

Linked

For Start-ups

Mark Williams



[linkedin.com/in/mrlinkedin](https://www.linkedin.com/in/mrlinkedin)

Challenges

- Funding
- Customer acquisition
- Winning trust of the above
- Hiring
- Idea validation
- Collaboration
- Shoestring budget



“Visibility will create inbound opportunities.”

“and make it easier to approach others”

Basics

- You should be proud of your profile (credibility)
- Build a relevant, expansive network (leverage & visibility)
- Avoid promotion & selling (think networking)
- Leverage connections for introductions
- The key is to engage (relationships & visibility)

~~Company Page~~ vs Personal Profile

*Company pages suck
Unless you are Google!*

www.handdyedshoeco.com



Simon Bourne - (The Hand Dyed Shoe Co) • 1st

'The Shoe Guy' - Founder of Hand Dyed Shoe Co. Ltd.

Langley Park, County Durham, United Kingdom



Hand Dyed Shoe Co. Ltd



See contact info



See connections (500+)

Message

View in Sales Navigator

More...

"I'm a camera-hugging, idealistic, shoemaker extraordinaire with desire to inspire" A wide-awake, true entrepreneur with oodles of energy and personality to burn. Simply put, I make things happen. Founder of www.handdyedshoeco.com



Receiving 'Above & Beyond'
Award December 2016



Please allow me to introduce
myself...

- Strong Personal Brand
- Authentic
- Storytelling
- Start-up journey
- B2C



Simon Bourne - (The Hand Dyed Shoe Co) • 1st

'The Shoe Guy' - Founder of Hand Dyed Shoe Co. Ltd.

4d



What do you think of my new van guys?

It cost me more than it could have. In fact, when I costed the wrap up, ...see more



2,661 Likes · 388 Comments

200,000+ views



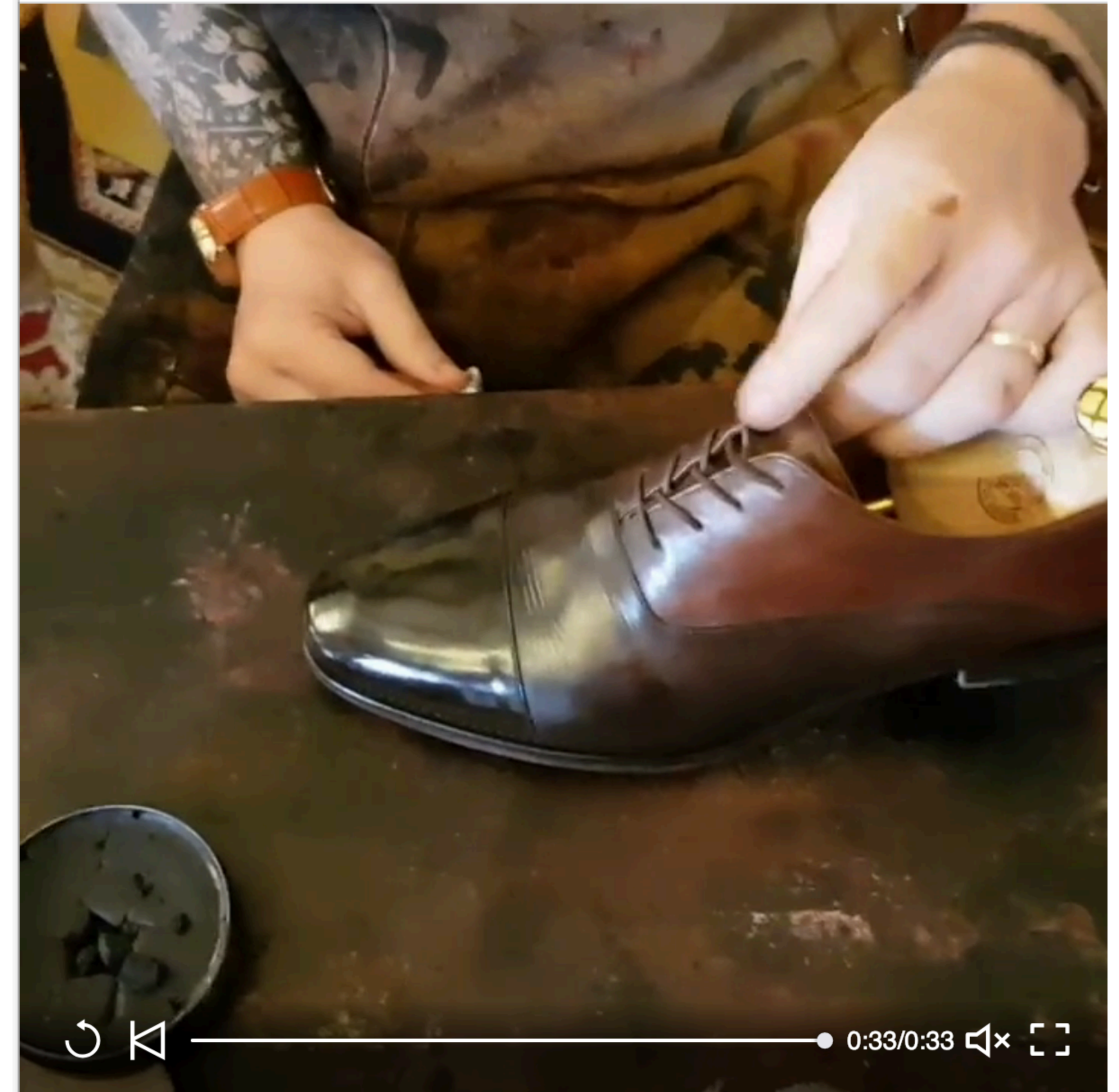
Simon Bourne - (The Hand Dyed Shoe Co) • 1st

'The Shoe Guy' - Founder of Hand Dyed Shoe Co. Ltd.

