



LEVERAGING LINKEDIN

WITH ALLEN
RUDDOCK

www.signalbizhub.org

**LINKED
BUSINESS**



Bordon Hub 23rd January

**Organising & Leveraging
LinkedIn for Success**

**LINKED
BUSINESS**

Allen Ruddock

Owner Guildford Hub & Linked Business

★ Helping Businesses Grow

Through Productive Online Connections ★

★ LinkedIn and Social Media Training & Support ★



**LINKED
BUSINESS**



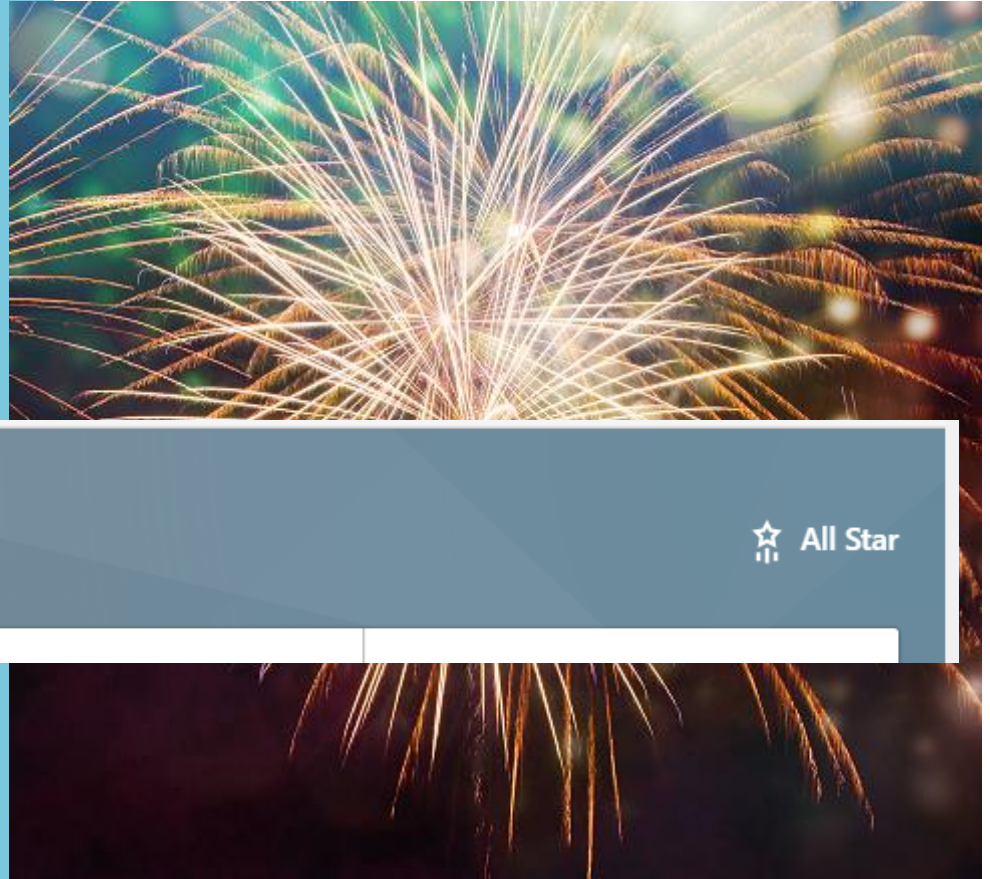
An analogy.....

- House up for sale
- Declutter
- Freshen things up
- Up to date info
- Current photo
- Show how great it could be for the buyer



Myth #1 The “All Star” rating

- It doesn't mean you have a great profile
- It's based on quantity, not quality



Myth #2 You can't make money

- You can make money from LinkedIn
- I did!
- But....
- Your prospects must be on LinkedIn and active
- You need to be B2B



Myth #3 It's just for keeping in touch

- LinkedIn encourages you to connect to old school/uni friends and former colleagues
- Customers
- Their connections could be your next customer



How is your profile organised?

