

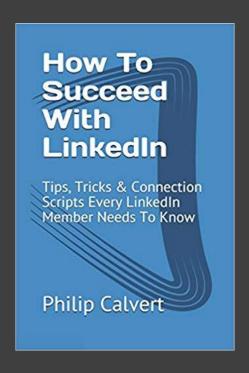
### People Buy People — But Will They Buy You?

Secrets of Successful Lead Generation on LinkedIn

PHILIP CALVERT



# Quiz question at the end...!



Send your answer to philip@philipcalvert.com



"Social Media is riddled with compliance problems"





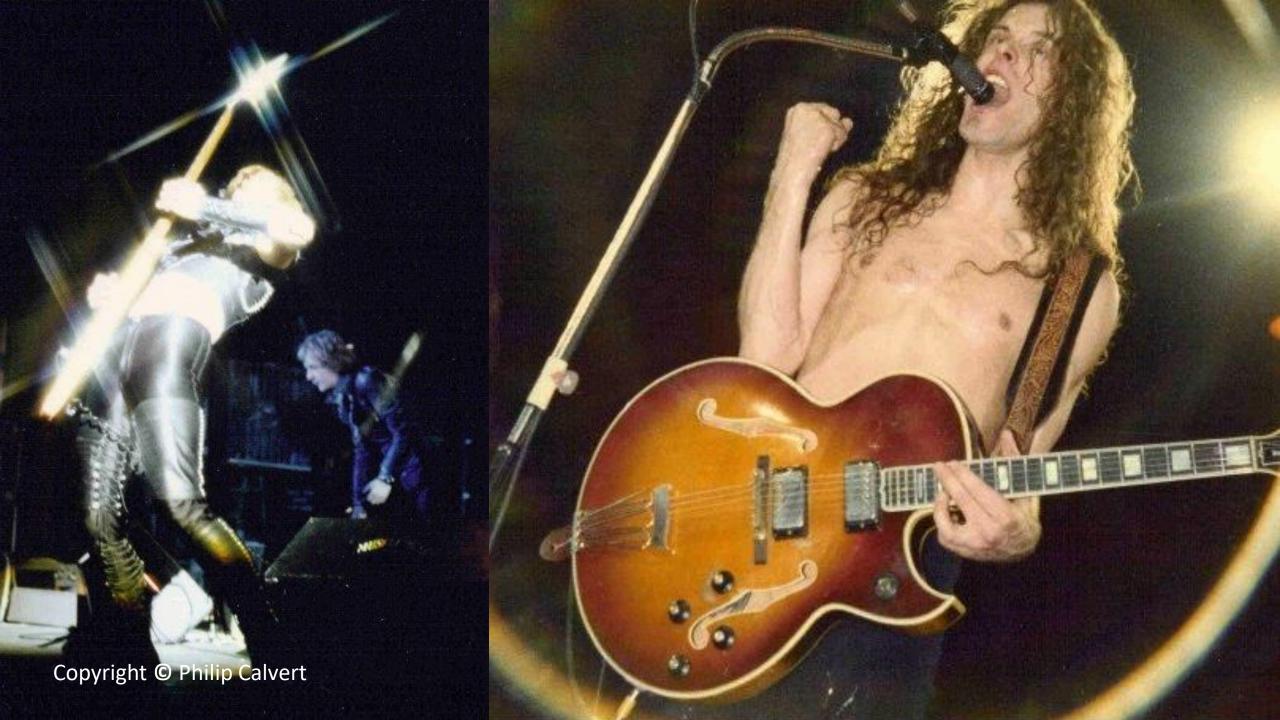


"Philip, what do you plan to do for a living?"











# Ernest Charles Prudence

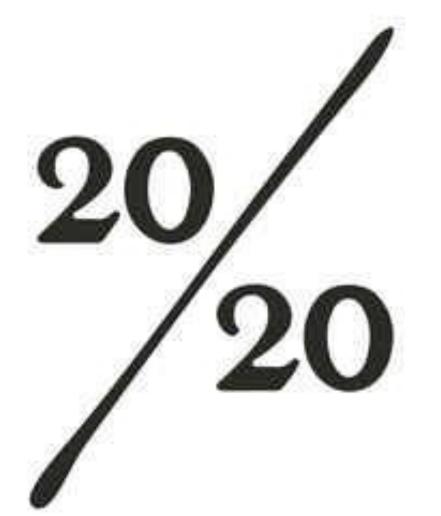




Photos: Wikipedia









THE THREE MOST
EFFECTIVE
FORMS OF LEAD
GENERATION FOR
PROFESSIONAL
SERVICE
PROVIDERS

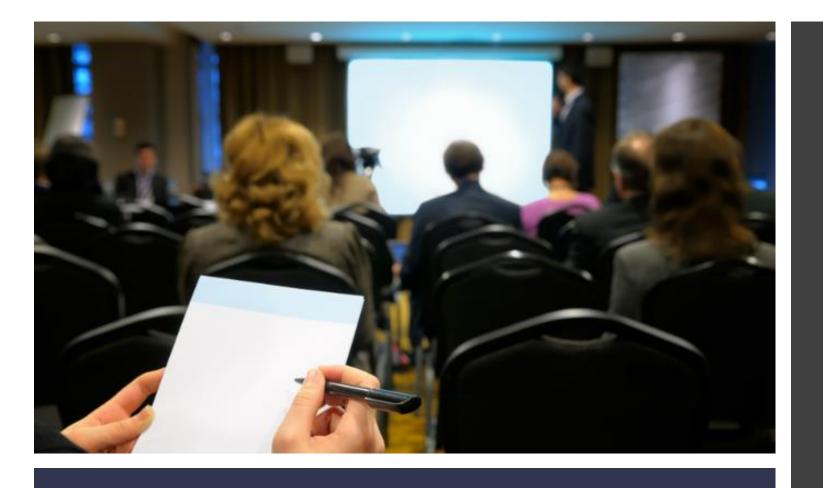


1.





#### Referrals



"The single most **effective** form of lead generation for professional service providers"

Seminars





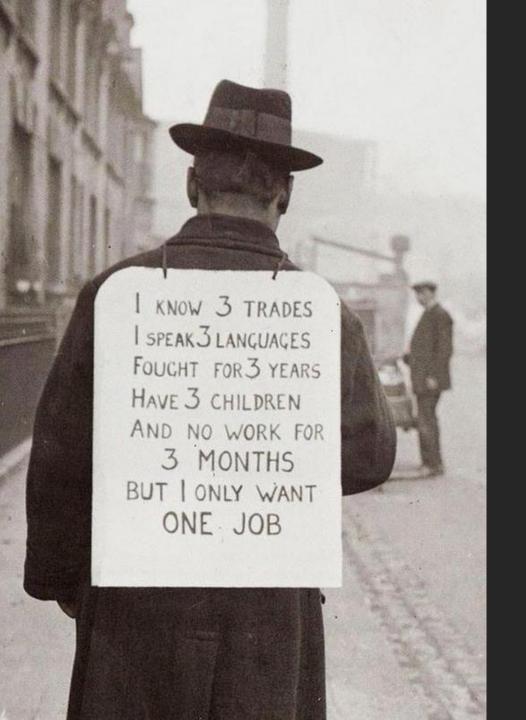
"The most **ineffective** form of lead generation for professional service providers..."







Stop wasting time!



LinkedIn before the Internet

# What is LinkedIn?

## What is LinkedIn?

- Job site
- Networking platform
- Blogging platform
- Social Network
- Marketing tool
- Instant messaging service
- Corporate PR site
- News service

- Lead generation tool
- Learning centre
- Classified ads service
- Salary comparison service
- Sales tool
- Rolodex
- Search engine

## What is LinkedIn?

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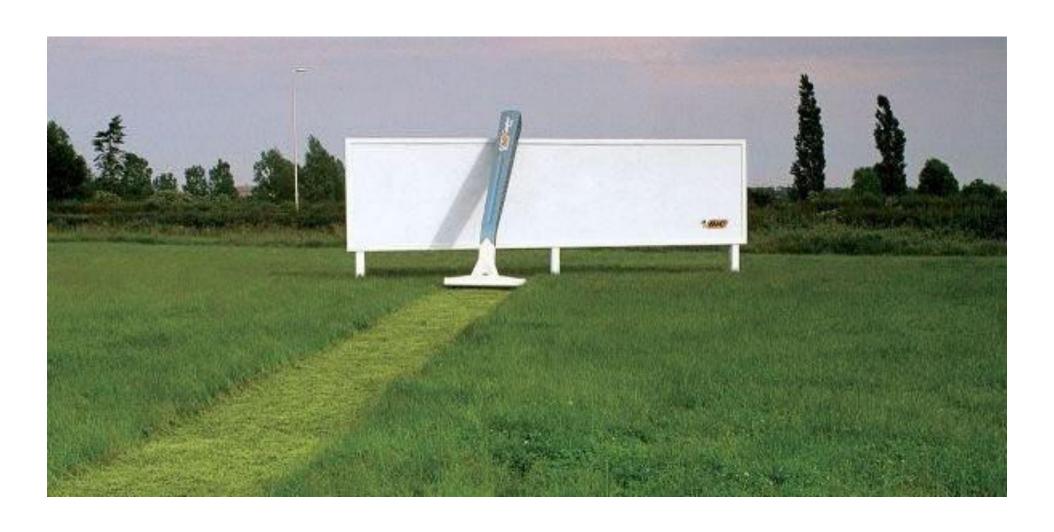


