Herman Miller:
Elevate Your Personal Brand
Elevate Your Personal Brand

Why Social?

Choice 1
Embrace the trend. Spend time/money/effort in the white sections. The 57%. Sales leaders are not competing on price and win deals with almost zero competition.

Choice 2
Stay with the “status quo.” Spend time/money/effort in the white section, the 43%. Sales leaders are forced to compete on price. Every single deal becomes a competitive slug fest.
LinkedIn – Why Bother?

users are Senior Managers, Middle Managers, CEOs, Presidents, Vice-Presidents, Sales Executives, Small Business Owners, Entrepreneurs, etc.

Yup, people you want to sell stuff to.
LinkedIn – Social Selling Profile –

Capture their attention
Your headline is your first impression and what comes up in search results. Make it count.

Instead of using your current title, describe what you do, your main talents so people will know who you are and why they want to connect with you.

• Social Selling Profile Examples:
  • https://www.linkedin.com/pub/nicole-mank/19/b58/125
  • https://www.linkedin.com/in/taffie-lynn-butters-0ab2074
  • www.linkedin.com/in/michaeldura
LinkedIn – Social Selling Profile

Summary
This is your place to shine. Sell yourself and your qualification using your own voice.

Phrases to ditch:

- Responsible for
- High Performance Sales Executive
- Duties include
- Professional (seriously)
- Consistently demonstrates ….  
- Accomplished sales professional with a consistent record of …
- Experienced, hands-on with proven ability to …
- Seasoned anything …
LinkedIn – Social Selling Profile

Summary
This is your place to shine. Sell yourself and your qualification using your own voice.

Phrases to use:

- I solve problems.
- I help clients ....
- I deliver ....
- My focus is on my clients’ bottom lines.
- I deliver solutions that work.
- I can be counted on to deliver solutions that make my clients’ lives easier and their businesses more profitable.
- I am passionate about my clients and their success.
LinkedIn – Social Selling Profile –

Services you provide

What do you want people to hire you to do?

I've been named as one of the top 150 Most Influential Women on Twitter and recognized by Forbes as one of the 30 Women Entrepreneurs to Follow on Twitter. I've also been recognized as #12 in the list of the World's Top Tweeters. I'm not a big deal - but I am pretty good at what I do.

If you'd like to explore working together, email me at shelly@v3im.com.

Specialties
- Online/Digital Marketing and Content Creation
- Integrated Marketing
- Strategic Thinking and Planning
- Branding/Positioning
- Market Research and Competitive Analysis
- Online Brand Management, Monitoring and Assessment
- Blog/Vlog Development, Strategy and Marketing
- Web Design and Strategy
- SEO and SEM
- Small Business Marketing
- Mobile Marketing, App Development, QR Code Development
- Mobile Web Development
- Social Media Marketing, Training and Corporate Policy
- LinkedIn Training and Workshops
- Speaking

Shelly's Connections (500+)

Gordon Roe
Owner, tastebud magazine
- Seldon
- Training and Interactive Marketing Strategist
- Roxie
- Relations and Communications Consultant and Director

Note: Currently your connections are allowed to view your connections list.
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LinkedIn – Social Selling Profile

Michael Dura
Creator of Great Places to Work; One Small and Medium Business at a Time (or more, I can multi-task!)
Greater Detroit Area, Furniture

Current
Herman Miller
Previous
Enterprise Rent-A-Car, Michigan State University
Education
MBA, Grand Valley State University

Projects
Example of a “Sections” page

Union Services Agency - Lansing, MI
Union Services Agency - Conference Space
Industrial Automation - Rochester, MI
Grand Circus - Detroit, MI
Research Case Study - Union Services Agency
Profile Review “Post-work”

• Don’t forget to turn off your “Activity Broadcasts”
• **Assignment:**
  • New Headline
  • 5 Specialties
  • 3 “uploads”
Follow Companies

Follow **Company Pages** of clients, prospects and competitors. It’s a veritable goldmine of information.