5d



These shoes are about 2 years old. I wear them probably twice a week. The fit like a glove and they look fantastic. Why? Because I take care of them in the right way... cedar wood shoe trees in whenever my feet aren't in them, I dor ...see more



1,254 Likes · 193 Comments · 109,900 Views



Simon Bourne - (The Hand Dyed Shoe Co) • 1st

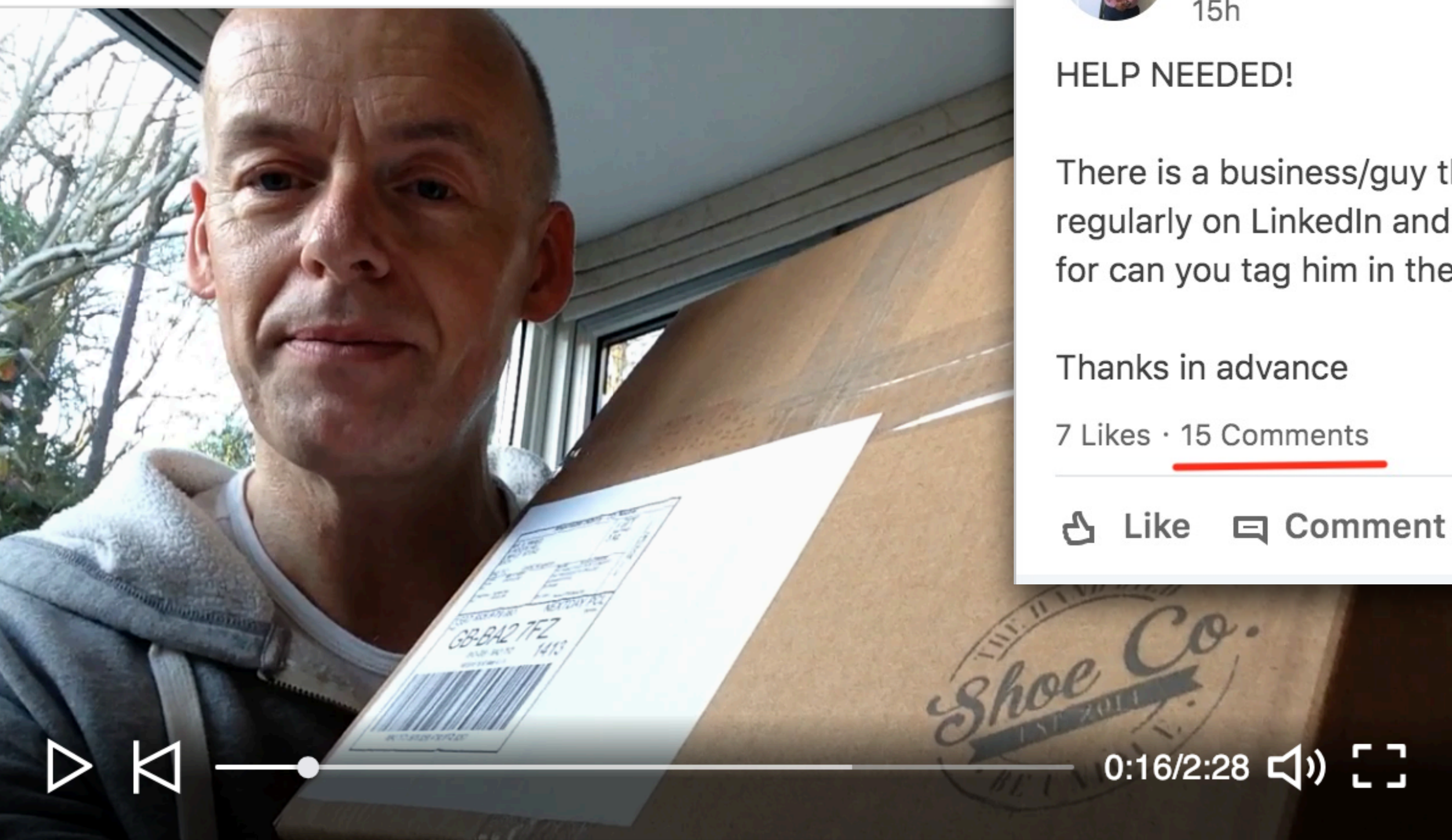
'The Shoe Guy' - Founder of Hand Dyed Shoe Co. Ltd.