- To get you a job
- Recruitment is LinkedIn's biggest revenue source
- LinkedIn encourages you to build your profile like a CV
- Great for searching



Step #1 Declutter

- Edit down past roles to highlight only the stuff relevant to what you do now
- Remove irrelevant articles



Director

Transformis Consulting Ltd

Mar 2003 – Mar 2010 · 7 yrs 1 mo
London, United Kingdom

Project management and training solutions to a range of sectors voluntary organisations. Client assignments included;

- information and physical security assessments in financial service



Programme Director

Standard Chartered Bank

1999 – 2003 · 4 yrs
London, United Kingdom

Initially part of the Programme Support Group where I managed development of a major B2B e-commerce platform, I then spent the acquisition and integration of Grindalys Bank. My final project was Interbank sales team restructuring the organisation and range of



Director, IT Account Manager

Merrill Lynch

1997 – 1999 · 2 yrs

Step #2 Freshen things up

- Ad an updated banner image



- Add an article
- Be active on the system

A screenshot of a LinkedIn profile for 'The Lonely Entrepreneur'. The profile picture is a man with glasses and a white shirt. The header shows 'Articles & activity' with '2,256 followers' and a 'Manage followers' link. Below this is an article titled 'The Lonely Entrepreneur' by Allen Ruddock, published on LinkedIn. The article's cover image shows a person sitting at a desk with a computer. The article text begins: 'Starting your own business can be very rewarding. You're your own boss. You can decide when you work, how you work, how long you work and who you work with. You can fit work around child care, going to the gym when it's quiet and all the other activities you've always wanted to do. So ...see more'. At the bottom of the article are icons for 'Like', 'Comment', and 'Share'.

Step #3 Update your info

- Make sure your contact info is up to date and accessible
- It's online networking so don't hide...





Don't play hide & seek with your LinkedIn profile


September 1, 2015


Allen Ruddock ✕


Contact Info ✎


 **Your Profile**
linkedin.com/in/allenruddock

 **Websites**
arra-li.com (ARRA LinkedIn website)
businesshubs.org/guildford/ (The GuildFord Business Hub)
arra-pm.com (ARRA PM website)

 **Phone**
01483 387052 (Work)

 **Email**
allen.ruddock@arra-pm.com

 **Twitter**
[AllenRuddock](https://twitter.com/AllenRuddock)
[ARRAPM](https://twitter.com/ARRAPM)
[guildfordhub](https://twitter.com/guildfordhub)

 **IM**
[allen.ruddock](https://www.skype.com/people/allen.ruddock) (Skype)

Step #4 A great, recent photo

- Blank is bad
- It's about you not what you do
- Who is that?
- Is it appropriate?
- Keep it up to date



Step #5 Showcase yourself

- Great photo
- Updated banner image
- A great headline



Owner of virtual marketing & support agency
managing specialist tasks enabling business owners
to focus on the rest

★ Google Whisperer ★ Delivering
sustainable rankings and AdWords
performance ★

Step #5 A powerful summary

- Lots of wiifm
- Talk to your clients pain or desire
- Talk about what you bring to the table
- Demonstrate expertise

**High impact first
few lines**

The screenshot shows a LinkedIn post interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar, and icons for Home, My Network (with a red notification badge), Jobs, and Messaging (with a red notification badge). The post content is as follows:

Being a business owner can feel a bit lonely sometimes. Everything that happens in your business is your responsibility. There's no boss to ask for help or advice, and your team look to you for inspiration, drive and direction. You are the superhero in your business. I believe every business owner should have somewhere to turn to for support, help and guidance for those times when your super powers seem to be failing.

Business, like life, is all about people. Throughout my career initially as a project manager and then as a business owner, people have been at the heart of everything I do. As a VIP member within the Business Hub community I have actively shared my knowledge and experience from my LinkedIn and social media coaching and training business and the lessons learned from launching my Motorhome Hire business, I have given freely of my time and expertise. As a result my businesses have grown, as have those of the members I have helped support. I have also developed a network of like-minded business owners that I am privileged to call my friends. That is why I jumped at the opportunity to take over The Guildford Business Hub in October 2017.

