



**Discover the LinkedIn Advantage:  
Your 90-Minute Roadmap to Professional Success!**

# What if I told you that the key to your next big opportunity is hiding in plain sight?

**1** Crafting an irresistible profile

**2** Creating engaging content

**3** Networking strategies that work



# Who Am I?



**18**  
**MONTHS ON**  
**THE #1 LIST!**

## **1 Author of "LinkedIn Publishing to Profits"**

Pre-sold the book before a speaking on Dan Kennedy's stage in 2017. #1 in two countries.

## **2 Been on LinkedIn Since 2009**

Really started working it after I purchased a course in 2011. How I started my consulting career and found my clients - and still do!

## **3 LinkedIn Advisory Team**

Since 2013. Only 1400 of us Worldwide.

## **4 2024 LinkedIn "Top Marketing Voice"**

Took 3 months to get this honor - short lived badge on my profile, but can do it again, and YOU can too!

## **5 Single Mom & Rottie Lover**

I have 4 children, 2 grandkids, and have had 4 Rottweilers. Currently have my Gemma, who's 5.5.

## **6 From Solopreneurs to Fortune 50**

I have worked with over 200 industries and sub-industries.

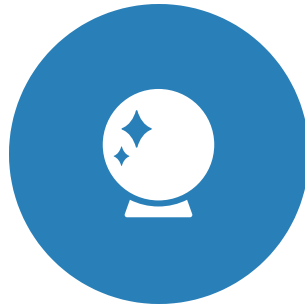
# The Power of LinkedIn

LinkedIn by The Numbers



## Over 1 Billion Members

LinkedIn is over 21 years old and has members in 200 countries



## 98% of Fortune 500 companies use LinkedIn

And, this is up from 97% in 2022



## 1.6 Billion People Visit LinkedIn Monthly

Not only is LinkedIn popular in terms of membership, but it also sees a significant amount of organic traffic.

# Why LinkedIn Matters



## **82% of B2B marketers see success on LinkedIn**

Compared to other social channels, LinkedIn has been the most successful platform for B2B marketers.



## **4 out of 5 people on LinkedIn “drive business decisions”**

LinkedIn’s chief selling point is its ability to target an audience by their job, not just their demographics. This allows businesses, in particular, to reach the decision makers.



## **96% of B2B marketers use LinkedIn for organic social marketing**

These LinkedIn stats make LinkedIn the top network for B2B content marketers, followed by Facebook and Twitter (80% and 71%, respectively)

## **PAUL S. – PHILANTHROPIST & INVESTOR**

Started profile optimization Dec. 2023

- ✓ **Paul created a new account**
- ✓ **Went from 0 to 6400 connections in 3 months**
- ✓ **Uses his profile for branding and expertise**



LinkedIn 101

# Three Pillars of LinkedIn Success

## Profile: Your Professional Identity

- Your LinkedIn profile is your digital business card and personal brand showcase.
- It's the first impression you make on potential employers, clients, and collaborators.
- A well-crafted profile tells your professional story, highlights your unique value proposition, and opens doors to new opportunities.
- It's not just about listing your job history—it's about presenting a compelling narrative of who you are, what you've accomplished, and where you're headed in your business, and who you serve.

LinkedIn 101

# Three Pillars of LinkedIn Success

## Content: Your Voice and Expertise

- Content on LinkedIn is your platform to share knowledge, insights, and experiences. (personal or professional)
- It's how you demonstrate your human, expertise, establish thought leadership, and engage with your professional community.
- By consistently creating valuable content, you amplify your voice, **increase your visibility**, and open doors to new opportunities.
- Whether through newsletters, articles, posts, or videos, your content is a powerful tool for building your personal brand and professional reputation.

LinkedIn 101

# Three Pillars of LinkedIn Success

## Networking: Your Connections and Opportunities

- Networking on LinkedIn is about building meaningful professional relationships.
- It's not just collecting connections, but engaging with them strategically.
- Effective networking expands your reach, opens doors to new opportunities, and provides valuable insights into your industry.
- By cultivating a diverse, quality network and actively participating in conversations, you create a supportive ecosystem for career growth, collaboration, and knowledge sharing.

# Crafting an Irresistible LinkedIn Profile

Before you craft your profile, you must define your business objective and goals

- **Your Virtual Handshake**

Your profile is your virtual handshake, creating an immediate impression of perceived likability and trust in the digital professional world. It's the first interaction potential clients and collaborators have with you, setting the tone for your online professional presence.

- **First Impressions Matter**

First impressions on LinkedIn can make or break professional opportunities. A well-crafted profile instantly communicates your value and credibility, potentially opening doors to new connections and career advancements.

- **Profile Elements We'll cover**

1. **Profile picture**
2. **Banner photos**
3. **Headline**
4. **Summary**
5. **Experience**
6. **Skills**
7. **Visibility boosters**