3w



A huge thank you to [Simon Hares](#), a wonderfully kind gentleman who has gone out of his way to send me this. I have to say, I'm very much enjoying this new tradition! :)

[#theshoeguy](#)



Tim Duncombe • 2nd

Evolutionary Sales Leader 🏆 Business Communications Expert 🏆 Sports Fanatic
15h

HELP NEEDED!

There is a business/guy that makes and sells hand made shoes and he posts regularly on LinkedIn and I can't find him.. please if you know who I am looking for can you tag him in the comments.

Thanks in advance

7 Likes · 15 Comments



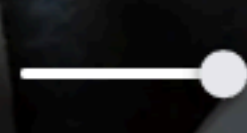
Like



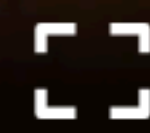
Comment



Share



0:16/2:28



Key to LinkedIn Content

Empathy

Know your audience

Types of posts

Text only

Image

Video

Document



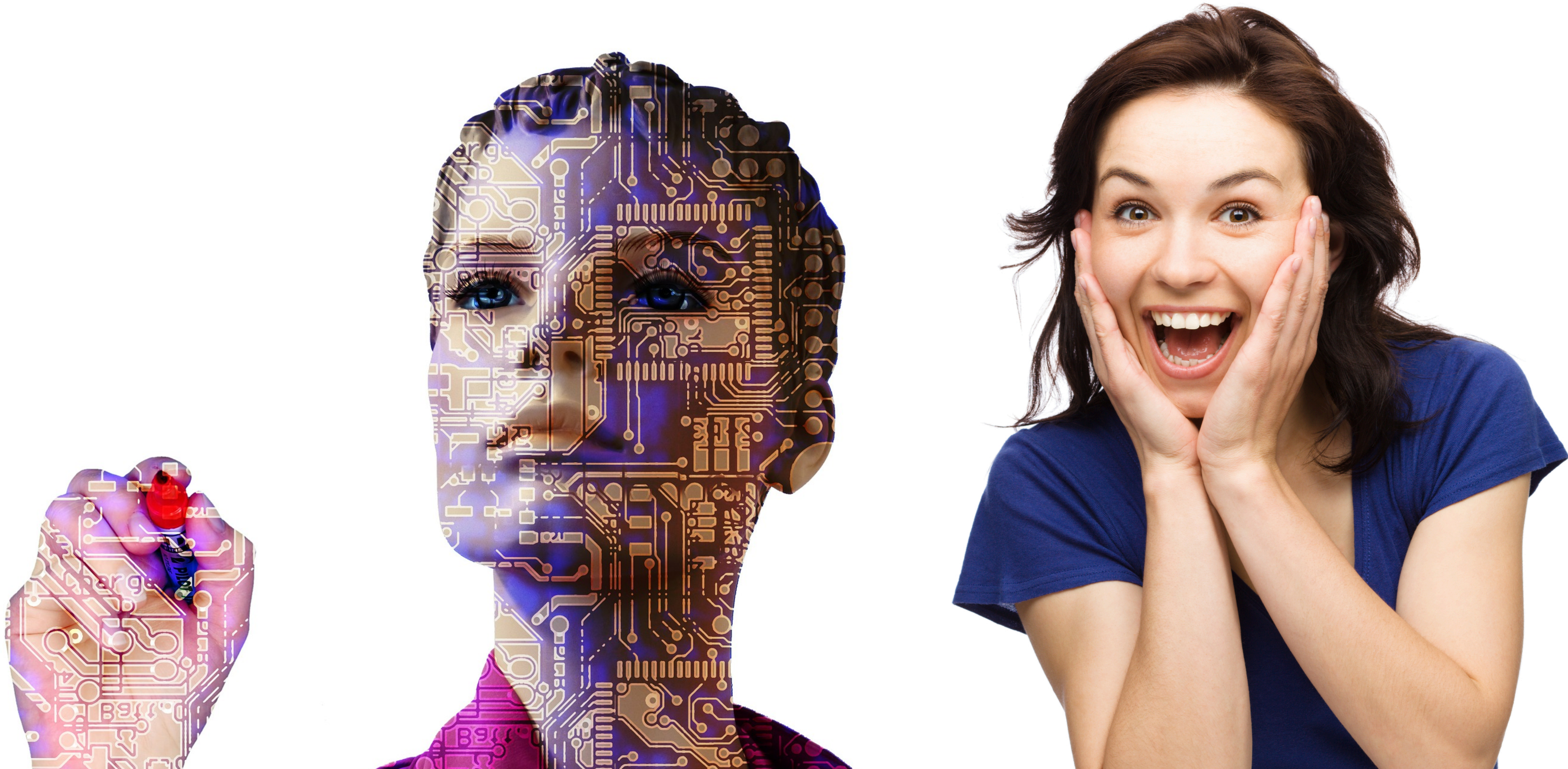
Start a post




Post Statistics

LinkedIn post view data August 2018 to December 2018				
	Likes	Comments	Views	Shares
Text	53	58	4226	0.9
Image	48	41	2520	0.9
Video	56	50	1672	1.2



Content Must Please Two Masters!