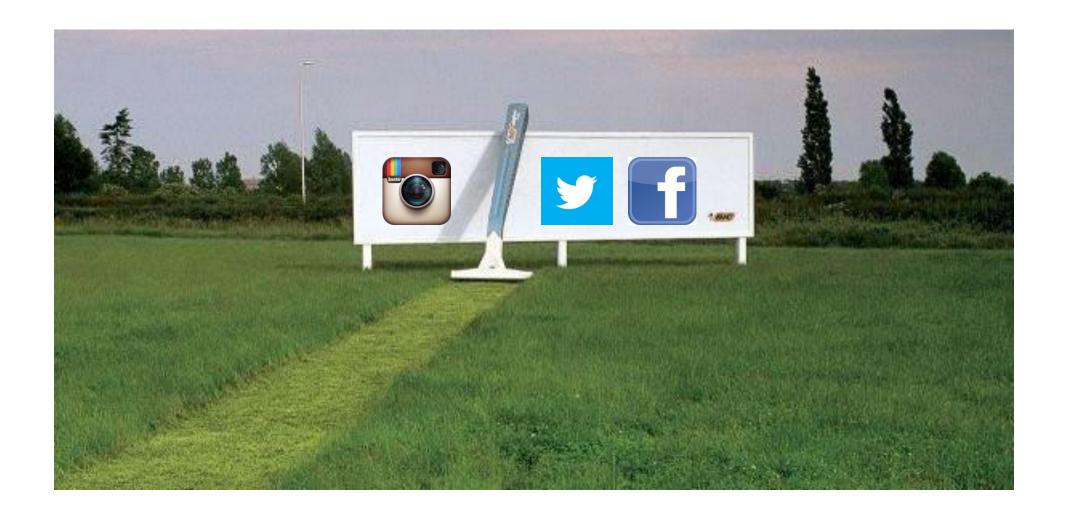




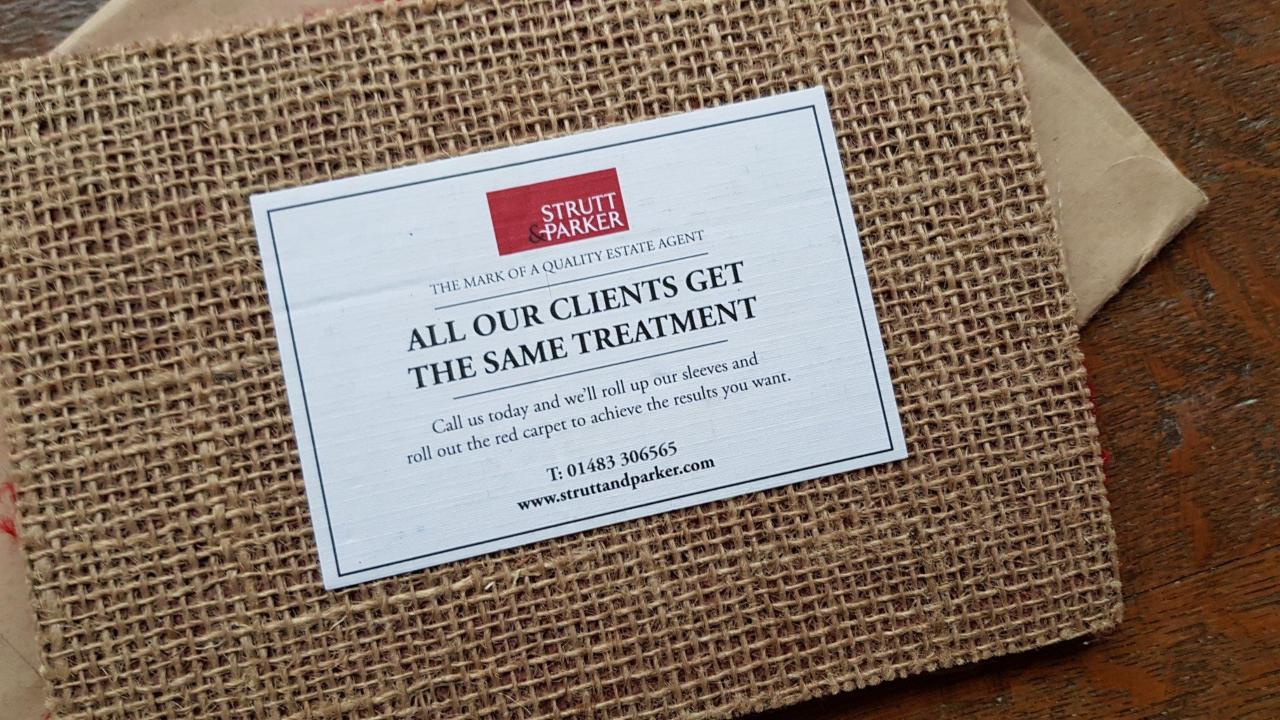
### It's all about Technique

#### How we used to do Marketing in 2002



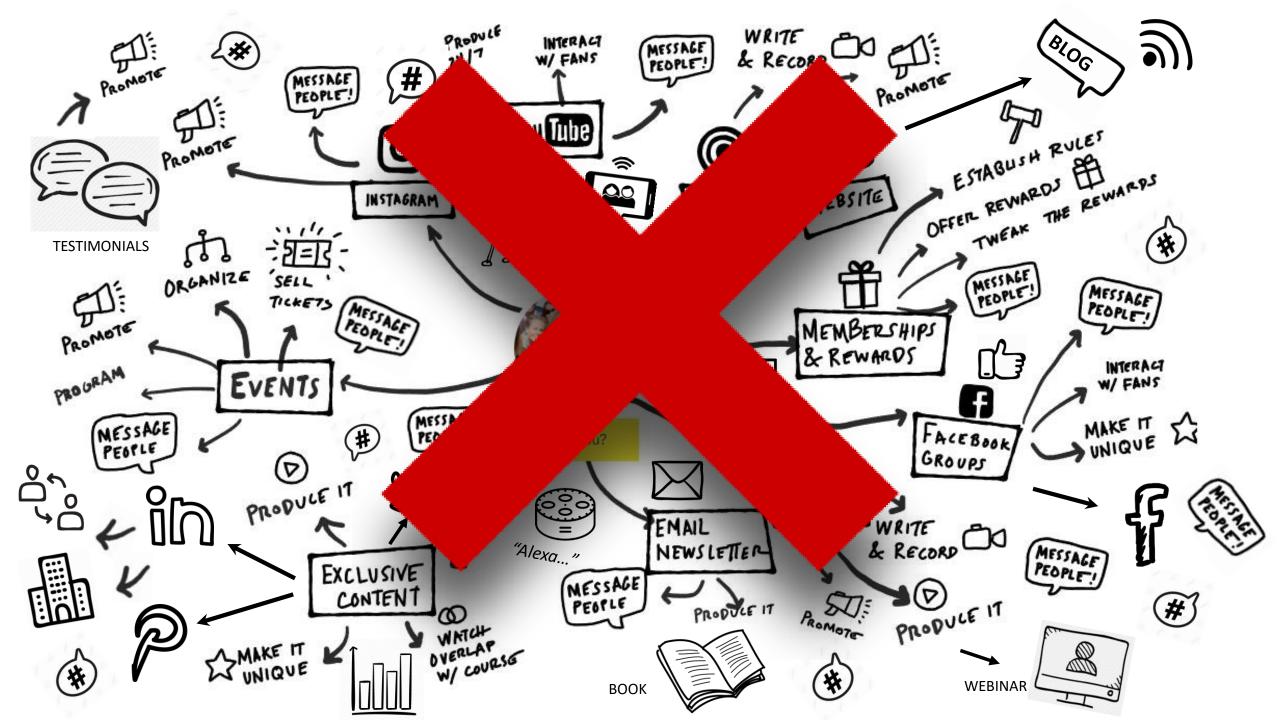






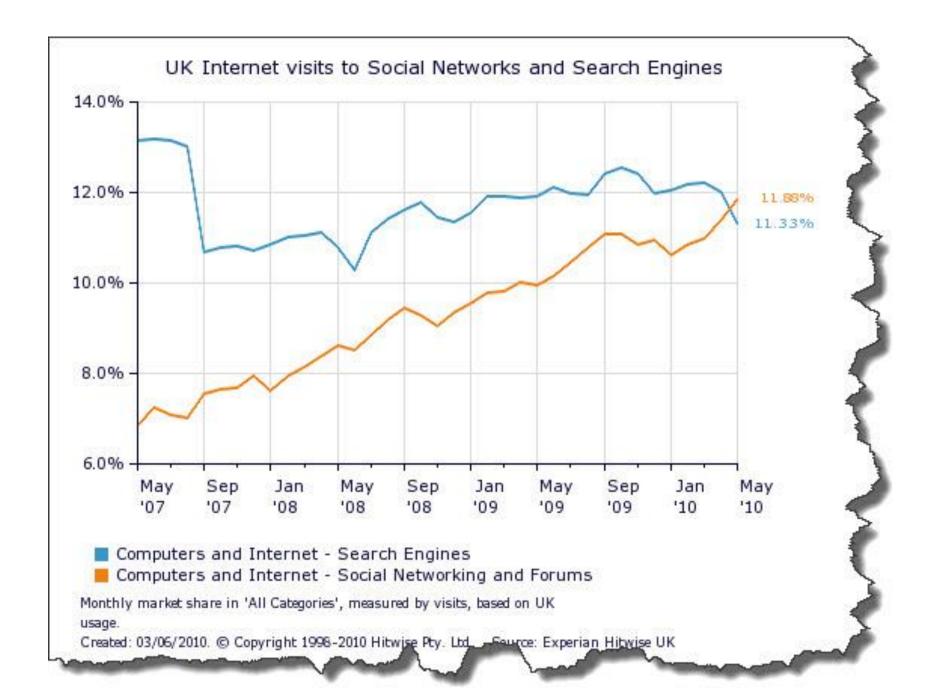


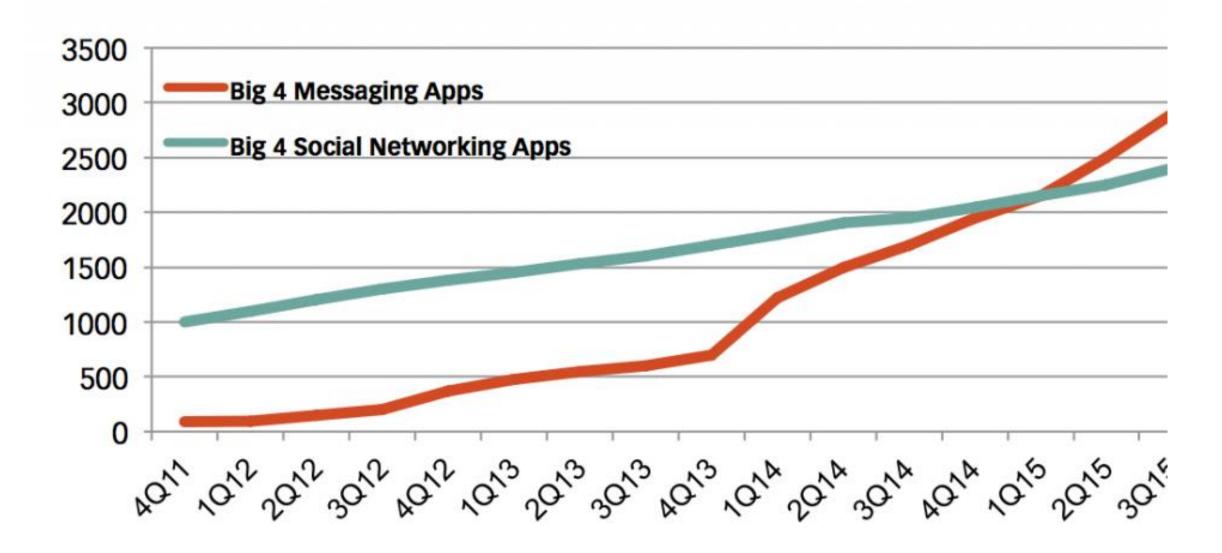




Shift from
Social Media
to Social
Networking



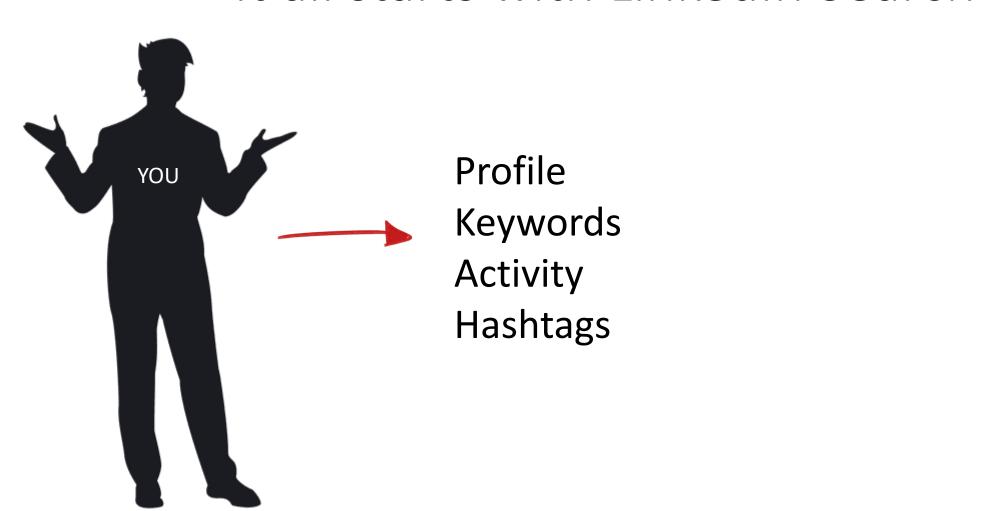




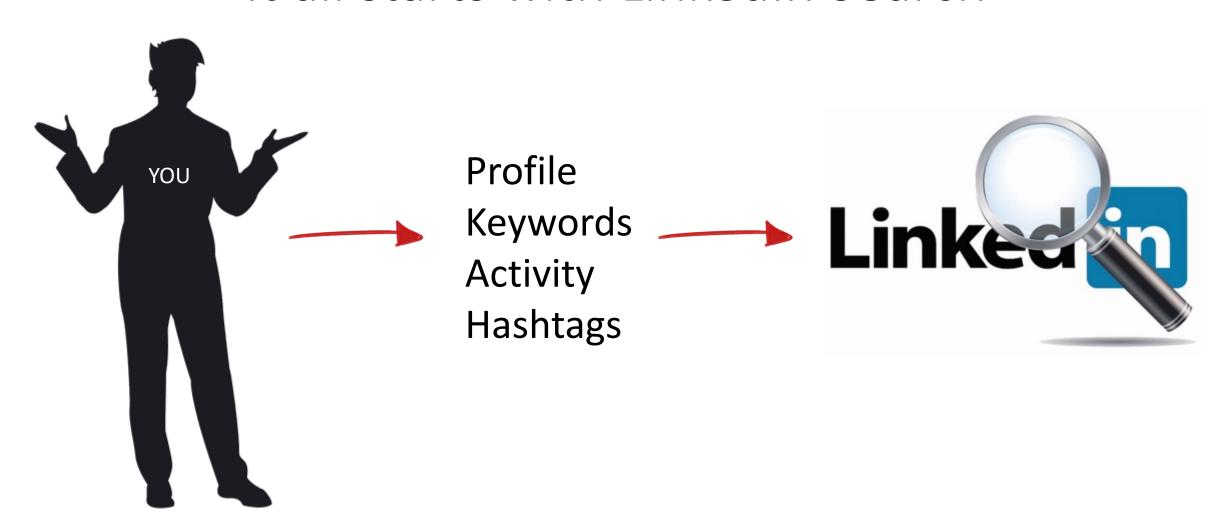
If you're on LinkedIn, you're marketing yourself