As a business owner, you don't have to be alone. Yes, your business and everything that happens in it is your responsibility but as part of the Business Hub community there is a wealth of support and resources to help lighten the burden of that responsibility.

The Guildford Business Hub members have the benefit of

- ★ Weekly training & networking meetings packed with implementable business nuggets
- ★ Online support through our Facebook group.
- ★ Recordings & slides from every session at every Hub
- ★ Attending any session at any hub

and much, much more.

Connect with me today to find out more about The Guildford Hub, how to make productive online connections or to book a fantastic touring holiday around the UK & Europe.

Outside of work I love Nordic walking, exploring the UK countryside and watching tennis & rugby.

Getting organised summary

1. Decluttered
2. Freshened things up a bit
3. Updated our contact info
4. Professional, recent photo
5. Grabbed attention with a great first impression

Leverage your profile

My social media mantra

Connections are vanity

Engagement is sanity

Leads are king

Allen Ruddock

Post a status update

- Just like Facebook
- @mention to refer to connections
- Images and video
- Links
- Set who it goes to
 - Public
 - Public + ytwitter
 - Connections



Allen Ruddock

★Supporting Businesses, Helping them Grow by Making Productive Online & Offline Connections ★ Business Coach & Mentor★

Great session at Farnham Hub this morning. Key lesson from [Jamie Barlow](#) - LinkedIn is going to be massive post GDPR. Come to the Guildford Hub on Monday and learn how to update and use your LinkedIn profile with my LinkedIn 60 in 60 talk. It's free for Hub members and first time visitors. Book here:

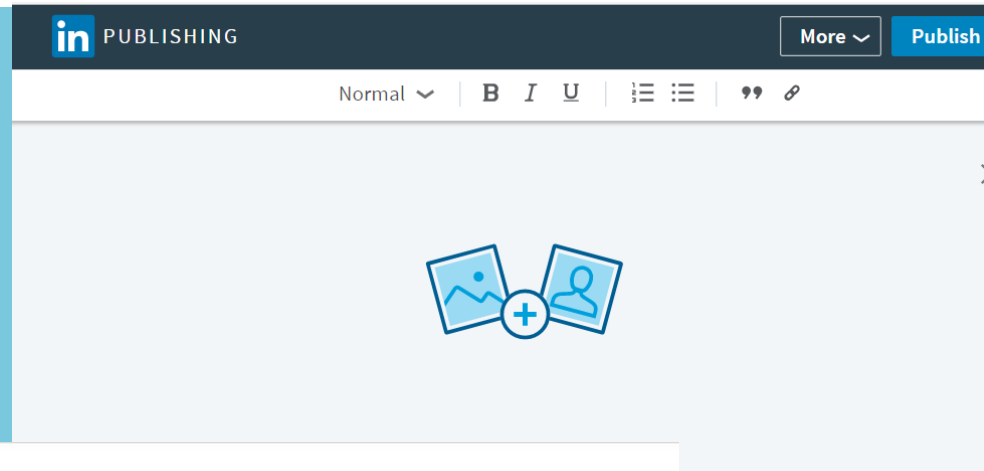
<https://www.eventbrite.co.uk/e/linkedin-6060-tickets-42073442800>



LinkedIn 60/60
eventbrite.co.uk

Post a Pulse Article

- These are like blog articles
- Add images and video
- Each post has a unique URL



Your Articles & Activity

2,069 followers | [Manage followers](#)



The Lonely Entrepreneur
Allen Ruddock on LinkedIn

[See all articles](#)



It can be lonely and overwhelming as a business owner. The Guildford Hub is ther...
Allen shared this