ACCORDING TO LINKEDIN

**Profiles with photos receive  
21 times more profile views  
and 9 times more  
connection requests**

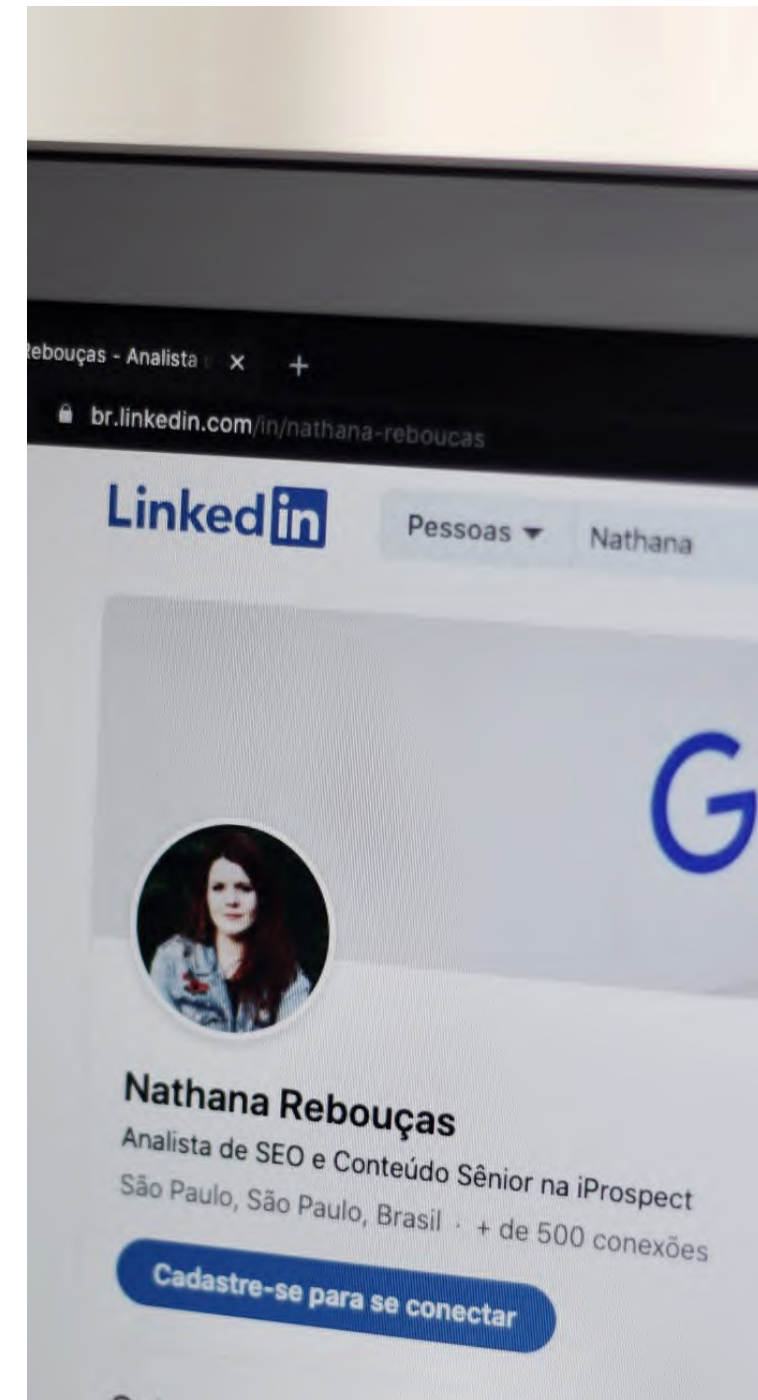
**1** Can use an iPhone or Android smartphone with a high-quality camera

**2** Smile warmly and ensure your photo shows your head and shoulders clearly

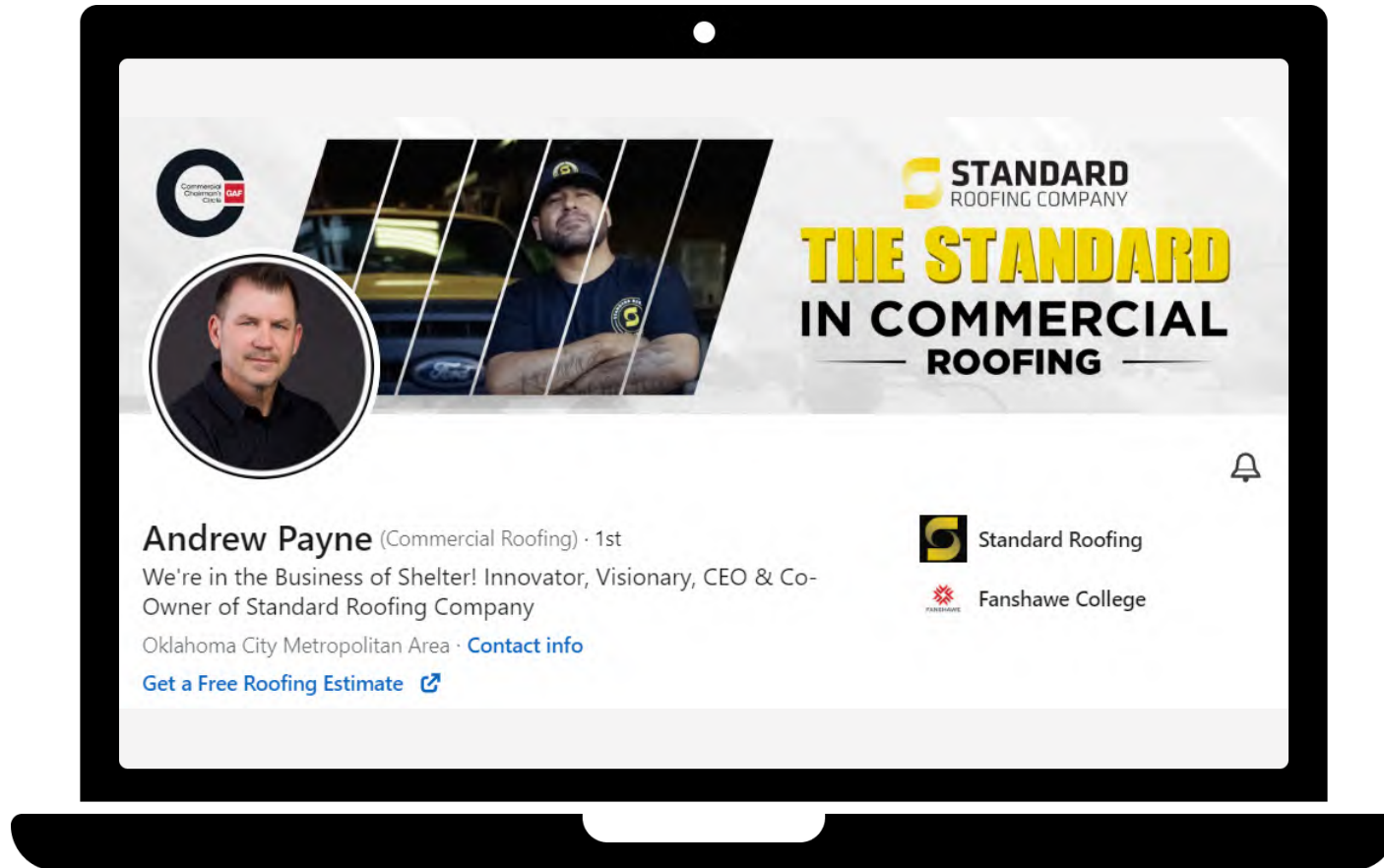
**3** Dress as you would for a first meeting with a potential client