#### It all starts with LinkedIn Search



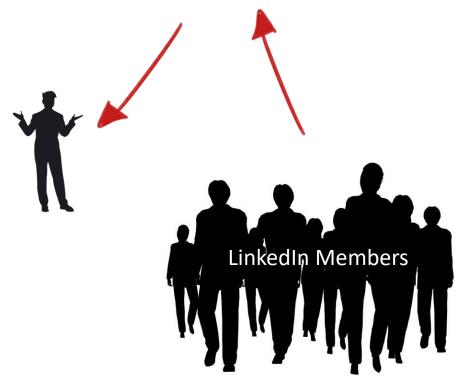
#### It all starts with LinkedIn Search

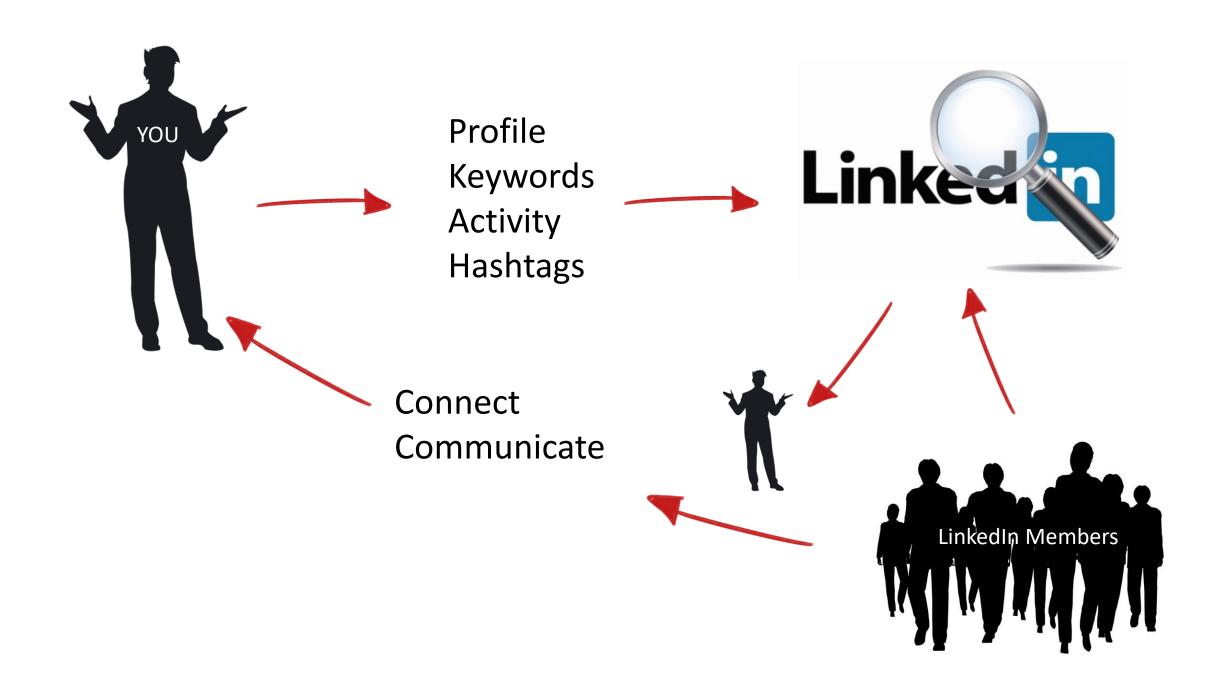


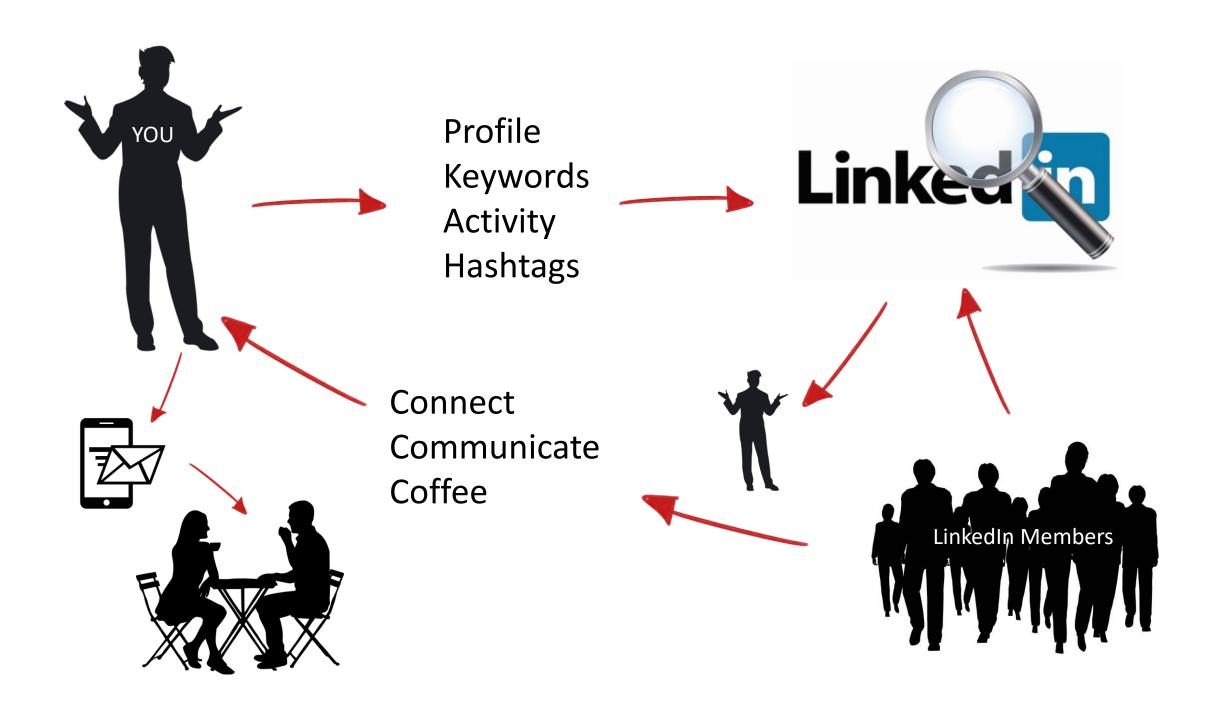


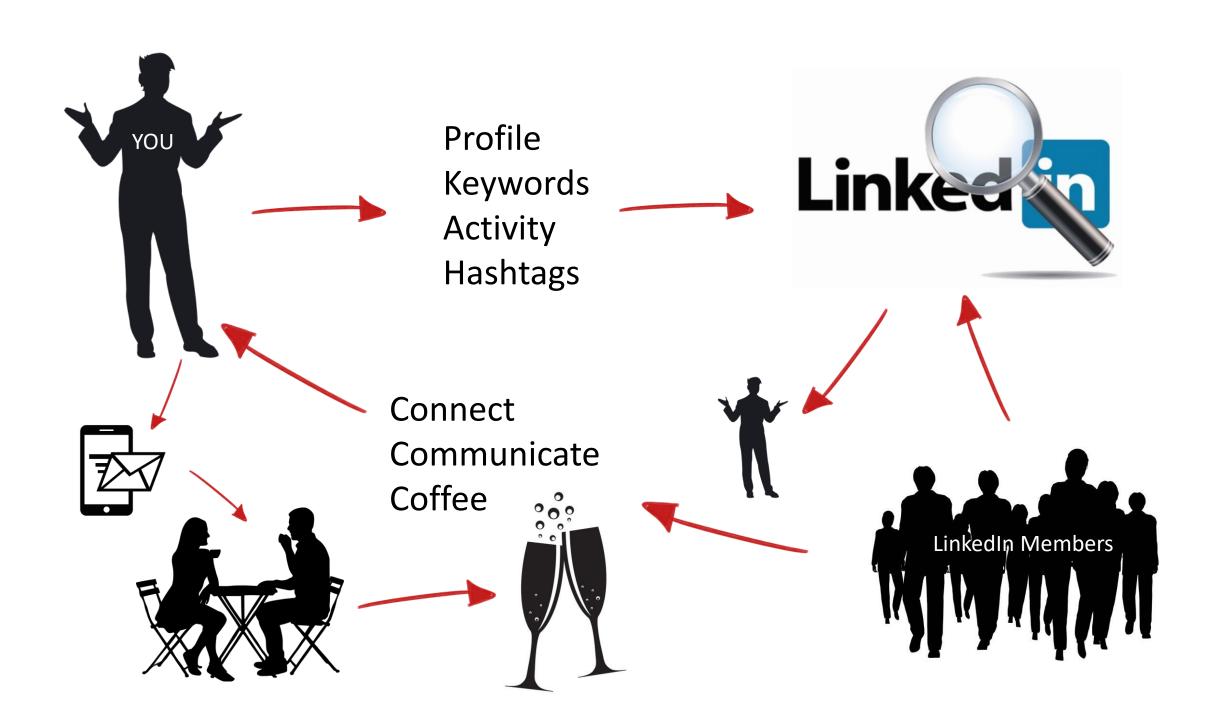
Profile Keywords Activity Hashtags















1

Capture attention immediately

2

Empathise with your visitor's problems

3

Communicate in a tone unique to you

4

Avoid unnecessary jargon

5

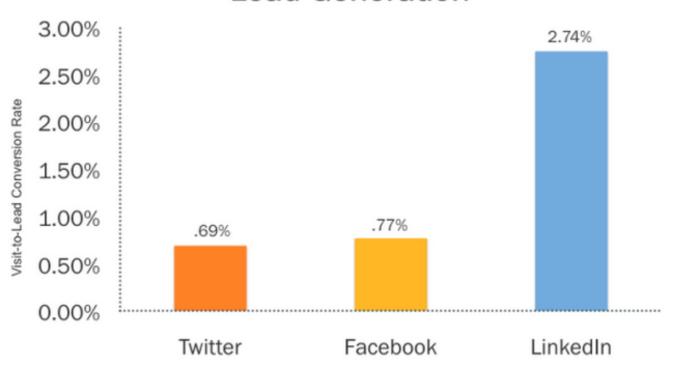
Encourage a clear, desirable action





## Profile visits = Enquiries

#### LinkedIn Best Social Network for Lead Generation



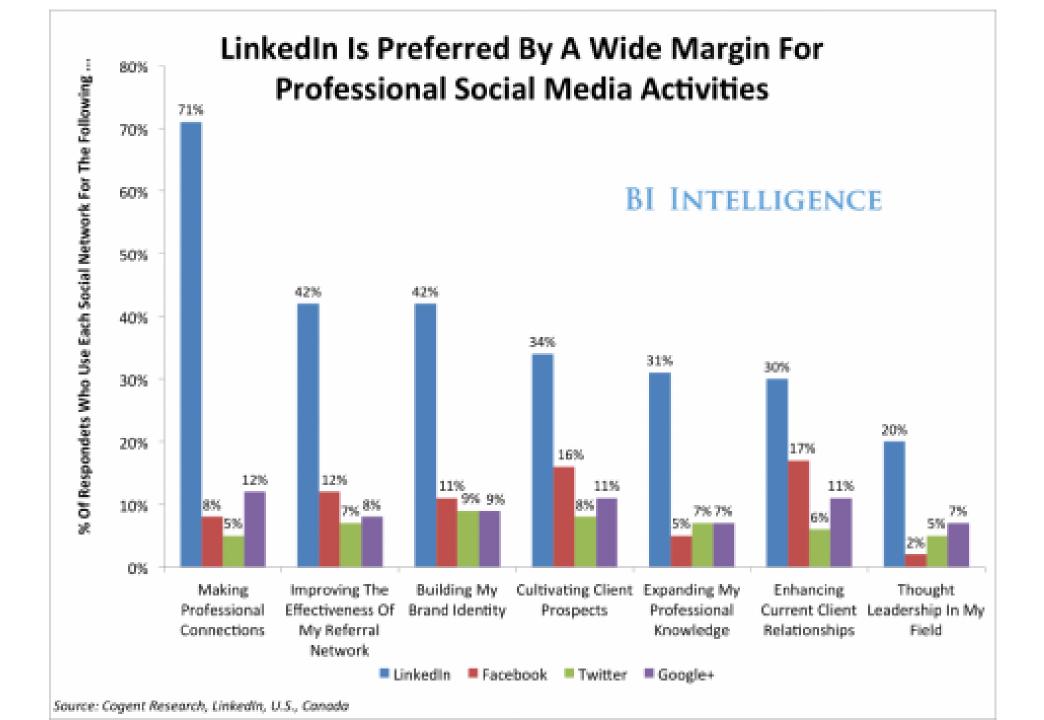
This study by HubSpot.com included 5,198 B2B and B2C businesses.