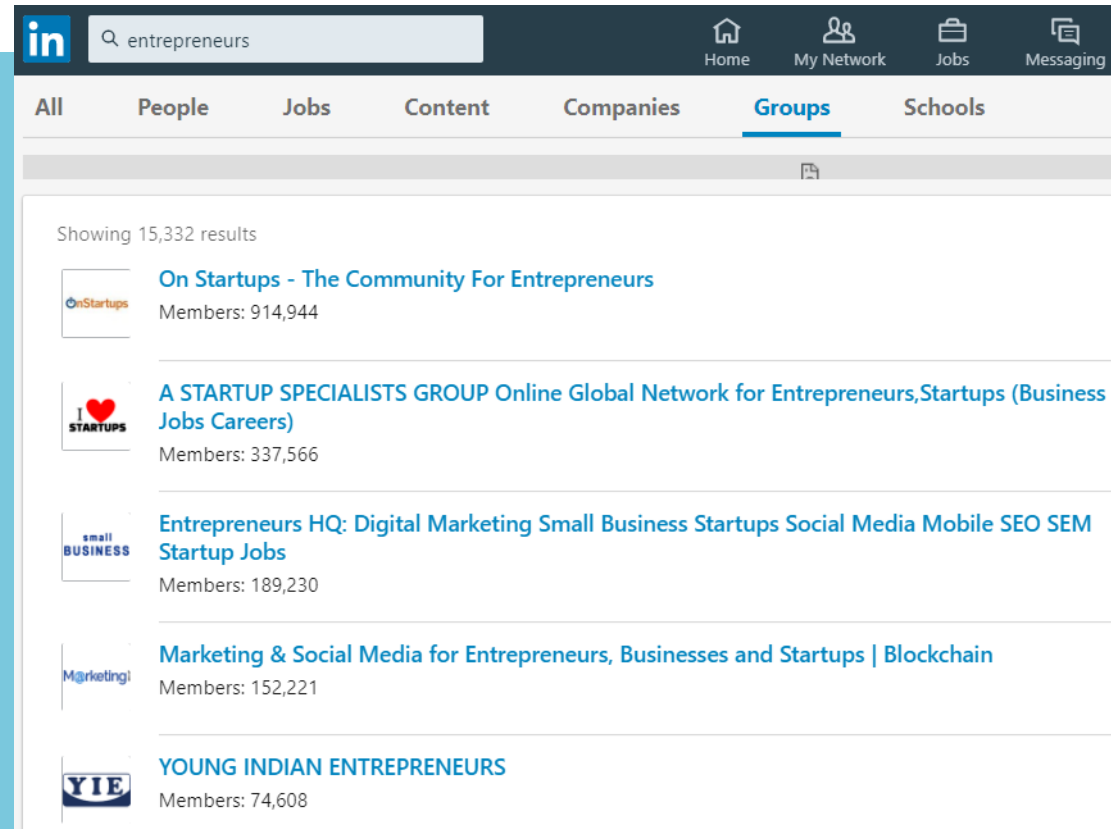


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Allen shared this

[See all activity](#)

