

LinkedIn for Agents



Presented by Amy Evans
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Dickerson Employee Benefits
Insurance Services

AUTHORIZED GENERAL AGENT

Connect with Dickerson Employee Benefits on LinkedIn

<https://www.linkedin.com/company/dickerson-employee-benefits>

Today's Agenda

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- Why Use LinkedIn?
- Facebook vs. LinkedIn
- Your LinkedIn Profile
- LinkedIn Connections
- Posting & Sharing Information
- Tips for Posts
- Useful LinkedIn Features
- Using LinkedIn as a Sales Tool

Social Media Explained with Donuts

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Twitter = I'm eating a donut.

Facebook = I like donuts.

Foursquare = This is where I eat donuts.

Instagram = Here's a "vintage" photo of a donut.

YouTube = Watch me eat a donut.

LinkedIn = My skills include donut-eating.

Pinterest = Here's a donut recipe.

G+ = I'm in a circle of people who like donuts.

Facebook vs. LinkedIn

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Facebook

- Personal
- Seen by friends
- Connections are people you know
- Viewers are anonymous
- Posting photos
- "Like" and "Share"
- Ranting is ok

LinkedIn

- Professional
- Seen by everyone
- Connections can be people you don't know
- Viewers are public
- Posting articles
- "Like" and "Share"
- No ranting!

Why Use LinkedIn?

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- Manage Your Public Image
- Marketing & Promotion
- Networking
- Prospect Research and News
- Client News
- Industry News

Your LinkedIn Profile

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- Photo
- Descriptive Title
- Summary
- Work History
- Certifications & Licenses
- Publications
- Volunteer Experience & Causes
- Skills
- Contact Information

NOISE TO SIGNAL
RobCottingham.com



I told her I'd noticed her LinkedIn profile says she's a "proofreder",
and she just keeled over.

LinkedIn Connections

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- Adding Contacts
- Sending Connection Requests
- People You May Know
- How You're Connected
- Introductions
- Follow People and Companies

Posting & Sharing Information

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- Share an Update
- Share a Link to an Article
- Like/Share/Comment on an Update
- Tag Other People/Companies with @
- Write a Post

Tips for Posts

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- Wins & Losses
- Industry-Specific Knowledge
- Awards, Certifications, Recognition
- Successful Projects with Measurable Results
- Compliments
- Conferences, Seminars, Continuous Learning
- Upcoming Events
- Promote Other People
- PHOTOS!!!

Useful LinkedIn Features

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- Groups
- Endorsements of Skills
- Recommendations
- How You're Connected
- Introductions
- LinkedIn App

Using LinkedIn as a Sales Tool

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- Follow Prospects (People and Companies)
- Advance Search for Keywords, Titles
- Request Introductions from Shared Connections
- Join Groups that Contain Prospects
- Create Groups to Attract Prospects
- Focus on Relationship-Building, not Sales Pitch

Next Steps

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- Update (or Create) Your Profile
- Import Contacts and Send Connection Requests
- Send Me a Connection Request with Feedback on Today's Webinar
- Share an Update about Today's Presentation
- Write a Recommendation for a Connection
- Request a Recommendation from a Connection

Contact Information

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