**4** **HOT TIP:** Not confident in your family's photography skills? Consider using an AI Headshot Generator for a polished look

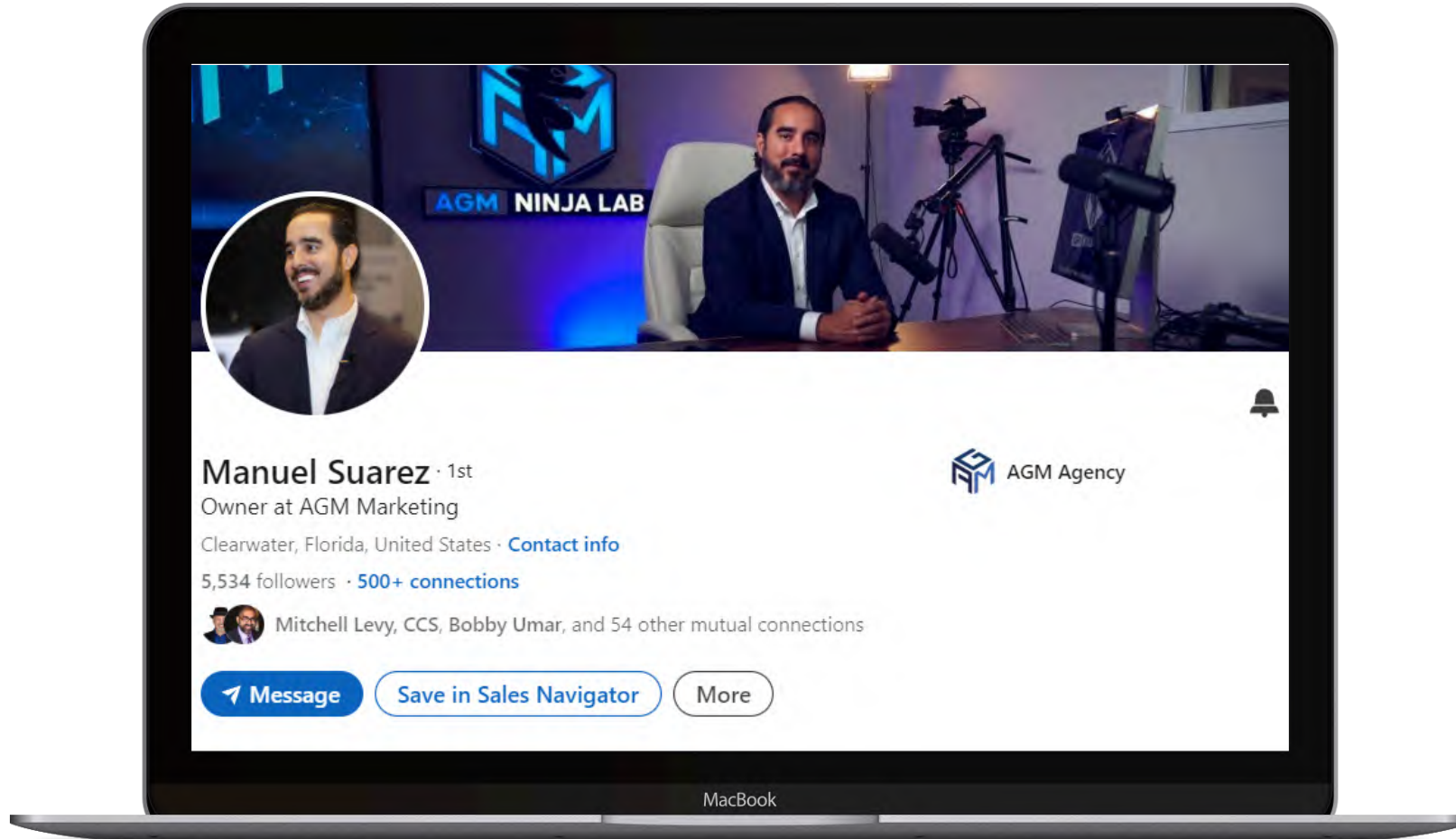
**5** **HOT TIP:** Stand out by using colored backgrounds or circles that match your banner's branding



