

HOW TO GENERATE BUSINESS FROM YOUR LINKEDIN NETWORK

One-Day Business Development Workshop at the Edinburgh Training and Conference Venue

The LinkedIn Success Blueprint is a proven business development system that focusses on key areas of the LinkedIn platform to give you a simple, easy to use but highly effective business development tool.

"The training programme was delivered in the best way I have ever experienced. It was very personal, accurately aligned to our needs and extremely easy to follow!"

Duane Paterson, Project Director, Ambiance Design

HOW THIS WILL HELP YOU ACHIEVE YOUR GOALS

By the end of this one-day workshop, you will know how to use Linked In to generate:

- **More Prospects**
- **More Referrals**
- **More Clients**
- **Higher visibility in Google and search engine results**
- **Recognition as the 'Go-to' expert in your field**
- **Increased traffic to your website**

This workshop will walk you through the steps you need to keep well organised and in regular contact with your connections. It's a simple, yet powerful 'follow and do' process.

WHO SHOULD ATTEND ?

Business Development Professionals
Sales Professionals
Marketing Professionals
Anyone in client services
Anyone that needs to promote their business

WHY?

You don't know what to do with LinkedIn
You want LinkedIn to work for you
You're struggling to win new business
You need a quick business development fix

What you receive:

- Pre-workshop lifetime access to our online training platform; sold separately at £189
- 4 weeks post workshop access to expert trainers via Basecamp; sold separately at £799
- Full-day hands-on training, with refreshments and lunch
- We provide all IT equipment you need
- Membership of our priority email bulletin group for ongoing learning
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Your investment for the day: £499 per person. Book now by calling 07771 871478 – or email miles@linkedin-successblueprint.com to secure your place

WORKSHOP OVERVIEW

PRE WORKSHOP PREPARATION

Two weeks prior to the Workshop Day...

You will get access to our online platform, The LinkedIn Success Blueprint, containing over 50 lessons including downloads, videos and detailed explanations [showing you exactly the how and the why of what you need to do](#).

This Pre-workshop research is vital as it prepares you for your workshop day and you maximise the value of the day. It is particularly focused on developing and [building a winning profile](#) that shows you off at your best and is optimised for Google and LinkedIn search rankings.

THE WORKSHOP DAY

The day starts at 9am and finishes at 6pm, with breaks. There is no need to bring a laptop or mobile device as you will have online individual access to your LinkedIn platform

The structure follows the LinkedIn Success Blueprint, which you will have been familiar with in the pre-workshop training

- [Profile Builder](#)
- [Funnel Builder](#)
- [Communication Builder](#)

- Targeting criteria for success
- How to build the perfect 'magnet' profile
- How to rank highly on Google for your expertise
- Connecting, avoiding gatekeepers & tagging
- The rules of engagement and participation
- Digital alignment; LinkedIn, website & publishing
- Segmenting your connections into 'funnels'
- Targeting and engaging suspects and prospects
- Key 'mandatory' actions for visibility and amplification
- Go-to- recognition

In addition, you will also learn how to [continually generate success](#) by mastering the skills it takes to win on LinkedIn. You will also gain special skills showing you how to create and share content to help you claim the expert space for your sector.

By the end of this one-day workshop [you will go away with a winning profile that will really show you off at your best and will help you to attract more suspects, prospects, client and joint venture partners](#).

***The one-day workshop represents really value for money, and will fill up fast!
This training could qualify for 50% grant funding from Skills Development Scotland, go to [:www.ourskillsforce.co.uk/funding-for-skills/flexible-training-opportunities](http://www.ourskillsforce.co.uk/funding-for-skills/flexible-training-opportunities)***