

Your Homework in One PDF

MODULE 1: Why you need a great LinkedIn Profile

- I deliberately didn't give you any concrete homework 😊
 - Joining the Facebook CGLP group is a great step
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MODULE 2: 5 key points in your LinkedIn life

Save your current LinkedIn profile as a screen dump and as a PDF. Please email it to me (to compare after the course 😊).

Based on what you know now, decide on 3 keywords that you would give people to search for you. Choose 2 general, 1 specific. Email me if you need help.

Close your eyes. What are the first 3 things in your LinkedIn profile that come to mind that you would regret Richard Branson/Einstein/your most influential target seeing? Write those down.

MODULE 3: How to Develop your Headline

- Review your photo!
 - Try out different Headline styles
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MODULE 4: How to Develop Your Summary

- Print out the Example Profile PDFs and review the video
 - Review and adapt to your own Summary
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MODULE 5: How to invite people to connect on LinkedIn

- Review the invite templates below this video
 - Practice sending invites using the LinkedIn app and a customised message
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MODULE 6: How to Approach Recommendations

- Review who you would like Recommendations from
 - Where are they in the GIVE - ASK - THANK system?
 - Practice giving, asking & thanking for Recommendations
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BONUSES:

- Start testing to publish status updates and posts on LinkedIn.
 - Especially start to use simple images, and if you can, short video clips. Focus on things (content) that can be shared.
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Excellent work guys! 😊

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