Join a group

- Where your target market hang out
- Look at groups your clients belong to

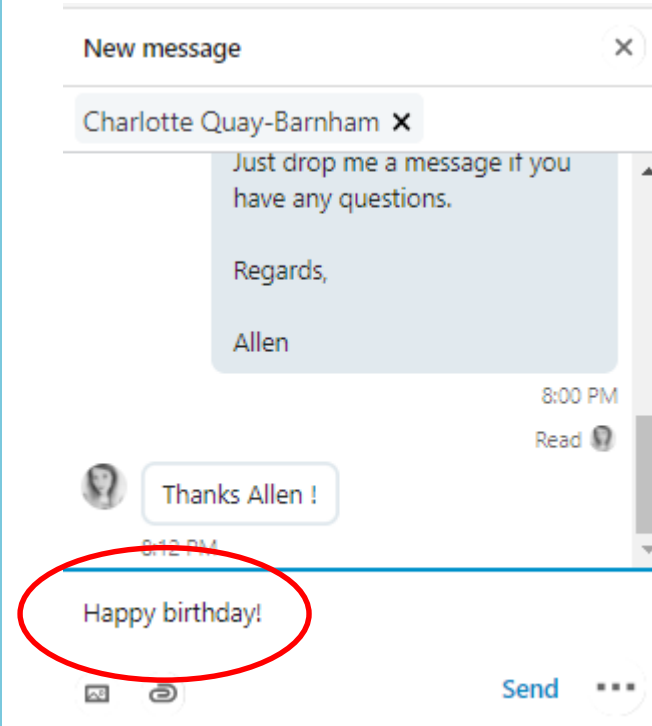


The screenshot shows the LinkedIn search interface for the term 'entrepreneurs'. The search bar at the top contains the text 'entrepreneurs'. Below the search bar, there are navigation tabs for 'All', 'People', 'Jobs', 'Content', 'Companies', 'Groups', and 'Schools'. The 'Groups' tab is selected and highlighted. Below the tabs, the search results are displayed, showing 15,332 results. The first five results are listed below:

Group Name	Members
On Startups - The Community For Entrepreneurs	914,944
A STARTUP SPECIALISTS GROUP Online Global Network for Entrepreneurs, Startups (Business Jobs Careers)	337,566
Entrepreneurs HQ: Digital Marketing Small Business Startups Social Media Mobile SEO SEM Startup Jobs	189,230
Marketing & Social Media for Entrepreneurs, Businesses and Startups Blockchain	152,221
YOUNG INDIAN ENTREPRENEURS	74,608

Send a personalised birthday greeting

- Beware the apps
- Don't just send the standard message
- Personalise



Comment on a Pulse article

- Helps the article author
- Gets you on their radar
- Who's articles should you comment on

The screenshot shows a LinkedIn Pulse article by Emma Selby, who is followed by the user. The article has 6 likes and 1 comment. The comment section displays two comments:

Adrian Brown (3mo)
★Creating New Foundations ★ For Growth★ For The Business Of Your Dreams ★ To Be The Leader Your Bus...
Great article [Emma Selby](#), We can only impact what is in front of us. Pointless worrying about what politicians do. just do what you do better than anyone else and connect with your Perfect Customer
Like Reply | 3 Likes · 1 Reply

Samantha Dunnage (3mo)
Helping entrepreneurs ditch self-sabotage so they can accelerate their success.
Agreed!
Like Reply | 1 Like

A third comment is partially visible at the bottom: "Much of what happens in the general economy is outside our control. All every business owner can do is be the best they can at what they do." Below this comment is a blue "Post" button.

Share a relevant blog

- Use share buttons
- Or paste the URL
- Get on the author's radar – so @mention them in your comment so they know
- And the radar of those you share it with



Welcome message to a new connection

- Personalise the message
- Read their profile and show you have
- Don't launch into sales mode

Today

Hi Sue,

Thanks for the invitation to connect. It's great to connect with businesses in the local area. Your profile lists you as being in Guildford but I see your business is based in Farnborough. If you are around Guildford anytime it would be good to meet and find out more about your accounting practice.

If there is anything I can help you with drop me a message or give me a call.

Warm regards,

Allen

12:07 AM

Request a recommendation from a customer

- Your best advocates
- Make it easy for them
- Prep them with a call first
- Ask in the right way

“Hi Jim,

I’ve really enjoyed working with you over the last 3 months and it’s great to see you make such great progress in your new role. I was wondering if you would be able to give me that recommendation we discussed on LinkedIn?

It would be really great if you could describe:

- How things were before we worked together
- What it was like working with me
- How working with me has changed things for you

I know you are really busy, so I’d be happy to send you a draft recommendation you can edit if that would help.

Regards, Allen”

Igniting your connections

You've done the Groundwork

- Mindset is right
- Great 1st impression
- Built engagement
- Attract new connections



Search for your target customers

- You need to know your target customer first
- Limited scope in free
- When profile is ready, trial premium

Filter people by Clear all (4)

Connections ^

1st 2nd 3rd+

Keywords ^

First name

Last name

Title

Company

Send a connection request

- Beware apps and connection suggestions
- Connect from their profile page

You can customize this invitation ×

LinkedIn members are more likely to accept invitations that include a personal note.