Mark Williams
LinkedIn Trainer aka 'MR LINKEDIN' | LinkedIn Visibility | Social Selling | Speaker | Coach | Award Winning Podcaster

This is a post (formerly known as status update)
It needs to grab your attention in the first 3 lines
It is CRITICAL that it's longer than 3 lines...that way you will need to click on '...see more' to read the full post. When you do that alerts the algorithm that you are reading it and triggers a secondary boost in distribution

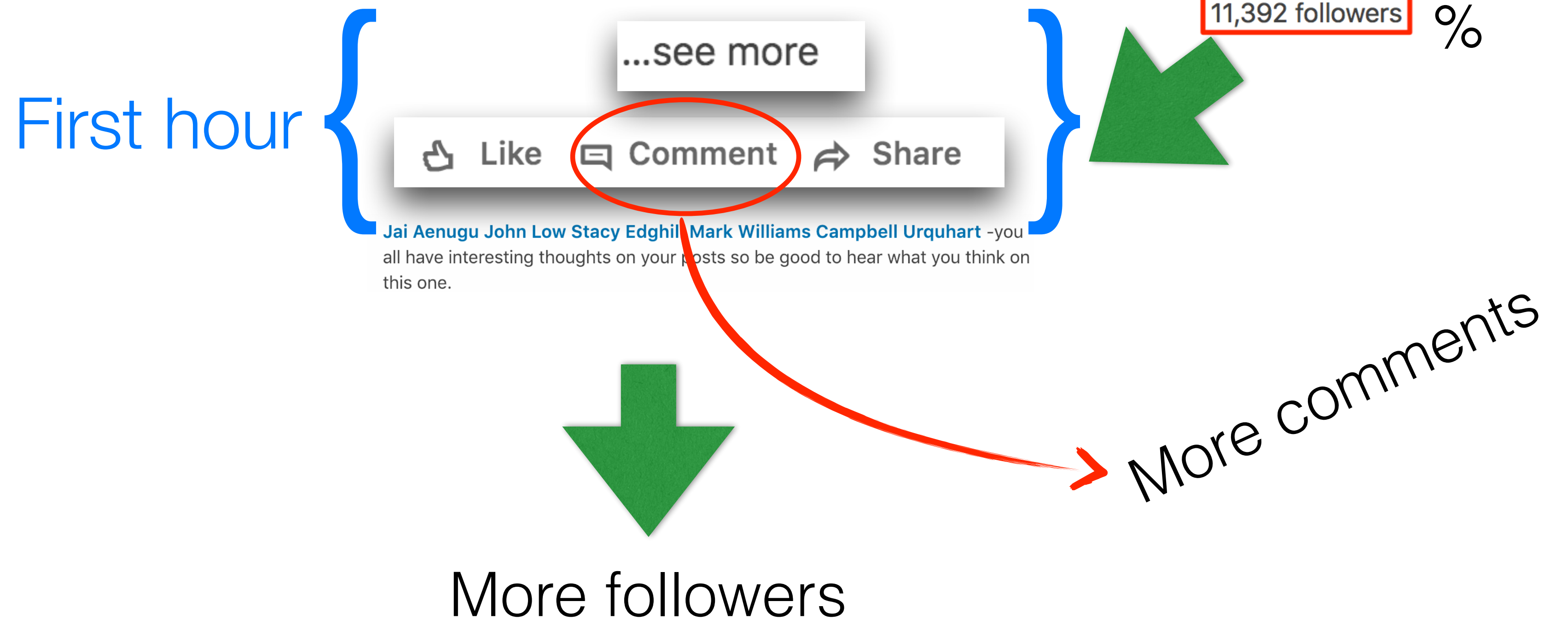
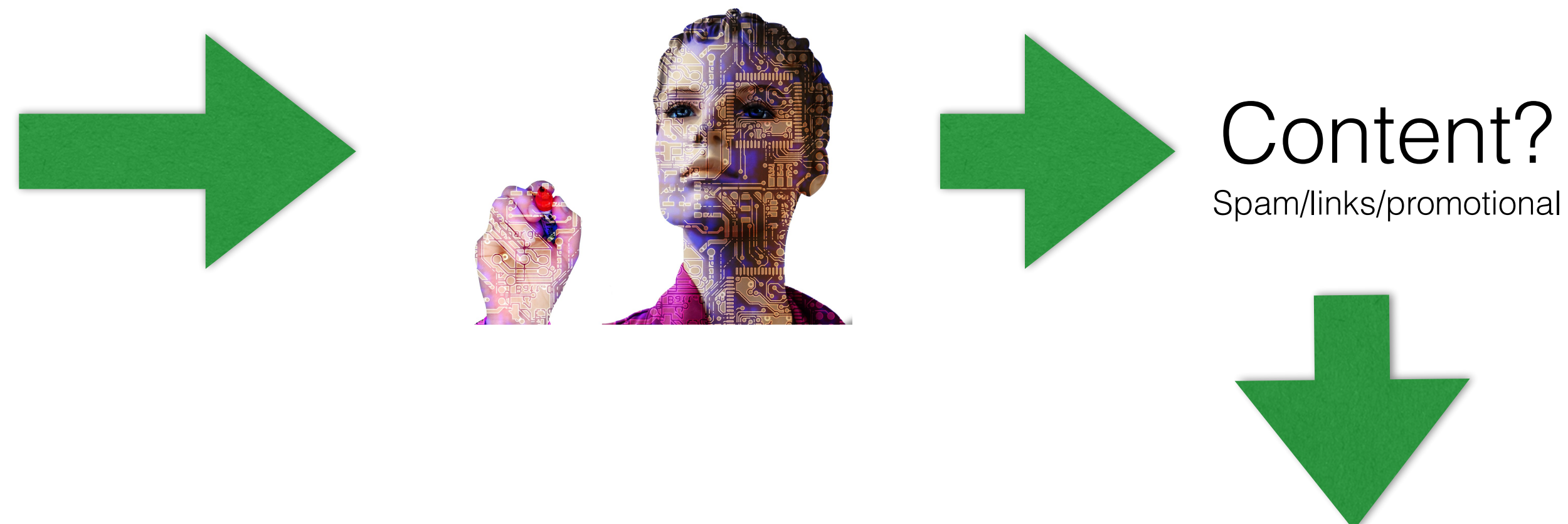
 Images  Video