### How has LinkedIn helped you?

- Research people & companies (75.8%)
- Reconnect with past associates/colleagues
- Build relationships with people who could influence potential customers
- Increase effectiveness of face-to-face networking
- Build relationships with prospects
- Improved branding/marketing presence
- Discover job opportunities
- Generate real business opportunities



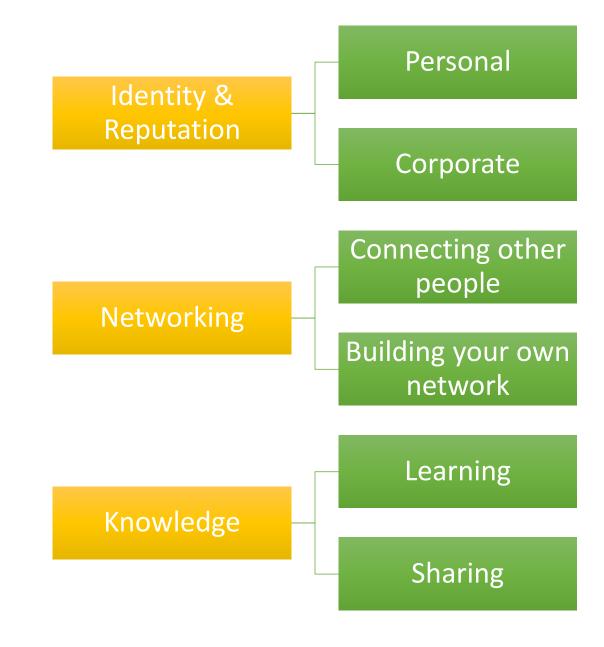




Three core themes & ten core elements



Three core themes...



# Ten core elements of LinkedIn

- Personal page
- Company page
  - Showcase page(s)
- Groups
- Content
  - SlideShare
- Contacts
  - Universities
  - ProFinder
  - Salaries
  - Messaging
- Jobs
- Advertising
- Sales solutions
- Volunteering
- Learning

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  - Messaging
- Jobs
- Advertising
- Sales solutions
- Volunteering
- Learning

Search

1) Have a plan

## What is your LinkedIn plan?

WHY are you on LinkedIn?

WHAT are you trying to achieve?

HOW are you measuring results?

## My LinkedIn Objectives and Strategy



#### Attract

Speaking & training business

#### Be

• Be visible where my clients & targets are

#### Create

Create conversations

#### Drive specific types of people off LinkedIn

- Meeting planners & conference organisers
- Financial Advisers
- Speakers, Coaches & Consultants
- School Careers Leads

## 2) Profile pages

# The single biggest mistake professional advisers make on LinkedIn is...

# Not fully completing their profile

"Users with complete Profiles are **40 times more likely** to receive opportunities through LinkedIn".

Source: LinkedIn

## Other key mistakes are...

- Not including contact information
- Not engaging with other people and their content
- Forgetting that 'people'



#### Fully complete your profile -Sections

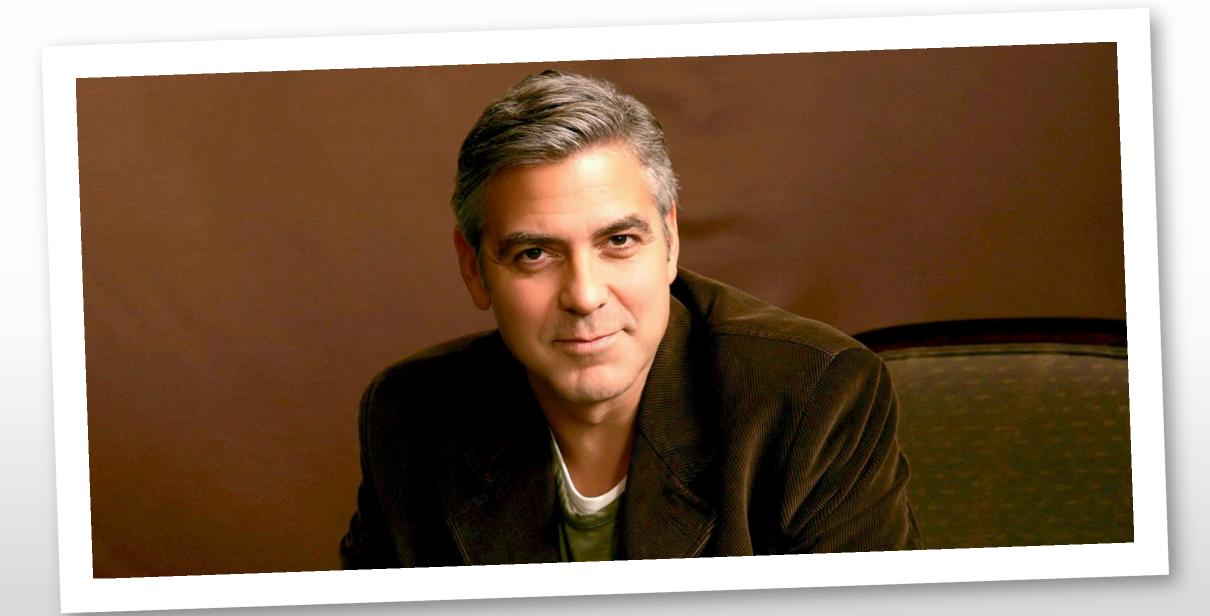
- Name
- Photos profile and banner
- Contact incl. IM, phone, email & birthday
- Headline
- Websites & Twitter
- Posts & Activity
- Summary
- Current Experience
- Current Experience Details
- Past Experience
- Past Experience Details

- Education
- Education Details
- Volunteer Experiences & Causes
- Skills
- Certifications
- Courses
- Honours & Awards
- Projects
- Publications
- Recommendations
- Groups



The profile test...

## Irresistible











"Specialties: Exceptionally good with sarcastic, smart ass remarks."

"Able to sit in my chair for extended periods of time without numbness or fatigue."

"Invented the 2 hour lunch break, which has been adapted by sales slackers everywhere."

"Attempted to train dealer staff until I realized most were too stupid to accept the training. Once I realized that fact, I would just take them to lunch."



"Sometimes I make a sales call."

"Went to lunch a lot."



"Completed a lot of BS reports for corporate office. Because I had to."

"Talked on the phone and hung out. Took credit for others accomplishments."



## What's on your profile page?



- Creative
- Organisational
- Effective
- Extensive experience
- Track record
- Strategic
- Proven sales professional
- Leadership

- Dynamic
- Motivated
- Innovative
- Passionate
- Problem solving
- Expert
- Exceptional communication skills

## Suggestions to improve

- First person
- Start punchy
- Stories
- Smart punctuation
- Start with something recognisable "Music is my first love"

- Customer first in mind
- Assertive & direct
- Personality
- Include media
- Make points through visuals or presentations

More advanced: Use attention-grabbing copy with a question...

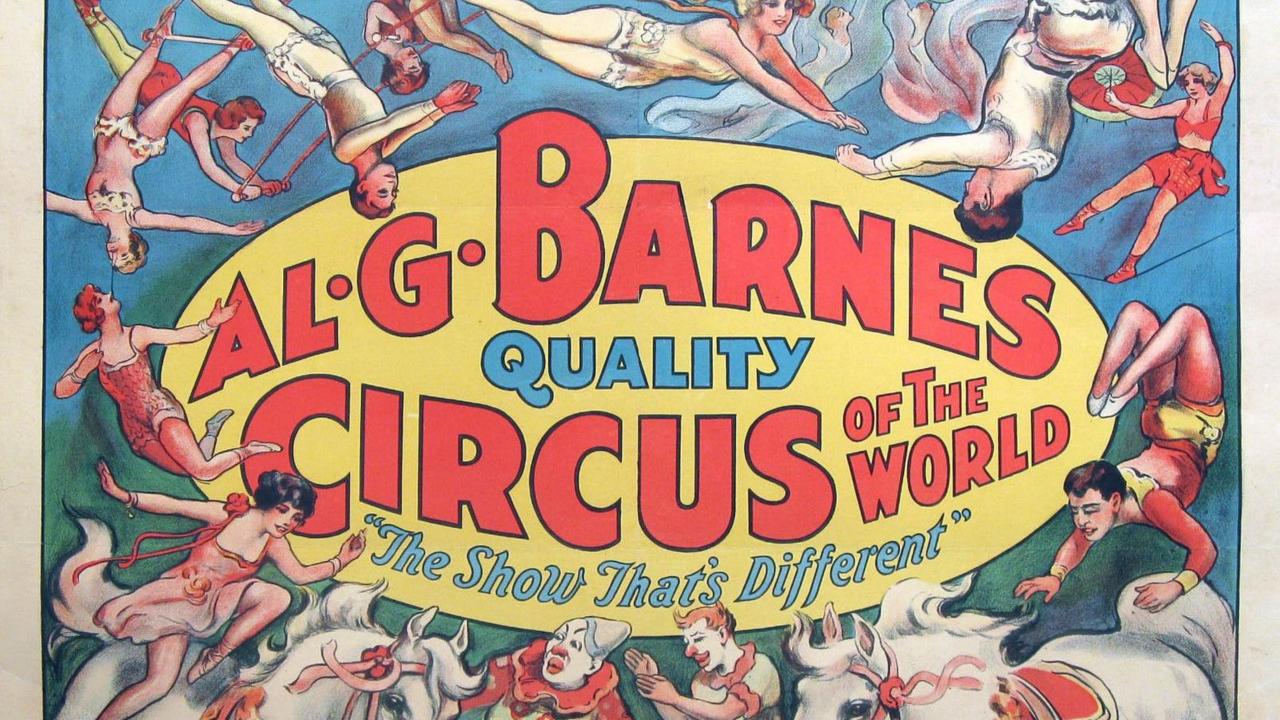
"Do you suffer from chronic elbow pain?"

Then show that you have the answer:

"Stop the agony now!"

Your profile is <u>not</u> your resume. It's your online reputation.

Use it to demonstrate the value you bring.





## What keywords do you want to be found for?

Services you offer: Telecoms, Customer Service, Financial Planning

Technical skills: Platforms, Tools, Certifications, Languages, Software

Industries you serve: Healthcare, Law, Accounting

Target Industry buzzwords: DB, SIPP, PHI, FCA

Business skills: Leadership, Project Management, Strategy, Sales

Location: London, Budapest, Prague

### Personalised URL www.linkedin.com/in/saleskeynotespeaker





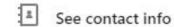


#### Philip Calvert

Are You Looking For A High Content, LinkedIn Expert & Profit-Producing Sales Speaker For Your Next Conference Or Event?

London, United Kingdom







### Personalised URL

www.linkedin.com/in/saleskeynotespeaker







#### Philip Calvert

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London, United Kingdom



philipcalvert.com



See contact info



See connections (500+)

## Keywords in your headline







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philipcalvert.com



See contact info



See connections (500+)

London, United Kingdom

Keywords in your name?