You can customize this invitation ×

Include a personal message (optional):

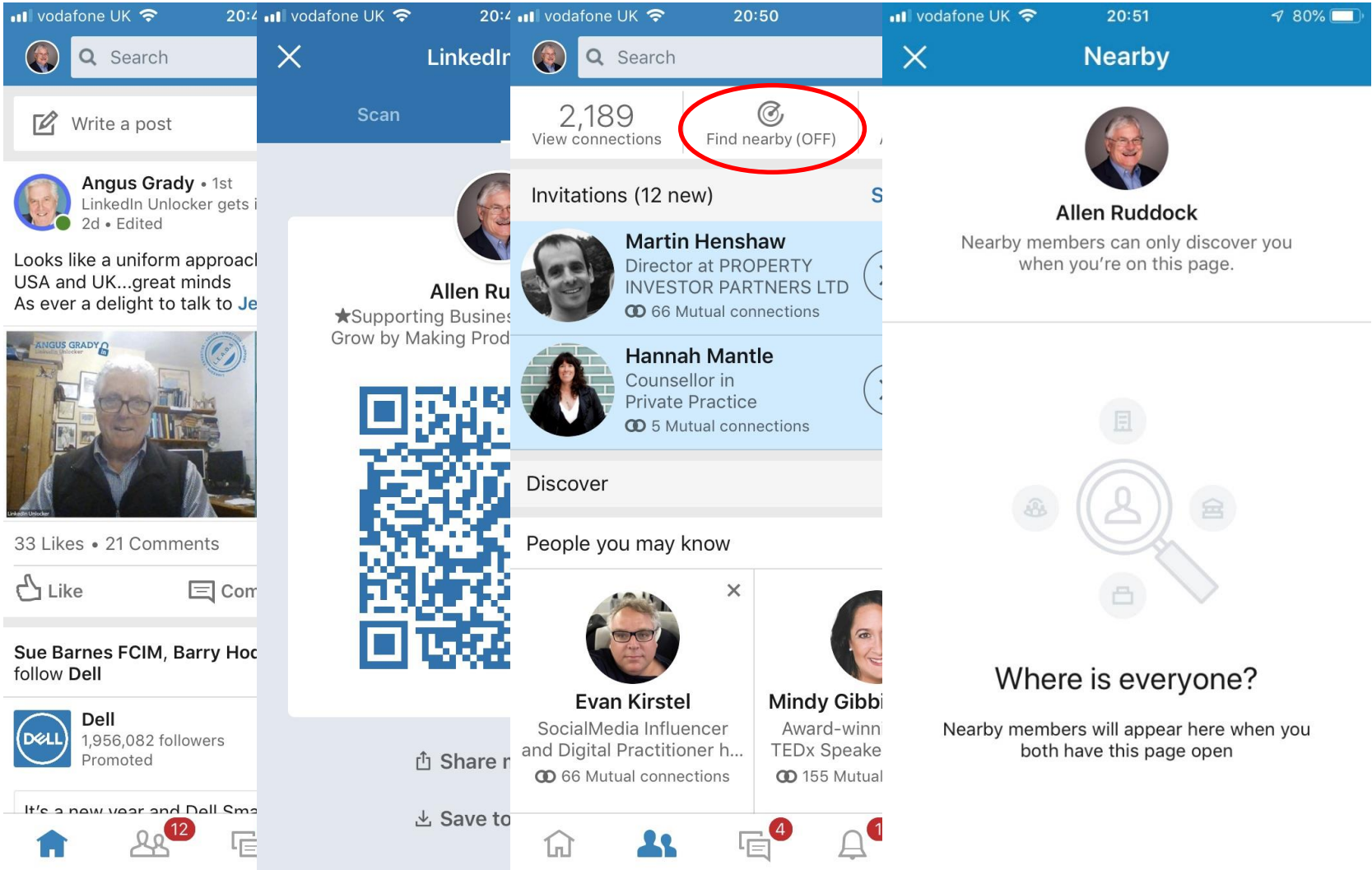
Hi Jane,

I run several local businesses in the Guildford area and I'm always looking to connect with other local business owners to share ideas and create a local business community. I'd be delighted if you would connect with me.