Also, make sure someone on your team is regularly creating and sharing great content on **your** company page. And you can share the content that’s created there as status updates of your own.
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LinkedIn – Connections

Join Groups
There are lots of great groups in all types of categories. Connect with people in your area of interest or niche.
LinkedIn – Recommendations & “Social Debt”

Recommend Others

It’s important to ask others to recommend your work, but equally important to pay-it-forward when someone recommends you.

ASK
If you don’t ask for recommendations, you won’t get them.

ASK OFTEN
Set a goal, maybe one per month.

TARGET
Think about your target, what’s your strategy? Which recommendations make sense?
LinkedIn – Connections

Your Connections
When it comes to maximizing LinkedIn for business, size matters. 2nd level connections are more important than first.

YOUR LINKEDIN NETWORK

2,413 Connections link you to 16,768,801+ professionals

23,486 New people in your Network since September 29
LinkedIn – Connections

Check your settings, be open to connecting with others

Invite Ellie to connect on LinkedIn

How do you know Ellie?
- Colleague
- Classmate
- We’ve done business together
- CEO + Head Geek at V3 Integrated Marketing
- Friend
- Groups
- Other
- I don’t know Ellie

Include a personal note: (optional)
Hi Ellie,
Stalking you in preparation for my presentation on LinkedIn at DemandCon tomorrow. Because, well, it's the Internet. Stalking is allowed. Looking forward to meeting you tomorrow!
- Shelly Kramer

Important: Only invite people you know well and who know you. Find out why.
Ready, Set, STALK!
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LinkedIn – Updates/Postings

If you’re not posting status updates, go home

Jason Sharpe commented on:

Jerry Bird: Interesting statistics...

U.S. Workers Hate Their Jobs the Most
finance.yahoo.com - People around the world complain about their jobs, but U.S. workers hate going to the office most. Just 53% of U.S. workers said they liked or loved their jobs with 15% saying they disliked or hated their...

Like · Comment (2) · Share · 13h ago

Kelsy O'Brien
Empowering SMBs with the Knowledge and Insight to Create a Workplace that Sps...

10 Actionable Ways To Actually Increase Diversity In Tech
fastcompany.com - It's one thing to say you're committed to diversity in tech, it's another to make actionable steps. Here are...

Jason Adams
http://linkd.in/buirs7

What US Aging Population Means for Office Buildings
officetimes.com - How will the aging boomer population affect the design of office space as well as change the types of occupancy? Today, 10,000 Baby Boomers reached 65. The same thing happened yesterday and the same thing will happen...

Like · Comment · Share
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LinkedIn – Updates/Postings: Know the Score

<table>
<thead>
<tr>
<th>Who's viewed your profile</th>
<th>Who's viewed your posts</th>
<th>How you rank for profile views</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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227 Profile views
Last 90 days

8 Viewers who work at CDW

14 Viewers with the title Founder / Partner

Profile Views
Projected Views
Actions Taken

Nov 8 – Nov 14

20 Profile views
Down 20% from the previous week

6 Actions taken
Down 25% from the previous week

What you did:
- Added 2 connections
- Joined a group
- Liked an update
- Liked an article

Get more profile views

Demographics of your readers

Top industries
- 67% Furniture
- 25% Information Technology and IT Services
- 8% Staffing and Recruiting

Top job titles
- 73% Salesperson
- 9% Information Technology and IT Services
- 9% Production Editor

Top locations
- 58% Greater Chicago Area
- 8% Greater Grand Rapids, MI
- 8% Greater Detroit Area

Top traffic sources
- 91% LinkedIn.com
- 9% LinkedIn Search

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Next Steps

• Review the profile grader in your follow up information

• Start chipping away (online resume to “thought leadership” profile)

• Ready, set, stalk!

• Start sharing

• Measure & adjust as needed!
“One day we'll have Herman Miller. Once we had it, we knew we had arrived.”
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Questions