Post Settings 

Post

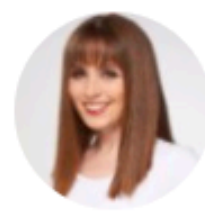
Sort by: Recent 

New posts



**The purpose of any post is to
start a conversation**

Comments are gold!



Janet Murray

PR expert, author, keynote speaker & podcaster. Host of the top UK show: Soulful P...
6d



One thing that really surprises me about LinkedIn is how many people I see bitching and sniping at others on here - without seemingly paying any attention to how this might look to potential employers/clients. Or their current employers in fact .

Sure it's fine to have an opinion, but when I see someone making snide remarks, indulging in putdowns or 'trolly' behaviour, I mentally file them away on my 'definitely wouldn't hire' list.

After all, if they're vile to people they don't know on social media, the chances are they're not going to be great to work with. And they'll probably also be rude to the people that matter most in my business - my customers.

As a PR expert, it really baffles me how many people don't seem to recognise that everything they post on here - good or bad - is a reflection on their personal brand and how likely people are to want to hire or fire them.

Do you agree? If you're short on time, post the relevant number in the comments below.

1 = Yes, it would definitely put me off hiring someone

2 = Maybe - but I think it would depend on the circumstances.

3 = No - people are entitled to have an opinion - even if it's expressed strongly

Mark Williams Roger Edwards Tracy Playle Taz Thornton   

220 Likes • 110 Comments

 Like  Comment  Share

The Anatomy Of A Post

- Attention grabbing first 3 lines
- Trigger the 'see more'
- Ask a question
- Simple multi-choice options
- @mention active influencers
- Also consider using #