Jeremy Squibb Financial Life Planner

1st

Head Of Life Planning at Serenity Financial Planning Ltd

Helston, Cornwall, United Kingdom

Message

More...

Serenity Financial Planning Ltd

University of Surrey

See contact info

See connections (500+)

SERENITY FINANCIAL PLANNING At Serenity Financial Planning we have a clear vision of what financial planning really should look like. We know it's about your whole life - not just your money. We build your financial plan around your life, your goals and ambitions. We encourage you to dream big and the...

## Current Experience

#### Experience



Professional Speaker, LinkedIn Expert & Trainer for Audiences who want More Sales from LinkedIn

philipcalvert.com

Jan 2009 - Present • 9 yrs 5 mos

London, Singapore, Ireland, Spain, Portugal, USA, India, Germany, South Africa

Want to learn proven ways to get more leads and customers from LinkedIn?

Highly experienced trainer and keynote speaker on 'The New World of Sales' at large conferences - inspiring wider adoption of LinkedIn, Social Media and Content Marketing in the sales process.

I work internationally - speaking, coaching and training sales people, CEOs, Customer Service & Leadership teams how to boost personal impact and present themselves more effectively with LinkedIn and Social Media in the New World of Sales:

Clients include:

Where you are working now

## **Current Activity**

#### Experience



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Clients include:

What you are doing now

# Add short term client activity



Professional Speaker, Social Media Speaker, Keynote Speaker, LinkedIn Expert

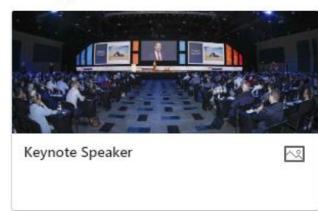
Philip Calvert | Client Alexander Forbes Investments

Oct 2017 - Oct 2017 • 1 mo

Johannesburg Area, South Africa

Keynote speaker at Alexander Forbes IFA Symposium 2017

#### Media (1)





## Social Media Speaker, Social Media Training, Keynote Speaker Philip Calvert | International Conference on Tourism Technology - India Jun 2017 - Jun 2017 • 1 mo

India

Keynote speaker on Social Media in Tourism

#### Media (1)





#### Social Media Training, Social Media Speaker, LinkedIn Expert

Philip Calvert | Client Volvo Cars UK

Apr 2016 - Apr 2016 • 1 mo

London, United Kingdom

Social Media and LinkedIn training for Volvo Fleet managers



#### Social Media Speaker, Social Media Training, Professional Speaker, Keynote Speaker

Philip Calvert | Client Maserati

Nov 2014 - Nov 2014 • 1 mo

London, United Kingdom

Social Media training for Maserati Fleet Sales



#### Social Media Speaker, Keynote Speaker, Social Media Training, LinkedIn Training

Philip Calvert | Client Santander Corporate & Commercial Banking

Apr 2013 - Apr 2013 • 1 mo

Manchester, United Kingdom

Social Media training for Santander commercial bankers

## How to display your website





#### Contact Info





#### Your Profile

linkedin.com/in/saleskeynotespeaker



#### Websites

philipcalvert.com (Book me to speak at your event)

amazon.co.uk/shop/philipcalvert (My books on Amazon)

linkedin-marketing-secrets.mn.co (Learn LinkedIn's secrets)



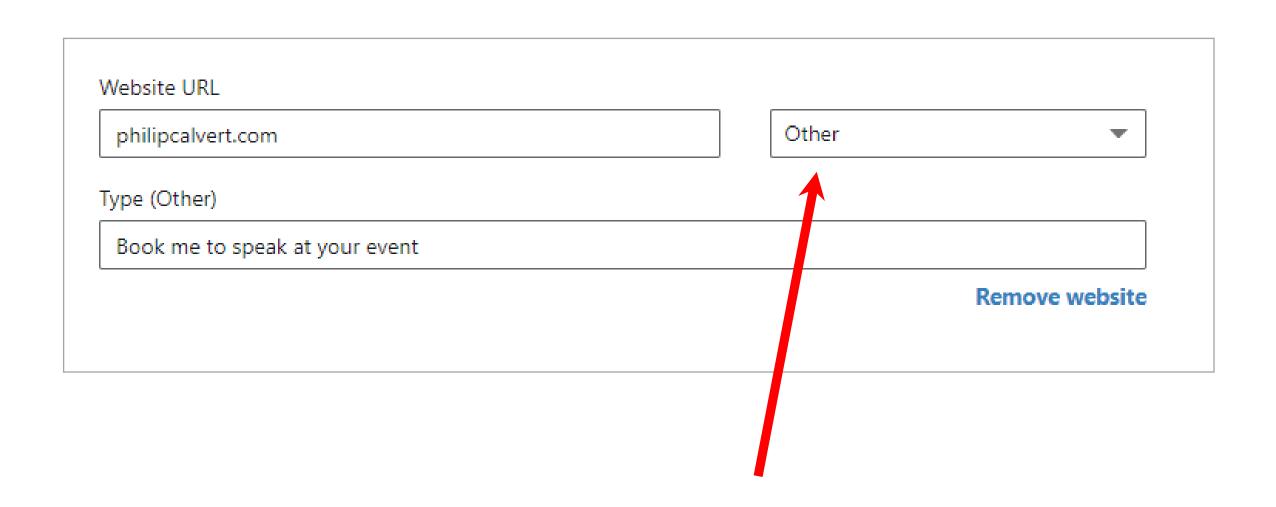
#### Phone

+44 (0)7773 359619 (Work)



#### Address

London



## Show your Birthday



## Promote your profile elsewhere

### Public Profile badge

Promote your profile by adding a badge to your blog, online resume, or website

Create a badge

Promote your profile http://bit.ly/ProfileBadge



## Hide distractions

### Hide distractions



Tom Desborough • 2nd
Financial Planner at Serenity Financial Planning
London, United Kingdom

Connect

Message

More...

- Serenity Financial Planning Ltd
- ≅ Wellington School
- See contact info
- S00+ connections

My calling to financial planning came from an innate and deep desire to help serve the lives of others. As a financial planner I help people think about, and put into words, what they really want to do with their lives and assist them in making good decisions with their money so that they are in the best position to ...

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## Hide competitors!



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London, United Kingdom

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More...

Serenity Financial Planning Ltd

■ Wellington School

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#### People Also Viewed



Sandy McPherson • 2nd Financial Planner at Menzies Wealth Management Ltd



Tina Weeks • 1st
Financial Planner, Financial Life Planner,
IFA, Financial Planning at Serenity
Financial Planning



Liam Butchers DipPFS • 2nd Independent Financial Adviser/ Partner at Continuum (Financial Services) LLP



David Gooding • 2nd Wealth Manager at Irwin Mitchell Asset Management



ANTHONY EPPS • 2nd
FINANCIAL ADVISOR at ONE2ONE
FINANCIAL ADVICE LIMITED



Alex Shields • 2nd Chartered Financial Planner



Adam Jarrett APFS • 2nd Chartered Financial Planner

## Hide your competitors from your profile

#### Viewers of this profile also viewed

Choose whether or not this feature appears when people view your profile

Should we display "Viewers of this profile also viewed" box on your Profile page?



## Have a great photo

#### Caroline Keegan APFS, CFPCM has a new photo.



Like (1) • Comment (1) • 34m ago

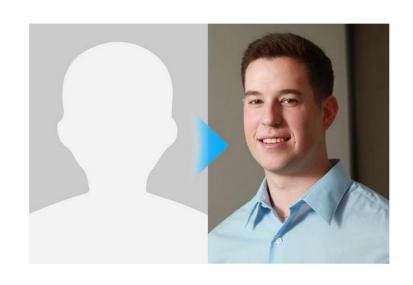


You



Philip Calvert Great photo Caroline 16m ago

## Profiles with photos are 11x more likely to be viewed



Combined increase in views of 69% over two weeks.

Source: facetheworldirl.com





## FRIENDLY and PROFESSIONAL



Emma Rhodes has a new photo.



Like • Comment • 9h ago



Adam Warburton has a new photo.



Like (1) · Comment · 1h ago



Antoaneta Basarbolieva



Adam Wal Recruitment Of Queensland, Austra

Send a messag

\* Relationship

Contact Info

Background



Summary

34

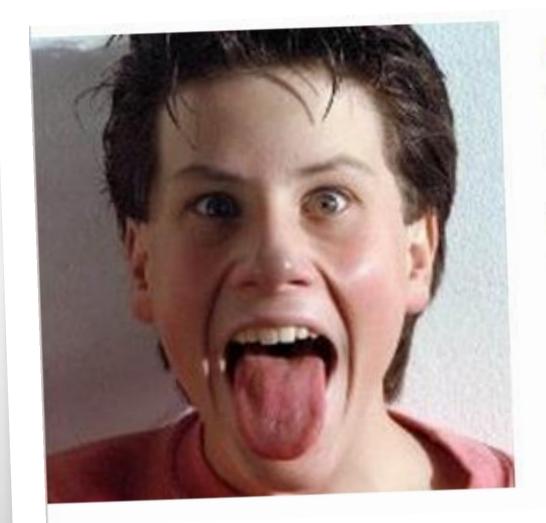
planne nect -

BY LIN

Brandwatch

The Maranoa region is located in south west Queensland approximately 480km west of Brisbane.

Covering an area of 58,830km2 and home to approximately 13,000 people, the region maintains a proud