64

Cancel **Send invitation**

Easy ways to connect



Connect with Allen

- **linkedin:** uk.linkedin.com/in/allenruddock
 - Connect with me and grow your 2nd tier connections by over 1600
- **twitter:** [@allenruddock](https://twitter.com/allenruddock)
 - 1000 followers in 14 weeks – blog article September 2015
- **Facebook:** <https://www.facebook.com/linkedbiz/>
 - Events and posts on LinkedIn and business development
- **web:** <http://www.arra-li.com/allens-blog/>
 - Topical LinkedIn and business development posts



Your Business Growth
LinkedIn Guidance
by Allen Ruddock



Workbook | Jan 2019



What is your customer profile?

Know your target customer first, there's limited scope for searching in free account, so when profile is ready, trial premium.

Describe what does a great customer looks like below:

Which groups are your customers members of?



Declutter Your Current Profile

Edit past roles - List your most relevant skills/jobs/projects

Irrelevant articles

List any articles not relevant to your customer profile



Update Your Banner Image

2019 Profile cover photo: 1584 wide X 396 high. Exactly 4:1 aspect ratio

Update Your Banner? [] Tick when done

Add an Original Article

Think about a great blog post for your target audience and write something to add to LinkedIn to demonstrate you understand their "pain" and "desires" and is something that someone might share.

Original Article Added? [] Tick when done

Join Three Groups

Where do your customers "hang out" on LinkedIn? Where can you go to demonstrate your knowledge? Which groups do your clients belong to? Look for active groups with high quality content and engaged admins.

1.) _____

2.) _____

3.) _____

Joined three groups? [] Tick when done

Update Your Information



Jan 2019 | LinkedIn Guidance

Make sure your contact info is up to date and accessible. Its online networking, don't hide, ensure you highlight your most appropriate skills and experiences.

What is your profile link? _____

Have you listed your...

Website(s)? Tick when done

Phone? Tick when done

Email? Tick when done

Twitter? Tick when done

I.M. (Skype)? Tick when done

Update Your Profile Image

Here are the 2019 profile image sizes, make your photos between 400 x 400 pixels and 20,000 x 20,000 pixels, the bigger the better.

Profile Image Examples



Good



Better

You can take a high-quality image using your phone, but don't be tempted to use any heavy filters. Raising trust is about being "you", "warts and all"... but try to make the best of yourself that you can.

Is your profile picture up to date? Tick when done



Your Story On LinkedIn

You need to really showcase your skills and sell your benefits so once you have updated your banner image, and added a recent, high quality profile image then add some engaging, powerful text.

A great headline: _____

A Powerful Summary: _____

Once written, read your summary aloud

- Are the first few lines really making an impact?
- Does it sound natural and engaging as a summary?
- Can the person quickly see "What's in it for them?"
- Does it list lots of the client's "pains" or "desires"?
- Does it demonstrate your expertise clearly?



Activities to do daily

Some ways to help raise your profile and engage with your target audience.

- 1.) Send a personalized Birthday greeting.
- 2.) Comment on a Pulse article with value and insight.
- 3.) Share a Blog using the share buttons or paste the URL.
- 4.) Send a personalized welcome message to a new connection.
- 5.) Research, then send a connection request.
- 6.) Request a recommendation from a customer.

Hi [NAME],

I've really enjoyed working with you over the last 3 months and it's great to see you make such great progress in your new role. I was wondering if you would be able to give me that recommendation we discussed on LinkedIn?

It would be really great if you could describe:
How things were before we worked together?
What it was like working with me?
How working with me has changed things for you?
I know you are really busy, so I'd be happy to send you a draft recommendation you can edit if that would help.

Regards, [Your Name]

Now, go back and check everything.

Are there any spelling errors or silly mistakes?
Does the profile project a great first impression?
Would it attract new connections?