Image Posts



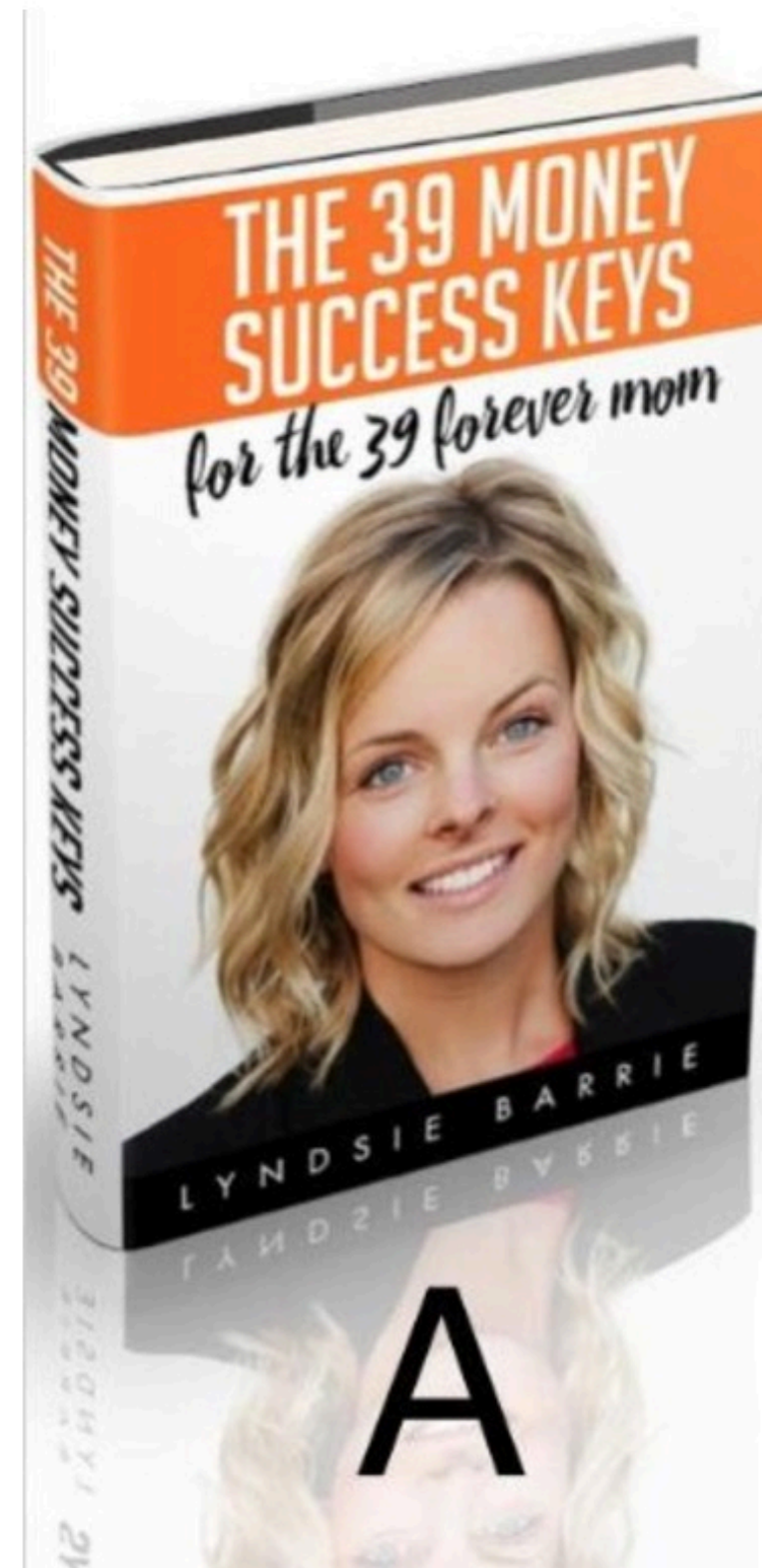
Nicola Anitelea
HR Manager

So I decided to spend the day with the housekeeping t
easy!! Next is the kitchen department which terrifies m
Great opportunity to experience 'In Your Shoes'... sho



Lyndsie Barrie
Financial Consultant & Author
4mo

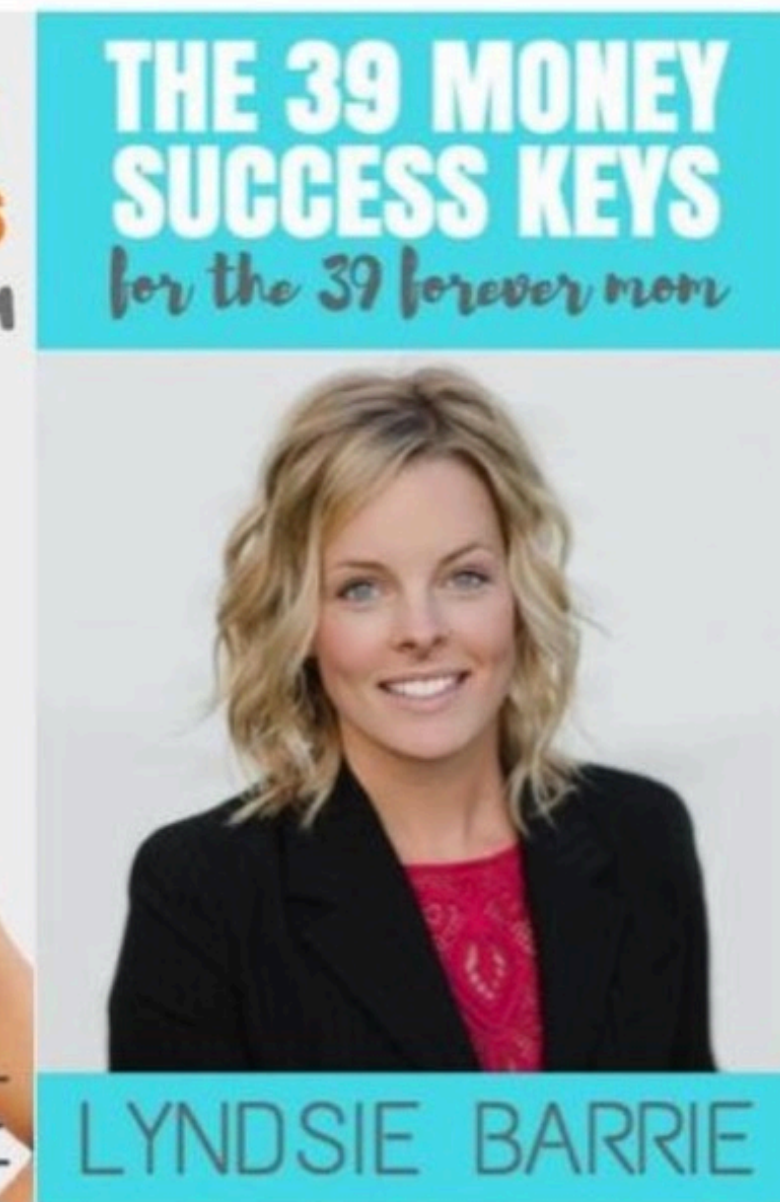
Book cover A, B or C?



A



B



C

Share Image

Native Video

Subtitles are essential!



