



2016 MDRT Annual Meeting e-Handout Material

Title: 5 Ways to Invigorate Your LinkedIn Profile in 15 Minutes or Less

Speaker: Barbara Rozgonyi

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Barbara Rozgonyi

5 Ways to Invigorate Your LinkedIn Profile in
15 minutes or less

MDRT®
ANNUAL MEETING
2016
JUNE 12-15
VANCOUVER



How to Step on the Marketing & Business Accelerator with LinkedIn

CORYWEST MEDIA
Elevating Experiences

Learner Outcomes

1. Master the art of a LinkedIn power profile with a personal branding success plan
2. Target the key connections you need to make to quickly build your network - and your business
3. Maximize LinkedIn's thought leadership potential as a participant or an author to increase visibility and credibility

W-I-R-E-D P-R

Words

Intentions

Routes

Experiences

Design in 3D

Digital Direct Dynamic

PR = Personality + Reputation

Personal Branding Success Plan

Where you are now - where you want to go?

Who do you admire? Why?

What interests you? Why?

Areas of thought leadership

People

Connections you want to make

Individuals

Groups

Companies

Paths

Thought Leadership

Success

Tools

Tips and Tools

<http://wiredprworks.com/?s=linkedin>

How will you measure success? KPIs

www.linkedin.com/sales/ssi



How to Step on the Marketing & Business Accelerator with LinkedIn

CORYWEST MEDIA
Elevating Experiences

1. Goals
2. Name
3. Keywords
4. Professional Headline
5. Profile Photo
6. Custom URL
7. Industry
8. Location
9. Contact Info
10. Summary
11. Skills/Endorsements
12. Experience
13. Organizations
14. Volunteer / Causes
15. Interests
16. Groups
17. Following
18. Recommendations
19. Media
20. Privacy Settings
21. Pulse
22. Education
23. Honors and Awards
24. Additional Info
25. Volunteering Opps
26. Patents
27. Personal Details
28. Test Scores
29. Supported Orgs
30. Projects
31. Courses
32. Publications
33. Updates
34. Publish Posts
35. Connections
36. Integration

About Barbara Rozgonyi, WIRED Marketing Expert

"Online marketing and PR expert, Barbara Rozgonyi, is a wealth of information, brilliant ideas, and resources for small and large companies alike." Inc.com

Barbara Rozgonyi leads CoryWest Media. A Midwest-based WIRED marketing and social selling consultancy, CoryWest Media positions its clients as highly visible, attractive, and influential leaders online. A digital marketing pioneer, Barbara launched her first site in 1996 and began blogging in 2006 at <http://wiredPRworks.com>, a site ranked in the top 50 Marketing and PR blogs. A co-founder of Social Media Club's Chicago chapter, Barbara is a motivational marketing speaker, an accomplished corporate sales trainer and a social media authority. An author, Barbara contributed the LinkedIn chapter to "Success Secrets of the Social Media Marketing Superstars," and the PR chapter to "Success Secrets of the Online Marketing Superstars." Named one of the top 50 content marketing influencers on Twitter, Barbara's digital brand is @wiredPRworks.

Thanks for attending this session!

Access your complimentary copy of LinkedIn Superstar Secrets at <http://budurl.com/LinkedInSuperStar>