## **Andy Hershey**

Technology assistant

Greater Chicago Area | E-Learning

Previous

Chicago Public Schools, Wes

Education

Westwood Community Colleg

Connect

Send Andy InMail



**Bart Rylander** 

Senior Electrical Engineer, US A

Portland, Oregon Area | Defense & Spa

Current

US Army Corps of Engineers

Previous

University of Portland

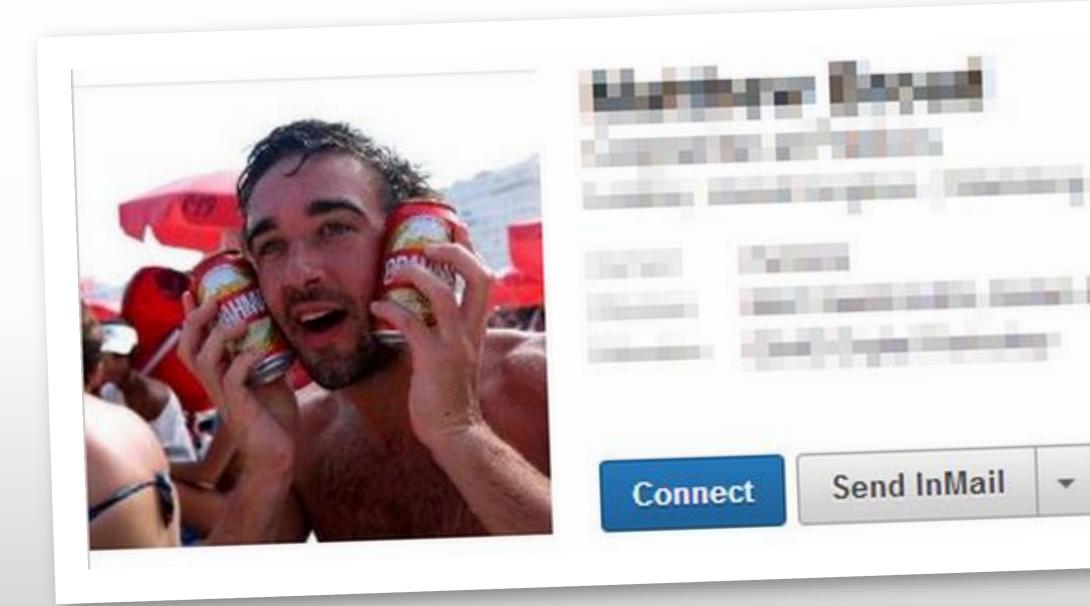
Education

Lewis & Clark Law School

Connect

Send Bart InMail







## **Frank Parsons**

Head of Distribution at AXA We

Bristol, United Kingdom | Financial Ser

Current AXA Wealth International

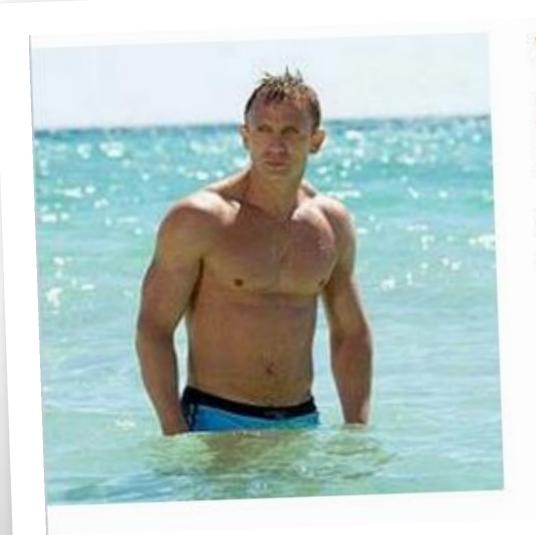
Previous AXA Winterthur, AXA Wealth

Management

Education Reading University

Send a message





# Vince Smith-Hughes

Head of Business Development a

Norwich, United Kingdom | Financial Serv

Current Prudential Assurance

Previous AIG, Winterthur, Clerical Medical

Send a message

**Endorse** 





# **Edward Fairey APFS**

Chartered Financial Planner, Fairey As Limited

London, United Kingdom | Financial Services

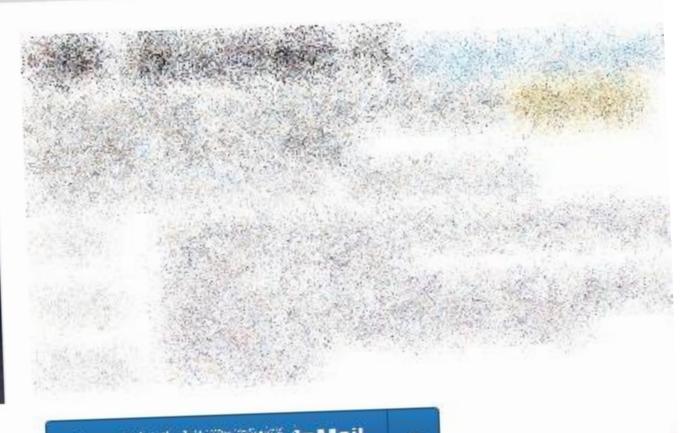
Current Fairey Associates Limited

Education University of Wales, Aberystwyth

Accept invitation

Send Edward InMa





Send 🦪 🏎 🗀 InMail



# **Father Christmas**

Makin' a list, checkin' it twice Finland | Logistics and Supply Chain

Current North Pole Industries Inc.

Education St Nicholas School

Connect

Send Father InMail



#### **Father Christmas**

Makin' a list, checkin' it twice Finland | Logistics and Supply Chain

Groups



wooden toys and met...





## Darren Hall

Principal at SDG Hall Financial Ser

Hornchurch, Greater London, United Kingd

Current SDG Hall Financial Services

Previous Reliance Mutual Insurance Societ

Friendly Society, United House

Education Sanders Drapers school

Send a message

Endorse







If you do have a distinctive photograph, add some relevance

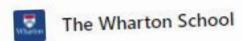




influencer

Jeff Weiner • 2nd CEO at LinkedIn San Francisco Bay Area





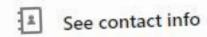




Dara Khosrowshahi • 3rd CEO at Uber San Francisco Bay Area



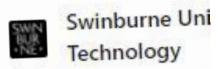


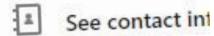




Melanie Sweet • 2nd Head of Strategy at Google New York, New York







# Confident or Competent?





# Add media to your profile





#### Philip Calvert

Are You Looking For A High Content, LinkedIn Expert & Profit-Producing Sales Speaker For Your Next Conference Or Event?



philipcalvert.com



See contact info



See connections (500+)

London, United Kingdom

Add profile section •

More...

★ I show your Team or Conference audience how to get more of the Customers they really want through LinkedIn ★ I help IFAs, Financial Advisers & Financial Planners to market their expertise online & attract the clients they really want ★ I teach Sales Professionals Powerful & Proven Presentation Skills that Win ...











+20

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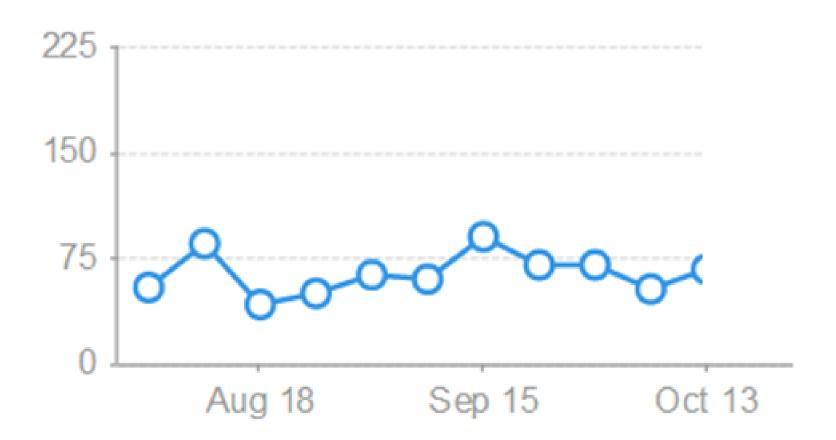




+20

#### How often people viewed you

982 profile views



#### BACKGROUND



#### SUMMARY

- ✓ Social Network Founder
- ✓ Social Media Sales Strategy Speaker
- ✓ Professional Speaker & trainer on how to increase sales through LinkedIn
- ✓ Social Media specialist for regulated and professional services businesses
- ✓ Keynote Social Media speaker at large sales conferences

Many businesses still stand paralysed and perplexed at how to increase sales with Social Media. They feel anxious and agitated that the digital world is moving on without them, citing countless excuses wh "it can't work for them".

My job is to speak at conferences - to clarify, inspire, excite and motivate them to embrace the charge they need to make to thrive through creative use of Social Media.

Hello, I'm Philip Calvert - a specialist Social Media sales strategy speaker helping sales of dessionals and regulated businesses to use LinkedIn / Social Media as part of their sales, marketing and communication strategies. "Social Selling" as it's becoming known.



Philip Calvert speaking at an industry conference



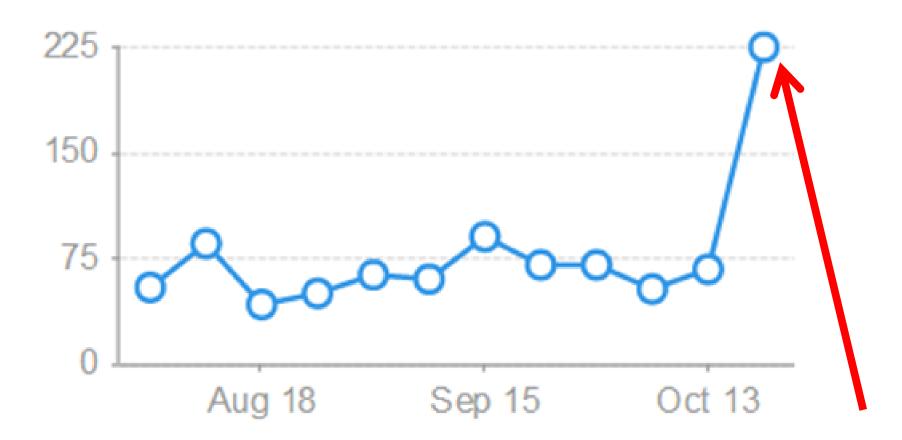
Philip Calvert speaking at large company conference



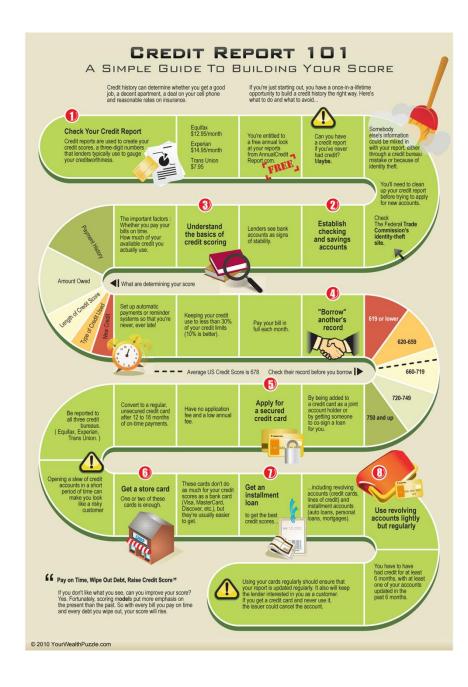
Philip featured in Time4Business

#### How often people viewed you

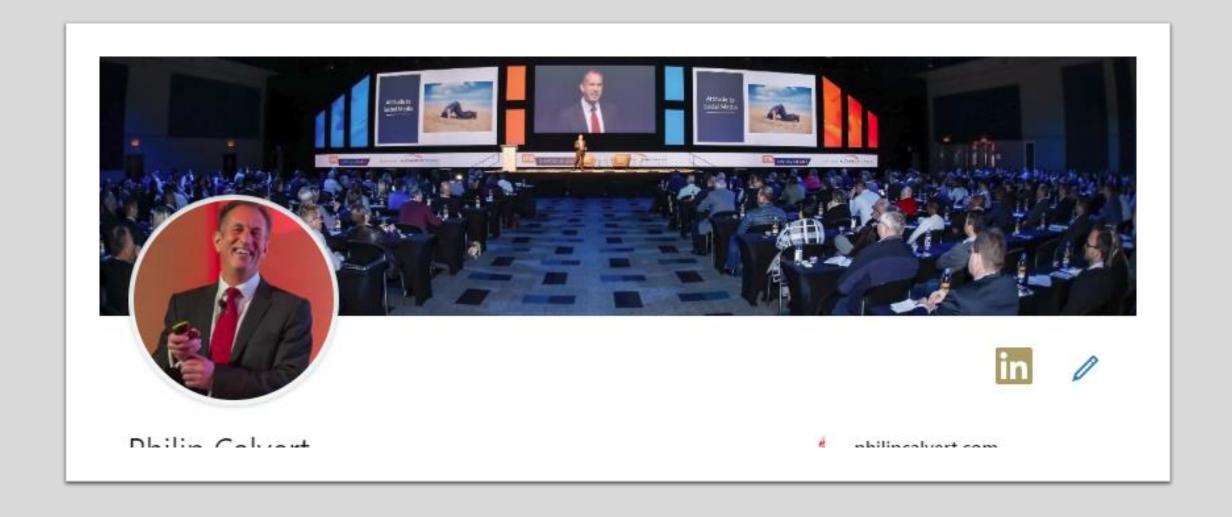
982 profile views



# Add Infographics



### Header Image – Branding Opportunity







Philip Calvert



PhilipCalvert.com International Conference...



Pete Matthew • 1st

Jacksons Wealth Management







# Upload photos to LinkedIn via mobile

# About/Summary Section

### Tell a story, but be brief

#### Philip Calvert

Are You Looking For A High Content, LinkedIn Expert & Profit-Producing Sales Speaker For Your Next Conference Or Event?



philipcalvert.com



See contact info

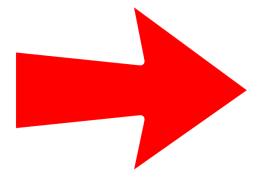


See connections (500+)

London, United Kingdom

Add profile section ▼

More...



- ★ I show your Team or Conference audience how to get more of the Customers they really want through LinkedIn
- ★ I help IFAs, Financial Advisers & Financial Planners to market their expertise online & attract the clients they really want
- ★ I teach Sales Professionals Powerful & Proven Presentation Skills that Win more Customers



#### CONTACT ME:

►email: jghmesa@gmail.com

► mobile: 602-370-4840

#### WHO LAM:

- Program/Project Manager with 33+ years experience
- Energy Efficiency Advocate

#### WHAT I HAVE DONE:

- Delivered results for numerous & diverse high profile programs & projects in varying complexity.
- Authored / co-authored articles in various PM publications, e-newsletters, websites, & blogs.
- Become one of the most recommended & connected program/project managers on LinkedIn.
- Mentored 100's of Project/Program Mgrs in obtaining certifications & credentials.
- Applied my PM expertise in Green PM, Solar, & residential energy efficiency.