Mark Williams
LinkedIn Trainer aka 'MR LINKEDIN' | LinkedIn Visibility | Social Selling | Speaker | C...
4w · Edited

...

LinkedIn **#video** doesn't have to be hard ! 😊

In a recent post I mentioned that video would soon be the dominant content type and several people pushed back stating it was too difficult or a barrier ...see more



0:16/2:50 🔊 🗉

114 Likes · 44 Comments · 6,201 Views

Text Only



Jonathan Pollard

Non-Compete, Trade Secrets & Unfair Competition Attorney

1mo · Edited

[+ Follow](#)

Guy with a Harvard MBA applied to be our operations director. We had a meeting set for noon on Thursday. At 10:30 he emails and says he MIGHT be 10 to 15 minutes late. Around 12:15, my office reaches out to him. No response. He rolls

85,531 Likes · 4,553 Comments



Like



Comment



Share

7 MILLION!!

Document (new)

16:9 Presentation exported
as a .pdf



Mark Williams

LinkedIn Trainer aka 'Mr LinkedIn' | LinkedIn Visibility | Social Selling | Speake...
2w

...

10 years ago I had this crazy idea.....
LinkedIn was growing and I felt it would become an important business tool.....but
people were confused by it. ...see more

My first workshop • 16 pages

IT WAS DECEMBER 2008

10 YEARS AGO, ALMOST TO THE DAY

333 Likes · 107 Comments

 Like

 Comment

 Share



138,378 views of your post in the feed

Post Fails

- Any links (urls)
- Promotional
- 'Likeable' images
- Look at me (us)
- Quotes or statements
- Less than 4 lines








Automation


- Only works at scale, very low hit rate
- Can damage reputation
- Damages the integrity of the network
- Outsource with caution
- Authenticity is critical
- Most success comes with effort