# Great LinkedIn Profile Photo



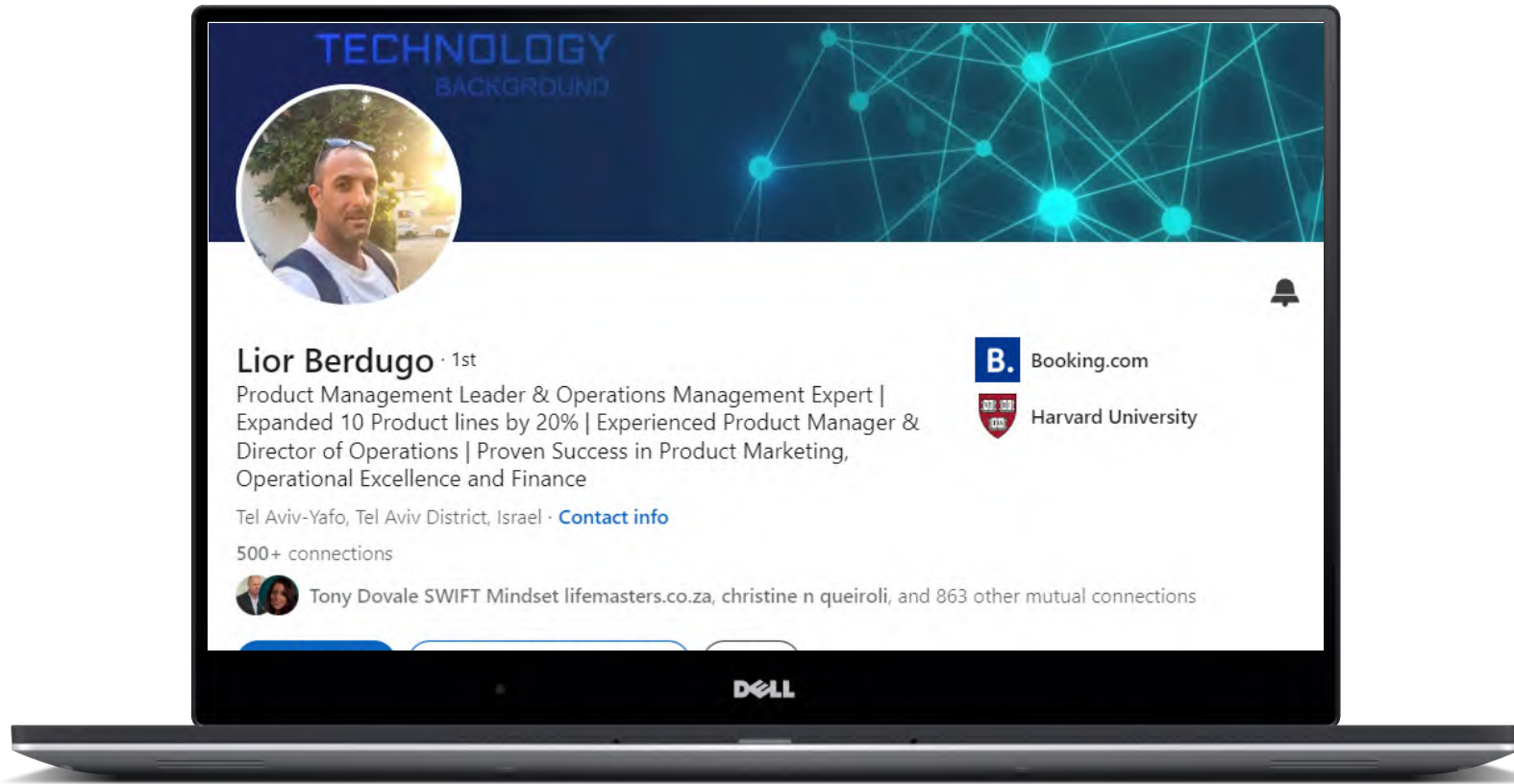
# Needs Improvement



# Great LinkedIn Profile Photo



# Needs Improvement



# Banner Tips

Reinforce your personal brand

Showcase your industry or expertise

Include subtle call-to-action or contact info

Update seasonally or with business milestones (i.e. New book, Guide, Training)

**HOT TIP:** Use [Canva.com](https://www.canva.com) or hire an expert on [Fiverr.com](https://www.fiverr.com)

# Banners That Don't Suck



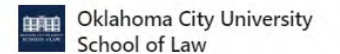
**Jim King** (Commercial Roofing) · 3rd

Leading the Way in Commercial Roofing Through Leadership Development & Cultivating Deep Relationships With Our Corporate Clients | Co-Owner & CEO of Standard Roofing Company

Oklahoma City, Oklahoma, United States · [Contact info](#)

[Contact Standard Roofing Today](#)

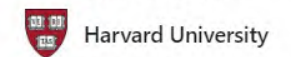
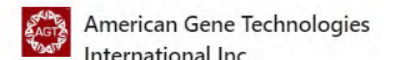
353 followers · 302 connections



**Jeff Galvin** (He/Him) · 2nd

Visionary Biotechnology Leader Pursuing Cures and Treatments for Infectious Diseases, Cancers, and Monogenic Disorders 🌐 15 Years Developing Gene and Cell Therapies 🧬 CEO at American Gene Technologies

Rockville, Maryland, United States · [Contact info](#)



# Banners That Don't Suck



**We Make Gorgeous POP Displays!**  
OUR JOB IS NEVER DONE.  
DESIGN. PRODUCE. IMPROVE  
Call Us TODAY (856) 817-6281


 