#### LINKEDIN GROUPS I MANAGE/CO-MANAGE:

- Green Project Management
- <a href="http://www.linkedin.com/groups/Green-Project-Management-3671446/about">http://www.linkedin.com/groups/Green-Project-Management-3671446/about</a>
- Green Project Managers
- <a href="http://www.linkedin.com/groups/Green-Project-Managers-3979849/about">http://www.linkedin.com/groups/Green-Project-Managers-3979849/about</a>
- Green Program Managers (sub-group)
- <a href="http://www.linkedin.com/groups/Green-Program-Managers-2590662/about">http://www.linkedin.com/groups/Green-Program-Managers-2590662/about</a>
- GPMG Accreditation Board (sub-Group)

# Neat layout without waffle

#### Summary

#### SERENITY FINANCIAL PLANNING

At Serenity Financial Planning we have a clear vision of what financial planning really should look like. It's new, exciting and different from other IFA (Independent Financial Adviser) and financial planning firms you may have met.

It's about your whole life - not just your money. Your money is the tool to enable you to live the life you want. We encourage you to dream big and then stick with you on your journey to making your dreams reality.

We base your financial plan around your life, your goals and ambitions. Through our life planning techniques we can even help you figure out what your goals are.

We help and guide you on every aspect of your financial and life planning; from managing your daily budget through to designing and monitoring your investment portfolio. Everyone is different, we understand and respect that.

Our approach is revolutionary. We treat you as an individual and give you the time and environment to explore what is important to you. Only when we know what is important to you can we put in place a financial plan to achieve your life's goals and ambitions.

That's why we call it Financial Life Planning.

#### Summary

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## Volunteer and Causes

# Volunteer & Causes











Environment



Health



Human Right

# Show you care – use your skills to make a positive impact

- Can make the difference when networking, pitching for business or looking for a job
- Use social issues as a differentiator

# Options to highlight on your profile

- Animal welfare
- Arts & Culture
- Children
- Civil rights & Social action
- Disaster & Humanitarian relief
- EconomicEmpowerment
- Education

- Environment
- Health
- Human Rights
- Politics
- Poverty Alleviation
- Science & technology
- Social Services

#### Volunteer Experience



Event Director
Cranleigh parkrun

Oct 2014 - Jan 2016 • 1 yr 4 mos

Health

Founding Event Director of Cranleigh parkrun, responsible for 67 events with an average of 50 runners a week, over 3,000 runs and 17,000km of runs completed.





#### Chairman

Cranleigh in Bloom

Sep 2015 - Present • 2 yrs 10 mos

Environment

Cranleigh in Bloom is a voluntary community organisation with the goal of promoting civic pride, encouraging people to get involved in their community and bringing together various groups of people. As chairman of Cranleigh in Bloom, I led the team to a Gold certificate and overall category win (Town of the Year) at the South & South East in Bloom Awards 2016.



#### Committee Member

Cranleigh Chamber of Commerce

Apr 2015 - Present • 3 yrs 3 mos

**Economic Empowerment** 

Committee member of Cranleigh Chamber of Commerce with responsibilities for marketing, PR and events. Cranleigh Chamber of Commerce has been representing the local business community since 1948. As a thriving Chamber with a large and growing membership, Cranleigh Chamber of Commerce is a positive voice to attract, retain and encourage growing businesses.



# Discover volunteer and board opportunities

Through the Volunteer Marketplace, we offer our members an easy way to find fulfilling board and volunteer opportunities that fit their interests and expertise.

LinkedIn supports several trusted providers to ensure that members have a great volunteer experience. When browsing for opportunities, consider searching on Catchafire, NPower, Taproot, VolunteerMatch, Do-it or Volunteer Ireland.

Find opportunities on LinkedIn

LinkedIn for Good: https://linkedinforgood.linkedin.com

# Languages

# Languages



Languages

**English** 

Native or bilingual proficiency

Greek

Native or bilingual proficiency



# Languages



Languages

#### **English**

Native or bilingual proficiency

#### Yiddish

Native or bilingual proficiency

#### Italian

Native or bilingual proficiency

#### Greek

Full professional proficiency

#### Manx

Native or bilingual proficiency

#### Basque

Full professional proficiency

#### Hebrew

Native or bilingual proficiency

#### Chinese

Native or bilingual proficiency

#### Russian

Full professional proficiency

#### Hawaiian

Full professional proficiency

#### Welsh

Native or bilingual proficiency



# Skills section



# Skills

- Top skills
- Industry knowledge
- Tools & Technologies
- Interpersonal
- Other

### Skills & Endorsements

## Social Media Marketing · 99+

Robert S. Chmielewski EMBA and 99+ connections have given endorsements for this sl

## Online Marketing · 99+

Robert S. Chmielewski EMBA and 99+ connections have given endorsements for this sl

### Public Speaking · 99+

Robert S. Chmielewski EMBA and 99+ connections have given endorsements for this sl

# Awards, Accomplishments, Certifications & Projects

#### Accomplishments

7 Certifications

Later Life Adviser Accreditation • Certificate in Discretionary Investment Management • Fellow of the Personal Finance Society • Chartered Financial Planner • Remote Emergency Care; Outdoor First Aid Level 2 • Certified Financial Planner (CFP) • Chartered Wealth Manager

5 Honors & Awards

Dynamic Planner of the Year 2015 • Best Blogger of the Year 2012 • Best IFA Individual 2011 • Best Social Media IFA 2011 • Expert of the Year 2018 (Finalist)

**5** Publications

Harriman's New Book of Investing Rules: The Do's and Don'ts of the World's Best Investors • Ready, Steady, Retire! • How to Retire 10 Years Early: Your Plan for Less Work and More Life • Brilliant Investing: What the Best Investors Know, Say and Do • The Money Tree: Money, how to make it, save it and grow it

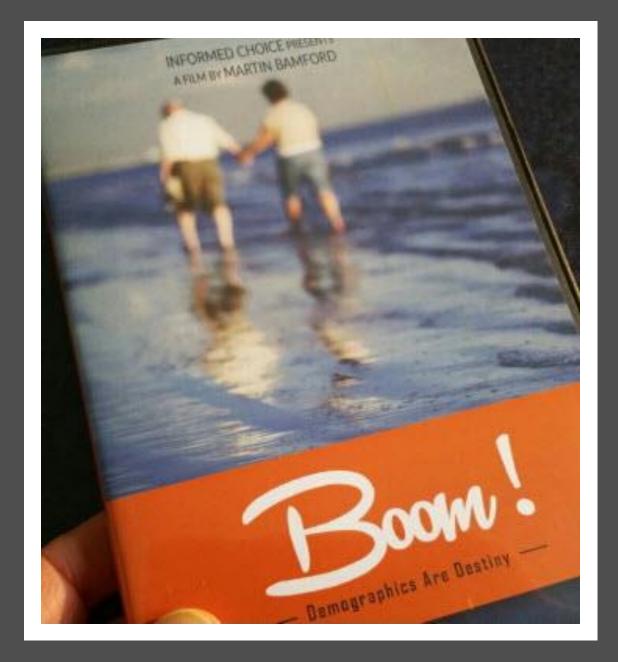
1 Course

Global Marketing Management

1 Project

Boom! The Movie







My profile is set up – now what?

Focus on profile views



# No one visits your profile by accident!

# They do it on purpose!

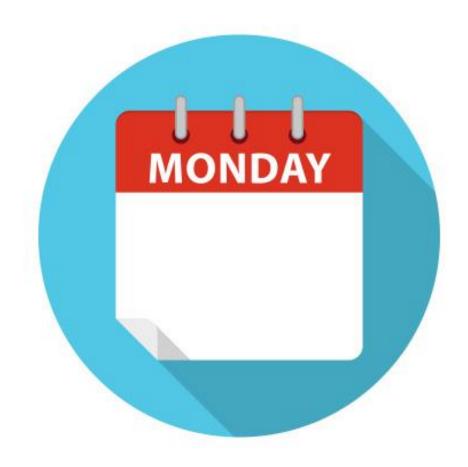
- Search result
- Status update seen
- Article seen
- Profile update
- Activity in a group seen
- Like, share or comment seen
- Followed someone
- Comment on a company page

- Promotion outside LinkedIn
- Google search
- Birthday
- Job anniversary
- New job/role
- Promotion
- They follow a hashtag

Would you like to know the names & contact details of everyone who visits your website?



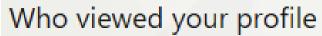
Know your numbers...

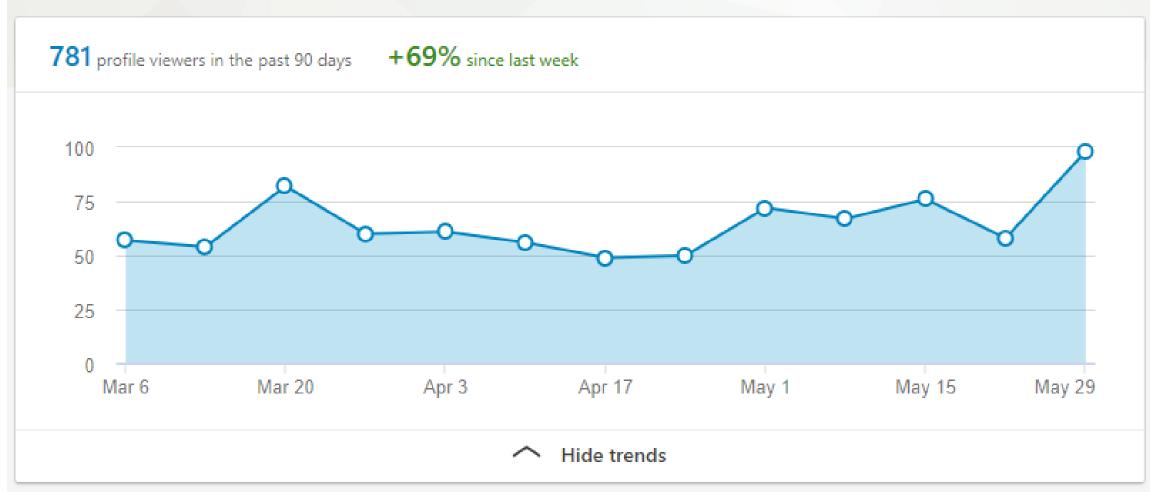


# 6

Six sets of data

- How many people viewed your profile
- What they do
- Where they work
- What search term they used
- Who looked at your profile
- Who followed you





#### WHO'S VIEWED YOUR PROFILE

You have shown up in search results 70 times in the past 3 days.

12 Your profile has been viewed by 12 people in the past 3 days.

Thank I want to be a second of the second of

The Single Most Valuable Feature On LinkedIn!





2w

2w

Jeffery Stevens • 2nd
Operating a Digital Hive at
Mercedes-Benz Financial Service...

Alan Branagh and 2 others

Connect



2w

2w

Ron Downey • 2nd Investment Specialist at Vitality Invest

Alison MacMillan FIRP and 31 others

Connect



Scott Bowie • 2nd Employee Benefits Consultant (Associate) at Mercer Found you via Homepage

Matthew Clarke and 16 others

Connect

Who's viewed my profile



Madonna Wagner • 2nd
Consultant | Trainer | Performance
Improvement Coach| Leadershi...
Found you via Homepage

Richard Andrews, M.Ed

Connect



Douglas Fry • 2nd
Corporate Photographer in
London at Piranha Photography
Found you via Homepage

On Darren Jefferson and 12 others

Connect



Cyrus Parvin • 1st
Providing financial services to
expats and professionals in Spain.
Found you via Messaging

Message

#### Connect here

Not here!