Articles

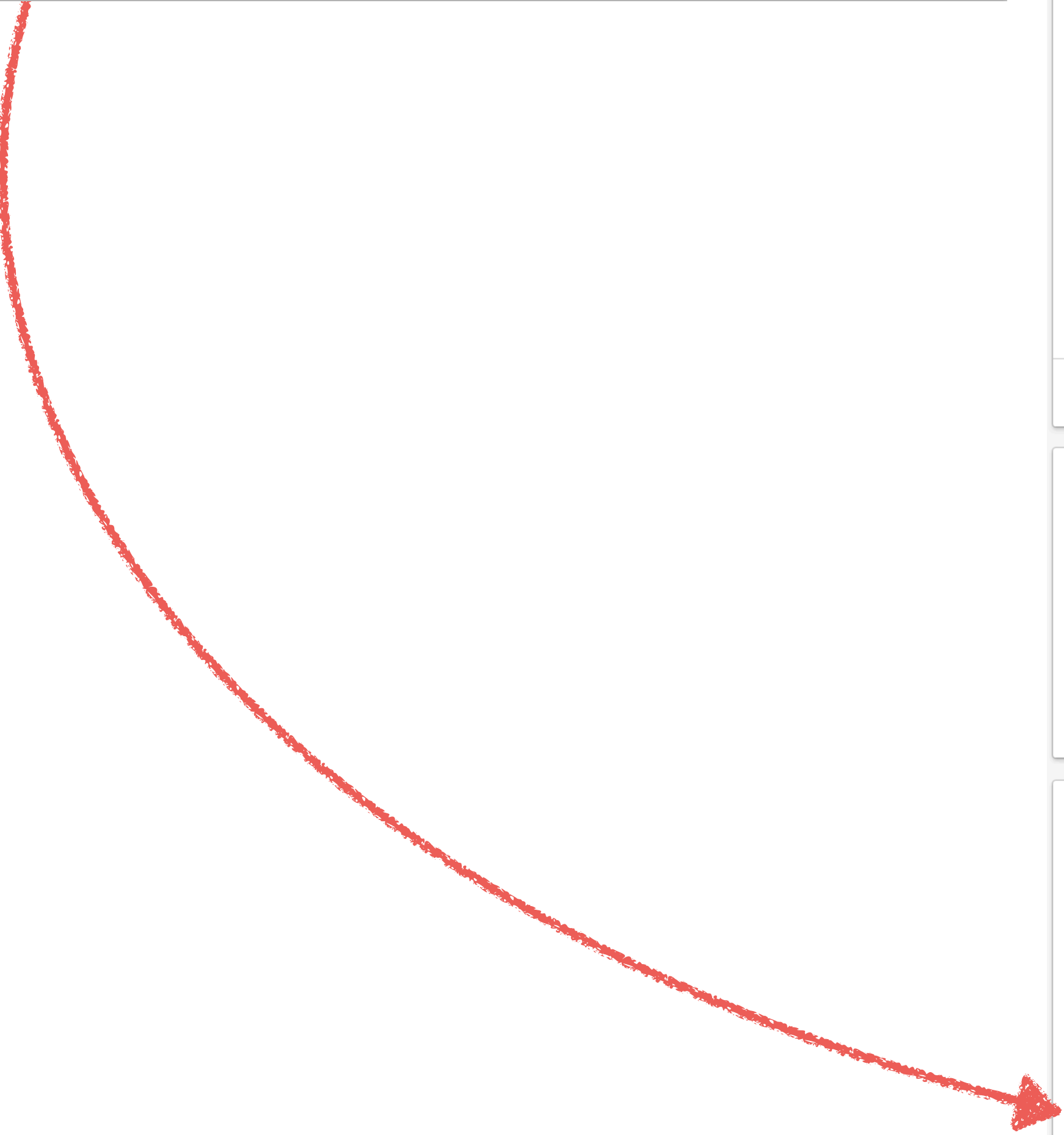
 Start a post









[Write an article](#) on LinkedIn








Meike Marquardt • 1st


Head of Marketing @ Toshiba Commerce Europe |
Passionate about Retail | Enthusiastic European |
Experience Maker

Cologne Area, Germany

 TOSHIBA Global Commerce Solutions, Inc

 Berufsakademie Mannheim

 See contact info

 See connections (500+)

Message

View in Sales Navigator

More...

mmarquardt@toshibagcs.com | Experienced Marketing Leader with a strong passion for the Retail Industry | Extensive professional skills and experience in Marketing Communications, Digital Marketing, Event Management, Marketing Programmes and Channel Marketing. | "By doing what you


- Long form
- White paper
- Establish authority
- Adds credibility to profile

Meike worked at IBM Deutschland

Get introduced

Articles & activity

682 followers




NOT REGISTERED YET? Join us at Toshiba Connect...

Meike Marquardt
Published on LinkedIn

Dear Toshiba Business Partner, The Toshiba Connect Europe 2018 conference is fast approaching. Here are the top 5 reasons to attend: Join us for an energetic event ...see more


26 Likes • 1 Comment

Like Comment Share




When vertical and square video formats are more successful, why...

Meike commented



Congrats to the entire Poresy Team and thanks for the great...

Meike commented



Thanks a lot for your positive feedback, Sascha. What a great...

Meike replied to a comment

See all activity

Next Steps

- Ensure your profile is exceptional
- Build a strong, relevant network
- Build a list of topics
- Search for content and comment
- Cleanse your feed
- Post 2-3 times per week



Q GDPR

People

Jobs

Content

More ▼



GDPR Company • Legislative Office



GDPR Edge, Powered by Intel Company • Informa



Jim Sneddon CISSP, GDPR 2nd • Helping organis



Stephen Olsthoorn, CISM, CRISC, GDPR F, PCI-



Mark Willoughby GDPR GRC Cons CIS LA. CIS L



CyberTraining 365 (GDPR & Cyber Security Tra

See all results for "GDPR"



#gdpr



#gdpr



#gdprcompliance

See all results for "#gdpr"

Cleanse your feed

The image shows a screenshot of the LinkedIn website interface. On the left sidebar, there are sections for 'Your communities' (with a pencil icon) and 'Pinned' (with an up arrow icon). Under 'Pinned', there are three hashtags: #Futurism, #linkedinvideo, and #linkedintips, followed by a 'Show more' link. Below this is a section for 'Hashtags you follow' (with an up arrow icon), listing #Psychology, #SocialMedia, and #discoveryourself, with a 'Discover more' link at the bottom. The main content area shows a post by Brian Murray MBA, Group HR Director at Nomad Foods. The post text reads: 'I am delighted to announce Excellence Leading Transform held in London....'. Below the text is a photo of a group of people. To the right of the post, there is a three-dot menu icon. A red arrow points to this icon. A red box highlights the 'Hide this post' and 'Unfollow Brian' options in the dropdown menu. The 'Hide this post' option includes the text 'I don't want to see this post in my feed'. The 'Unfollow Brian' option includes the text 'Stay connected but stop seeing Brian's posts'. Other options in the menu include 'Copy link to post', 'Embed this post', 'Report this post', and 'Improve my feed'.

in Search

Home My Network Jobs Messaging

Like Comment Share New posts

Brian Murray MBA
Group HR Director at Nomad Foods... Europe's Largest Frozen Food Company
16h

I am delighted to announce Excellence Leading Transform held in London....

Copy link to post

Embed this post
Copy and paste embed code on your site

Hide this post
I don't want to see this post in my feed

Unfollow Brian
Stay connected but stop seeing Brian's posts

Report this post
This post is offensive or the account is hacked

Improve my feed
Get recommended sources to follow

Resources

- Simon Bourne <https://www.linkedin.com/in/handdyedshoeco/>
- Jonathan Pollard <https://www.linkedin.com/in/jonathan-pollard-9761333/>
- Buffer or Hootsuite for scheduling (no @mentions)
- Pixabay for images & Canva for image posts & profile (1200x630 px for posts)
- Clips or Clipomatic for video (iOS), Autocap for Android (Square format looks best)
- LinkedInformed podcast - [LinkedInformed.com](https://www.linkedinformed.com)

Questions?

 [linkedin.com/in/mrlinkedin](https://www.linkedin.com/in/mrlinkedin)

mark@winbusinessin.com

winbusinessin.com

 **@mr_linkedin**

 **@mrlinkedin**



LinkedInformed **PODCAST**