**Jerry Smith** (POP Display Designer) · 1st

You Make a Great Product - We Make Great Displays 🎯 We Have Designed, Produced, and Improved 1000s of POP Displays for Small to Large Companies Across Multiple Industries Since 2012 📧 CEO & Founder

Greater Philadelphia · [Contact info](#)

[Free POP Display Consultation](#) 📧

 Rhino Global Solutions

 Indiana University  
Bloomington



 Wasting Time With Banks?  
**WE ARE THE CAPITAL CONNECTORS**

**GET STARTED AT** [www.AmericanFinancialSolution.com](http://www.AmericanFinancialSolution.com)



**Walt Cameron** · 1st

Connecting You With the Real Estate Capital You Need 🏡 We Lend for Fix & Flips, Rentals, New Construction & Equipment Across Single, Multifamily & Mixed-Use & Commercial Properties Nationwide 🏢 Real Estate Investor

Springfield, Missouri, United States · [Contact info](#)

500+ connections

 American Financial Solution

 UCLA

# Organic Profile Success



## Money in His Pocket

- 2024 Dubai consulting project \$50k
- Private Money Lending - 740M in loan prospects
- Closing a \$50M nursing home loan early 2025
- Drives all his prospects to his profile
- He's 78 years young!

# All About LinkedIn Headlines And Why It Matters!

- 1 It travels with you EVERYWHERE**
- 2 Piques curiosity**
- 3 One of the first things members see on your profile**
- 4 Influences first impressions**
- 5 Sets up the rest of the profile**
- 6 220 characters - make 'em count!**
- 7 46% of LinkedIn users consider a profile's headline to be the most important section**

# Tips for Writing an Effective LinkedIn Headline

**1**

**Tailor it to your audience**

**2**

**Use your prospect's language**

**3**

**Include your value proposition**

**4**

**Avoid exaggeration and bragging**

**5**

**Include target audience or client type**

**6**

**Add relevant keywords for added organic reach**



## DO

1. Be specific about who you help and how
2. Use separators for readability
3. Include a personal touch
4. Add your title at the end
5. Optional: Add something personal

## Don't

1. Use jargon your audience won't understand
2. Rely on cliché adjectives (e.g., "expert," "guru")
3. Make it all about you instead of your audience
4. Forget to update it regularly

# Real Headlines That Work From Real LinkedIn Profiles

BONUS: Headline Hacks, Templates, and Examples I use for my clients



Helping Commercial & Industrial Building Owners Across the U.S. Save Money on Their Building Maintenance Investments 🏭 Professional & Certified Commercial Roofing Contractors, President & Owner



Nationally Recognized Tax Resolution Attorney - Providing Innovative Solutions to IRS Tax Dilemmas | Founder & CEO



You Make a Great Product - We Make Great Displays 🎯 We Have Designed, Produced, and Improved 1000s of POP Displays for Small to Large Companies Across Multiple Industries Since 2012 🧐 CEO & Founder



Consulting Business Owners on How to Control Your Business & Life - Proven Secrets to Creating Highly Productive Teams | Founder & Certified Executive Coach



Connecting You With the Real Estate Capital You Need 🏠 We Lend for Fix & Flips, Rentals, New Construction & Equipment Across Single, Multifamily & Mixed-Use & Commercial Properties Nationwide 🏦 Real Estate Investor



Helping Executives and Business Owners Take Back Control of Their Time and Priorities 🏹 Proven Time Management Systems and Frameworks 🎯 Certified Coach, DISC Trainer and Sales Consultant

## THE ABOUT SUMMARY

# WRITE A HIGH-CONVERTING BIO

2600 Characters – Make Them Count!

- **Start With a Hook**  
Encourage the reader to click 'see more'
- **Your Backstory**  
Share your professional story and your expertise in FIRST person
- **Who Do You Help?**  
Who's your audience and what do you do for them
- **How Do You Help Them?**  
Describe your services
- **How Are you Different?**  
Than your competitors
- **Outcomes?**  
What can they expect by working with you?
- **Call to Action**  
Tell them next steps
- **Don't Forget to Add Keywords!**

# The About Summary

<https://www.linkedin.com/in/teresa-carey/>



Imagine a young sales professional realizing her true passion wasn't just closing deals, but nurturing the growth and potential in others.

That's where my journey began, and it's led me to where I am today: a seasoned executive coach with 30 years of experience, specializing in guiding leaders through the challenges of rapid business growth.

In today's fast-paced business world, many executives find themselves struggling to transition from functional experts to enterprise-wide leaders.

This shift is crucial, especially for companies on the brink of explosive growth.

Without the right guidance, these leaders risk stunting their company's growth, missing out on opportunities, and potentially derailing their careers.

The cost of not evolving your leadership style can be catastrophic for both you and your organization.

## **MY EXPERTISE**

I've developed a unique approach to executive coaching that focuses specifically on pre-rapid and rapid growth companies. My method doesn't just address individual growth; it aligns personal development with your organization's strategic blueprint.

Over the past 3 decades, I've had the privilege of working with thousands of aspiring and growth-focused entrepreneurs.

# WORK EXPERIENCE

You get 2000 characters to work with

- ✓ **Add a Benefit Statement in Your Headline**  
Don't just add your title. Use some headline copywriting strategies
- ✓ **Focus on Achievements**  
For past work experience, don't just focus on your responsibilities

- ✓ **Use Action Words**  
Using verbs and quantifying results will showcase expertise and authority
- ✓ **Include Relevant Media**  
Add presentations, videos, podcasts, etc.
- ✓ **HOT TIP: Add More Services**  
Have more than one service in your business? A Book? Podcast? Add under your current company.

