinent to your brand) dressed for the occasion.

Remember your profile photo is the first thing people see when they come on your profile, or if you comment on other people's posts.

Banner

There are very specific specs to it with regards to size, but any free software like Canva will have a pre-set template.

The banner is a GREAT tool for you to send people to your offer of the moment.

For example, it can have the title of your new book or course on, with a brief call to action and the website you want to send your audience to.

Or you can get visitors to sign up to your email list, ask info about events, create hype for a new launch, etc

Some examples? Go have a look at the banners of these amazing women!

Leah Turner LinkedIn Coach

Amanda O' Rourke Inner Calm Coach

Amelia Sordell branding Expert

Maximising your profile

Now we move onto making your profile work for you!
Let's look at:

<i>Strapline</i>	Let's get to grips with this!
<p>this is REALLY important. It tells people who you help and how. This doesn't have to be your job title, and you can use these 2/3 lines as creatively as you want.</p> <p>Remember the first line of your strapline is what people see when you comment on a post, so it's like a business card for you!</p> <p>A good formula which is:</p> <p>I help (your ideal client)</p> <p>Do/achieve/change (or whatever your product or service does)</p> <p>Through (your method of delivery/product).</p>	<p>WHO DO YOU HELP?</p> <p>WHAT DO YOU HELP THEM WITH?</p> <p>HOW DO YOU HELP THEM?</p>



create 3 or 4 straplines you are happy with. Remember that when you comment people can only see the first line, so make it count!

List here some keywords that will help you refresh your strapline overtime

Bio and Employment History

Your employment history is really useful to help you display everything you do now. Link your old jobs to companies when possible, and then, especially if you run your own business, create a LinkedIn page for your current company, and within that company add all the things you do as different roles, together with the services/ products you offer, all starting with the starting date of the business. This way, if I go your page and look at your employment history, I'll see the logo of your current company and then a series of things you can do for me, more or less like this:

Experience



Underwing Liverpool

3 yrs 9 mos

- **Corporate Training**
Full-time
Feb 2018 - Present • 3 yrs 9 mos
 - **Business Consulting and Coaching**
Full-time
Feb 2018 - Present • 3 yrs 9 mos
 - **Professional Speaker**
Full-time
Feb 2018 - Present • 3 yrs 9 mos
 - **Founder**
Full-time
Feb 2018 - Present • 3 yrs 9 mos
-



Your BIO

This is where the magic happens. No one wants to read about you. They want to read about them.

A good bio starts with a bunch of problems your ideal client is having, gives them data to think about, and then the solution you offer.

Also, don't forget the call to action in as many ways as possible: Some people will want to send an email, others to book a discovery call, others to have a look on your website or buy your product.

Put all your Links at the bottom of your bio!

So do your research, find out what are your ideal clients struggling with that you can solve? What scary,

thought-provoking or interesting data can you add?

You want the reader to really feel like they are reading about them!

And then, boom! Hit them with your solutions!

REMEMBER!

- * List all the problems your customers are facing right now – make them feel the pain!
- * Back it all up with reliable DATA
- * Provide your solutions!

[illegible]



DOING on LinkedIn

Connect, interact – list here some types of professionals you want to interact with:

-
-
-

Your Content – What can you talk about that would bring value to your potential clients, positioning you as 'the expert'?

USEFUL CONNECTIONS FOR FAME – List here all you contact who have podcasts, blogs, vlogs, etc, and reach out for collaborations/ interviews/ talks!

Delivering Value

Create a generic content calendar to start with. Pick one topic per week, then break it down into 3 sub-topics you can post about. Remember to vary the type of post you use! (long, short, photo, video, poll etc)

List your first month of posts here! (3 per week)



Endorsements and Recommendations

WHO COULD YOU WHOLEHEARTEDLY RECOMMEND?

WHO COULD RECOMMEND YOU AND FOR WHAT?



NOTES

Use this space for any extra notes you want to take!



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About Fran



Francesca Manca is a creative problem solver, jazz lover and purpose-driven Founder of Underwing.

She has multiple strings to her bow after working in business strategy, marketing, and events for the past two decades.

Francesca, or Fran, once you get to know her, goes out of her way to make sure your individual needs will be met and respected.

With a passion for working with pioneering businesses and entrepreneurs ready to take action, she can bring a fresh perspective to your business.

Fran is very involved with the Autistic and Special Education Needs (SEN) community; she's a proud advocate of this talented and underrepresented group of people. Fran's experienced in working with people from all walks of life and needs.

Based in Liverpool, Francesca works across the UK, Paris and Milano and is always open to working in new locations.



Underwing

Grow your business how you want, when you want.
Business and marketing strategy to give you wings!

Get in touch



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