# SKILLS

ADD UP TO 100 SKILLS (Hint: Keywords)

## ✓ **Brainstorm Keywords**

As part of your foundation pre-work, brainstorm words your prospect might type in the search

## ✓ **Multiple Keywords From One**

Example: Social Media Marketing =  
Social Media  
Marketing  
Social Marketing

## ✓ **Use Title Case**

Using title case is more professional and easier to read online

## ✓ **Have Writers Block?**

View your competitors websites and LinkedIn profiles for help (remember to set your privacy setting to Anonymous)

## ✓ **Seek Endorsements**

Reorder your Top 3 skills and ask for endorsements. 99+ is social proof.

**1 Customize Your URL Name & Pronoun (Hint: Your Keyword)**

**2 Request 10+ Recommendations Using Your Service Keywords**

**3 Add a Featured Post – Grow Your Email List**

**4 Go Premium – Add a Custom Button**

**5 Use Top 2–3 Keywords Throughout Profile**



**Quick Wins  
for Profile  
Visibility**

## Featured

Link

### **7 Biggest Mistakes Lawyers Make With Their Web Marketing That Cost Them Millions in Cases, Clients, and Profits**

Marketing takes time, but you don't have to wait. Download our newest book to discover easy things you could be doing right now - at no additional cost - to grow your business, improve your marketing, and drive more of the clients you want.

[Download Your Free Copy](#)



**Claim Your Free Book Today!**  
Foster Web Marketing

# Content Creation Strategies

Creating content on LinkedIn offers several important benefits for businesses beyond just networking and growing connections



**Establishes thought leadership and expertise**



**Supports lead generation and conversions**



**Increases visibility and brand awareness**



**Provides a platform for storytelling**



**Drives engagement and relationship-building**



**Offers insights through analytics**



**Attracts business opportunities**

# Understanding the **LinkedIn** Algorithm

I can get in the weeds here, BUT....



# The 2024 Challenges



"The secret to getting ahead is getting started."

**TWAIN**

- 1 Creativity challenges**
- 2 Organic content from company pages continues to struggle with low visibility**
- 3 Be Like Mike...**
- 4 Not Consistently posting because of frustrating results**
- 5 Overall decline in reach for profiles**
- 6 80% of members have noticed a significant increase in posts from the same content creators**
- 7 Time constraints**
- 8 Outsourcing and getting generic content**
- 9 It can take 12-24 months to get over 100 engagements consistently**

Thank you to my colleague across the pond – Richard van der Blom

# Understanding the Current Algorithm

The best performing posts

## Document Posts

### Carousel Posts

- Between 6 and 12 slides
- Visually appealing
- Less than 50 words per slide
- Educational

## Image Posts

### Infographics

- Relevant selfie(s)
- Flowcharts
- Multiple pictures – 3 or 5 are the sweet spot
- Average description of between 900 and 1,500 characters

## Text Posts

- Well-structured, between 12 and 20 lines
- Strong hooks to encourage users to click "see more"
- Average length between 600 and 1,200 characters, indicating shorter posts are performing significantly better compared to last year

## Native Video Post

- The overall increase in 2024 is 25% compared to 12 months ago.
- **NEW** TikTok style short videos. (1 minute or less with subtitles)
- Traditional video content (horizontal and longer duration) performs 5% worse compared to 2023
- Keep video under 2 minutes and use subtitles – Not everyone turns on the volume

# Format Cheat Sheet

## Text + Image

900 – 1500 characters

16 – 20 lines

Avoid 2 or more than 5 pictures!

Formatting hugely important

Storytelling, Branding and Educational



## Text Only

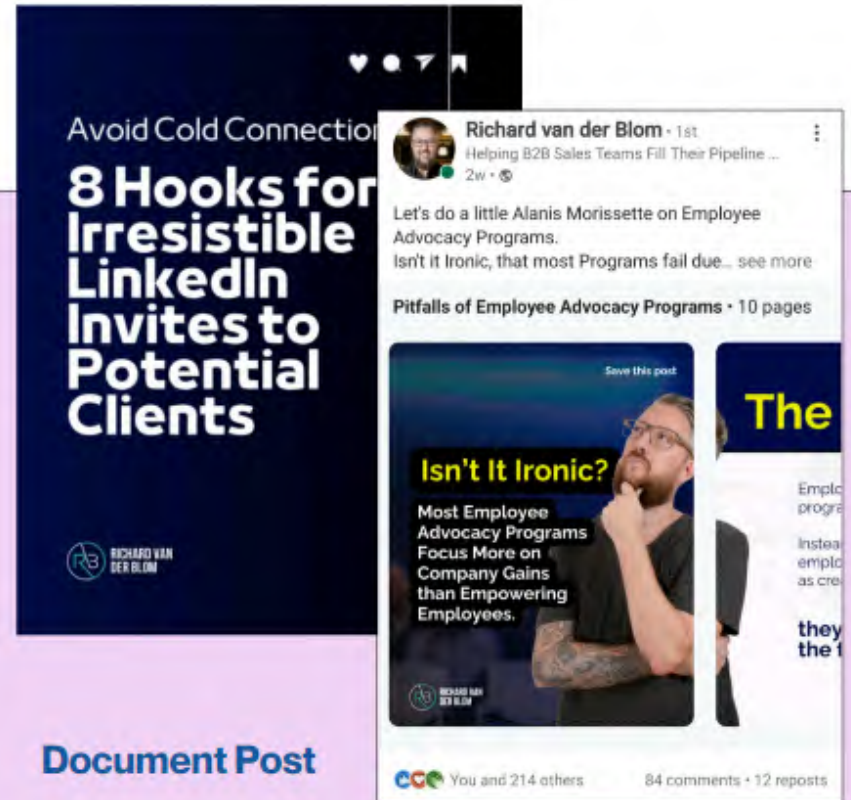
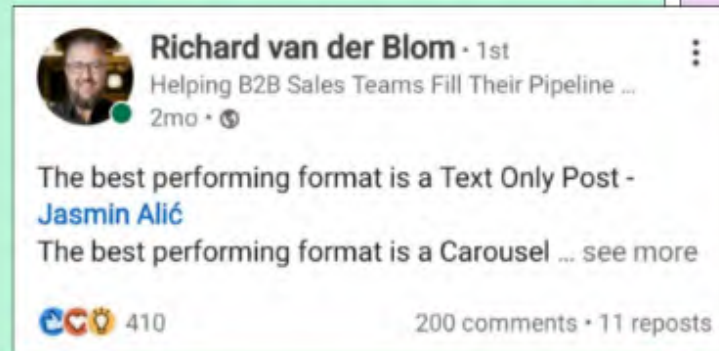
1500 – 2100 characters

24 – 28 lines

Hook does the heavy lifting

Tags (mentions) perform less here even when people do engage

Storytelling, inspirational, 1-Post-1 Message



## Document Post

1200 - 1500 characters

16 - 20 lines

6 - 12 slides, with 30% less reach for +28 slides

Educational, Process Explaining Posts

25 - 50 words per slide, -20% for +100 words

# Format Cheat Sheet

## Polls

300 - 600 characters

6 - 10 lines

3 Options ideal, 4 results

in -10%, 2 in -40%

Comments on Polls, result in more additional reach than any other format

Ideal time is one week, followed by 3 days.

**Richard van der Blom** · 1st  
Helping B2B Sales Teams Fill Their Pipeline ...  
1mo · 🌐

Alright, folks, I think my content strategy might be in need of a good wake-up call (or maybe just some coffee ☕)! I need your expert opinions... see more

**I feel like my Content Strategy needs a kick in the Bum! What types of posts would you like to see more of from me?**

The author can see how you vote. [Learn more](#)

Personal Day to Day Stories	15%
Entrepreneurial Tips & Lessons	23%
Anything Sales/Growth related ✓	24%
OMG! Just the Algorithm please	37%

988 votes · Poll closed · [Remove vote](#)

101 109 comments · 1 repost

## Native Video

500 - 800 characters

8 - 12 lines

between 60 and 90 seconds

Vertical format outperforms horizontal 2.2x and square 1.5x

Branding, Thought Leadership, Event Content

**The fall of organic reach on LinkedIn**

I personally, I couldn't care if we only have 200 now.

Yes, organic reach is down. But should we care? Snippet of my LinkedIn Live with Steffen ... see more

1:09

431 145 14

## External Link

In original Post, up to 40% less reach but best conversion (!!)

In first comment, result in better reach but up to 75% less conversion adding link by editing post, -25% less reach and -40% less conversion

Conclusion: is the link a crucial part of your post? Add it to the original copy. Not crucial? Avoid links.

- **Publishing Frequency**

Every two weeks yields the highest engagement. Weekly posts can lead to content fatigue. Newsletter authors saw an increase of 28% in the last 10 months. **HOT TIP:** Use tools to scrape your newsletter subs and engage with them in the inbox.

- **Using Ai**

Use Ai to help with titles, content outlines, etc. to drastically reduce your creativity and writing time.

**Check Ai content detector: Grammarly or Quillbot**

- **Grammarly**

Grammarly is your BEST Friend  
**grammarly.com**

- **Structuring Articles**

1. Compelling keyword driven headline and cover image
2. Short paragraphs and sub-headers for ease of reading
3. 600 to 900 words. Articles exceeding 1,200 (previously 1k-3k)
4. Include keywords in article for Google SEO
5. Write listicles, add images, videos, provide summaries of trends , or industry developments tend to outperform others topics.
6. Try to keep the same structure or theme (for example “Tips of the Week”, “Tool of the Month” etc. to increase your readership



## **2024 LinkedIn Newsletter Updates**

- **Be Consistent**

Try to post 2-3 days per week. Consistency is more important than frequency.

**TIP:** Don't post more than 1x per day  
Reposting someone else's content with your thoughts = a new post

- **Days to Post**

Tuesday through Thursday are prime for reach and engagement. HOWEVER, depending on your network and the content Friday through Monday have less competition but lower engagement.

- **Time to Post 8am – 10 am**

Local time for your network.

**TIP:** If you're audience and network are in EST try for 8-10 am their time.

Be consistent daily with your posting times.

**HINT:** Schedule your posts in LinkedIn

- **Engage Comments**

1. Engage with comments the first 2 hours your post is live - this boosts engagement and reach
2. **TIP: Turn on notifications on your phone to stay on top of new comments**

- **Publishing Newsletters Count**

When you publish an newsletter from your profile it will post to the newsfeed. Be aware of your posting dates with all your content.

- **HOT TIP: Start Your Post with a HOOK**

A hook is the first few lines of your post that are visible before the "...see more" link. You typically have about 2-3 lines to capture attention



**Best Time  
to Post &  
How Often**

**1**

**Address the Reader Directly**

You've been doing content marketing all wrong. Here's why...

**2**

Forget everything you know about networking. This unconventional approach landed me 5 high-paying clients in 30 days...

**3**

**Make a Bold or Controversial Statement**

Most advice about digital marketing is dead wrong. Here's why...

**4**

**Ask a Thought-Provoking Question**

What if I told you networking could be effortless?

**Example HOOK Openers**

**1**

**Tell a Personal Story**

The first time I spoke at a conference, I learned an invaluable lesson...

**2**

I made a \$100,000 mistake last year. Here's what it taught me about business...

**3**

**Create Mystery or Suspense**

I discovered a LinkedIn strategy that felt like uncovering a secret society...

**4**

**Offer a Solution to a Problem**

Struggling to balance work and life? Discover the secret to a harmonious, productive life...

**Example HOOK Openers – Get Granular and Personal**

# Networking Like a Pro

## Building Your Network Strategically

### Quality over Quantity

You only get 100 weekly connection requests and 30k total connections

**Free Plan:** Only 10 personal notes per week

**TIP:** You can have UNLIMITED followers

### Use Filters

Target your prospects by industry, geography, title, company headcount, etc.

**HOT TIP:** Use LinkedIn's Sales Navigator with 51 filters to refine your search

Filter by those who've been active in the last 90 days

### Target 2nd Degree

Start with targeting your 2nd degree connections before tackling 3rd degree

**TIP:** 2nd degree have connections in common and more likely to accept your invitation

# Networking Like a Pro

## The Art of the Connection Request

### **Always Personalize Your Invitations**

This one is up for debate!

Personalizing your invitations with their name and a reason for connecting improves your chances of an acceptance

LinkedIn tracks your invitations and acceptance rate

### **Keep Invitations Brief and Professional**

You only get 300 characters (that's too many!)

#### **EXAMPLE:**

**Hi [Name], I must admit I LOVE LinkedIn and like to connect with other like-minded B2B professionals. If this was not to cheesy, let's connect! Best, Tracy**

Goal was to connect with other B2B coaches - 73% acceptance

## Networking Like a Pro

# Engaging Other's Content

### 1 Don't Post & Ghost

After publishing, **engage with at least 5** other content pieces to increase your visibility and signal to LinkedIn that you're an active participant in the community.

### 2 Engage Thoughtfully

Liking and commenting with thoughtfulness will go a long way. Try avoiding the "that's a great post" type of comments.

### 3 The Numbers Game

Try to engage with industry influencers your prospects follow, prospects, and referral partners and current clients.

### 4 Be Consistent

Consistency is key. It sparks the algorithm and drives people to view your profile, follow you, and connect.

### 5 Focus on Relationships

LinkedIn wants you to build true relationships rather than visibility. It's essential for business growth.

## Networking Like a Pro

# Mastering Your Inbox

### 1 Check Messages Daily

LinkedIn's inbox can become an organizational nightmare.

**HOT TIP:** New tool to stay on top of your inbox... [trykondo.com](https://trykondo.com) (free trial)

### 2 Respond to New Messages

Responding within 24-48 hours can increase your chances of moving the prospect to your desired action.

### 3 Use Templates

Use templates for common responses to message (i.e. Thank you for connecting message) **TIP: Kondo can do this too!**

### 4 Send Message to New Connections

Sending a thank you message to new connections will increase your chances of building that business relationship quickly.

### 5 Follow-Up on Important Conversations

Star your important conversations in the inbox OR use Kondo to set reminders, add notes, and create lists.

### 6 LinkedIn is a Rented Audience

Get your prospects off LinkedIn and into your CRM where you OWN your email list.

# Direct Messaging Do's & Don'ts

## 1

### **DO's**

- **Personalize your approach**
- Build likability and trust
- **Use pattern interrupts**
- Offer value before asking for favors
- **Be clear and concise**
- Follow up respectfully

## 2

### **DONT'S**

- **Send spam or generic messages**
- Ask for the sale immediately
- **Write overly long messages**
- Be pushy or disrespectful
- **Use automation to send templated messages for weeks**

# 30-Day Action Plan



## Week 1

**Optimize your profile**

BONUS: 31-Point Profile Checklist

## Week 2

**Expand your network – Add 10-15 new connections per week**

HINT: Grow to 10-20 per day

## Week 3

**Engage daily and analyze results**

HINT: Create a spreadsheet and add the Post URLs and Ring the Bell on their profiles

## Week 4

**Start creating content – 2 to 3 posts per week**

HINT: Do content batching to get ahead

# Tools & Resources

Bonus Checklists and Spreadsheets

- **My 31-Point Profile Checklist**

A follow along checklist to build a profile that follows my H.E.A.T. method.

- **Dux-Soup**

My favorite automation tool to keep your account safe

- **Canva**

For creating profile and company page banners and carousel posts

- **Sales Navigator**

Generate Business Sales Leads — Reps  
Using Sales Navigator Drive 42% Larger Deals  
by Reaching Key Decision Makers

- **Try Kondo**

Blaze through your DMs at twice the speed. Never miss a follow up. Quickly tune out the noise.

- **Daily Task List**

Editable list of daily, weekly, monthly tasks

- **Fiverr**

Hire an economical designer to create your banners and graphics

- **Shield App**

LinkedIn analytics made easy



**Remember, every  
expert was once  
a beginner.**

**Your LinkedIn success  
journey starts now!**



## Thank you for your time today!

I'm truly honored

Join me for **Advanced  
LinkedIn** on December  
16th

## Connect with me on LinkedIn

[linkedin.com/in/tracyenos](https://www.linkedin.com/in/tracyenos)

## My Email

[tracy@tracyenos.com](mailto:tracy@tracyenos.com)

## Looking for LinkedIn Help?

I work with:

Solopreneurs

Small and Medium B2B  
companies