People you may know



Gaurav Mashruwala
Owner at A Cutting Edge
OP Pooja Chaubey CFP and 11
others

Where to

connect to

say

Thank You

Connect



Martin Harris
Theatre director, manager
producer, actor and tutor & distic

O Nicola Pike and 1

Connect



Paul Walker Retired as of January 2018, but never say never

Connect



Stephen Howells

Development, Technology and
Programme Manager

OD Tim Noble and 2 others

Connect



Mark Yadegar

Managing Director of PM Asset

Management Ltd

On Ian Miles and 25 others

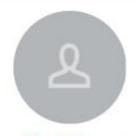
Connect



Mosharof Hossen
Craigslist Ad Posting Service

Bruno Nunes and 43
others

Connect



Martin Baxter
Project Manager at Self-Employed
Contractor

Connect



Umesh Kaushal
Sr. Sales & Marketing Manager at
The Manu Maharani Nainital
Timir Pattnaik and 5 others

Connect

How to generate attention, visibility, conversations and profile visits



Shift from Social Media to Social Networking



# Comment on other people's content

- 1. Scroll method
- 2. Search method



#### Rickson Dsouza • 1st

Life Insurance Specialist to High Networth Individuals 47m • 🔞

The decision to go into business with someone is a hard one. It can feel right and still go wrong for a lot of reasons that you didn't or couldn't foresee. People are pretty complex, after all.

...see more



#### What Should You Look for In A Business Partner?

Rickson Dsouza on LinkedIn

I've entered and exited two business partnerships over the last 17 years, and I'd like to shed some ...

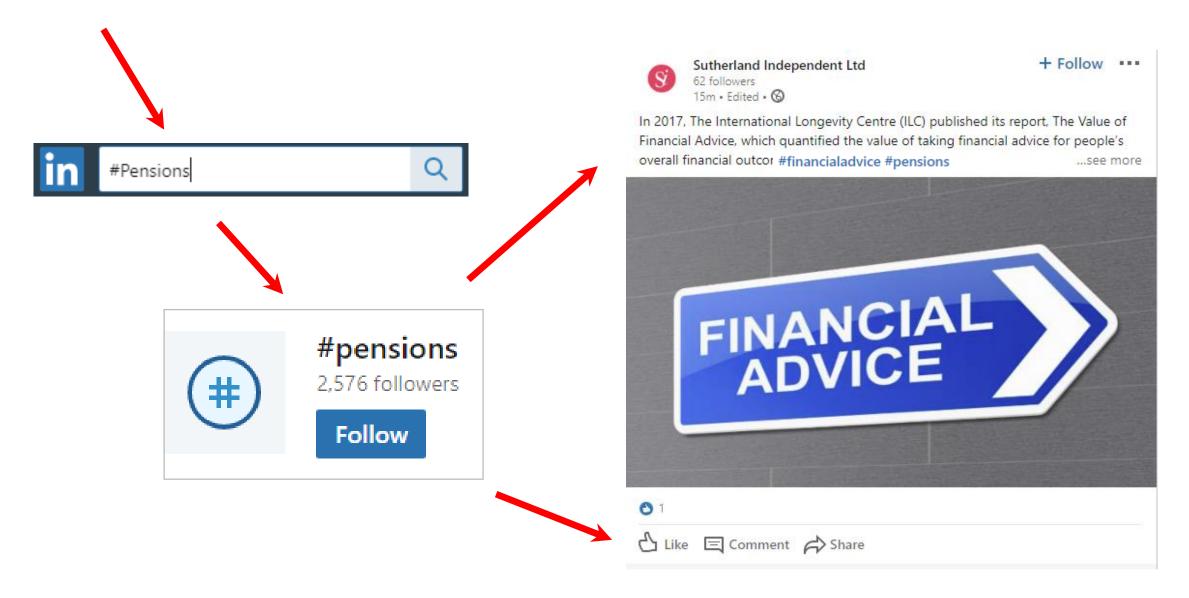








## Find & comment on topics of mutual interest







Find better connections through common interests

# The human touch will find you contacts



Additional Info

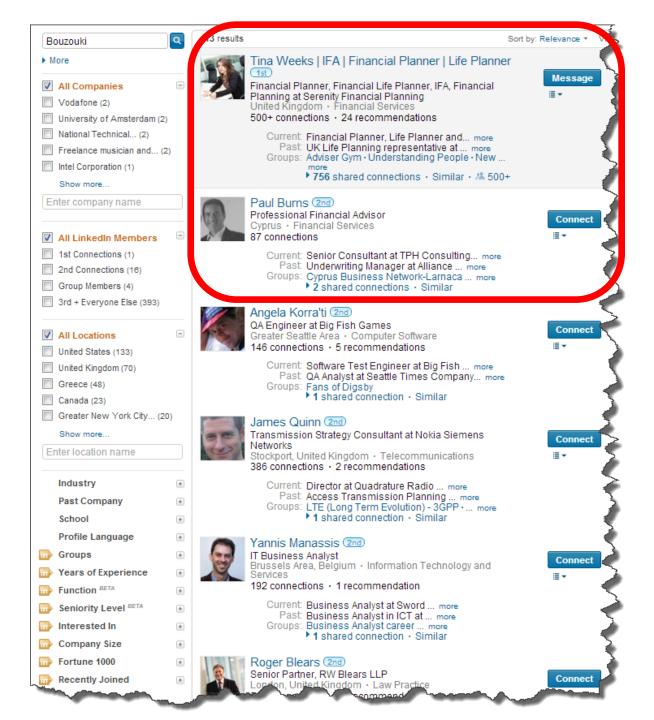
#### Interests

Financial Life Planning, Financial Planner, Marketing for Life Planners, Cashflow analysis and modelling, Running, Mother, Greek, Cypriot, Patriotism, British, Yoga, Meditation, Mindfulness, Wealth Management, France, Bouzouki, Manoir Souhait, Pineau, Goals, Trust, Honour, Bubbly, Relationships, Friends, Family, Walking, Trees, Wuntryside, Seaside, Reading, Parties, Fun, Music, Curly Wurlys, Curry, Laughter, Compost, Chickens, Smart, Manners, Polite, Peace, Content, Respect, Organic, Greece.



"Bouzouki"





# Look for common interests

"Kickboxing"



People ▼

Locations ▼

Connections ▼

Current companies ▼

All Filters

Showing 49,361 results



sevda hardy • 2nd CEO at Allstar Kickboxing Academy Chelmsford, United Kingdom

Current: gym owner at Allstar Kickboxing Academy



2 shared connections



Bonita Wright • 2nd

Kickboxing Instructor at Essex Martial Arts Academy at Essex Martial Arts Academy Ilford, United Kingdom



13 shared connections



Stephon Billey • 2nd

Personal Trainer & Kickboxing Instructor

London, United Kingdom

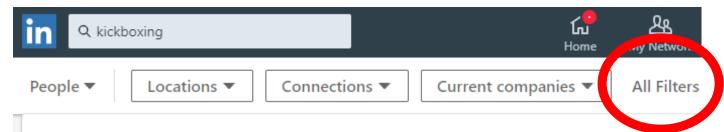
Past: Personal Trainer at LAX Gym



1 shared connection

# Look for common interests

"Kickboxing"



Showing 49,361 results



sevda hardy • 2nd CEO at Allstar Kickboxing Academy Chelmsford, United Kingdom

Current: gym owner at Allstar Kickboxing Academy



2 shared connections



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Kickboxing Instructor at Essex Martial Arts Academy at Essex Martial Arts Academy Ilford, United Kingdom



13 shared connections



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Personal Trainer & Kickboxing Instructor

London, United Kingdom

Past: Personal Trainer at LAX Gym



1 shared connection

# Look for common interests

"Kickboxing"

Locations	
Add a location	
United States	
United Kingdom	
Canada	
Greater New York City Area	
✓ London, United Kingdom	
Industries	_
Add an industry	
Health, Wellness and Fitness	
Sports	
Marketing and Advertising	
Information Technology and Services	

# Look for common interests

"Kickboxing"

Showing 128 results



#### Edwin Luther, BA (Hons), LLB (Hons), DipPFS • 2nd

Financial Adviser and Wealth Manager

London, United Kingdom

Past: Previous Emoyment History at Various



53 shared connections



Rui Rodrigues • 2nd

Business Manager at Barclays London, United Kingdom



15 shared connections



#### Matthew Hearne • 2nd

Research Product Specialist within the Distribution Strategy Team at Insight Investment London, United Kingdom



9 shared connections



Emma Clark • 2nd

Client Service Manager at Majedie Asset Management London, United Kingdom



68 shared connections



Katie Tobin • 2nd

Commercial Partnerships Manager at Experian Consumer Services London, United Kingdom



Rui Rodrigues • 2nd

Business Manager at Barclays

London, United Kingdom

Connect

Message

More...



Barclays



**CFA Institute** 



See contact info



500+ connections

Experienced multilingual financial advisor with seven years of sales and customer service experience, a strong work ethic and successful track record.

Recently won a Bronze medal at the European Brazilian Jiu-Jitsu Championship, started a blog (investingmovebymove.com), won the CityAM & Shard Capital Equity Challenge, achieved the Investment Management Certificate (IMC), and became a member of CFA UK. Spent 18 months studying music and finance in 2014/2015.

Currently studying for the CFA Level 2 Exam and passionate about self-development.

#### You can customize this invitation



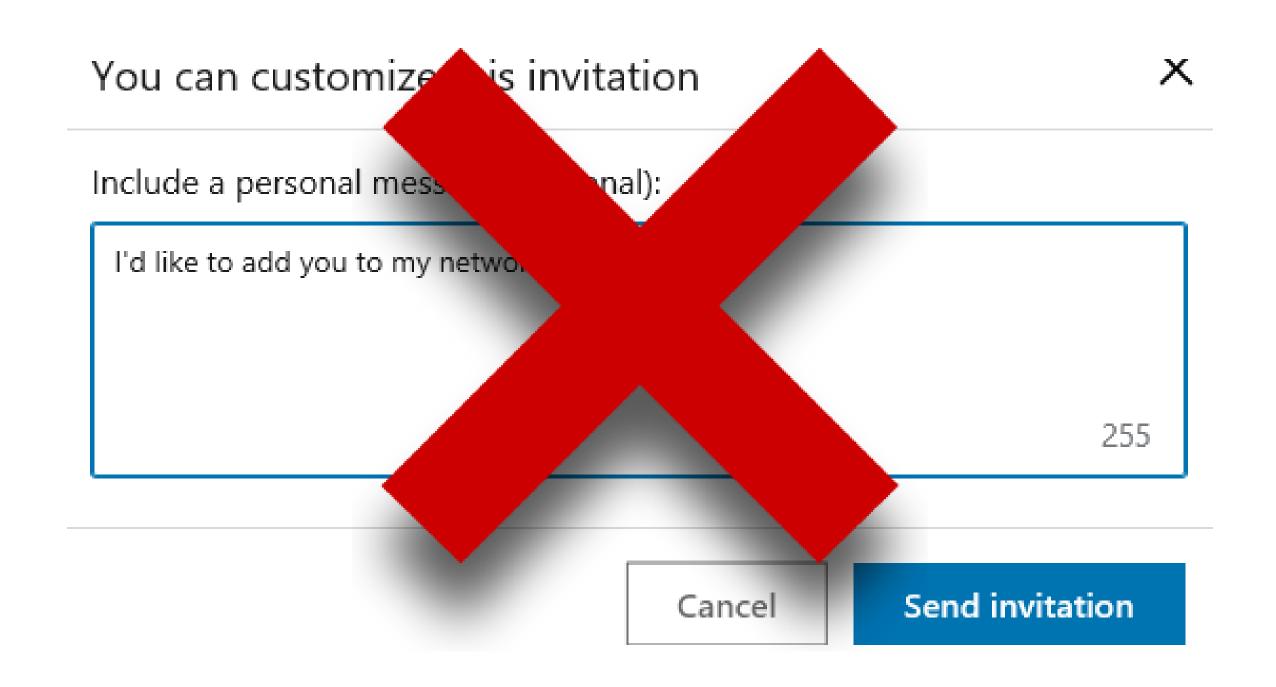
Include a personal message (optional):

I'd like to add you to my network on LinkedIn

255

Cancel

Send invitation



#### You can customize this invitation

×

Include a personal message (optional):

Do you want a fight...?!

Hi Rui - I spotted you on LinkedIn and noticed that we both do Martial Arts AND we're in Financial Services. We're a rare breed!

It would be great to connect and perhaps talk about your medal.

80

Cancel

Send invitation

#### You can customize this invitation

X

Include a personal message (optional):

Do you want a fight...?!

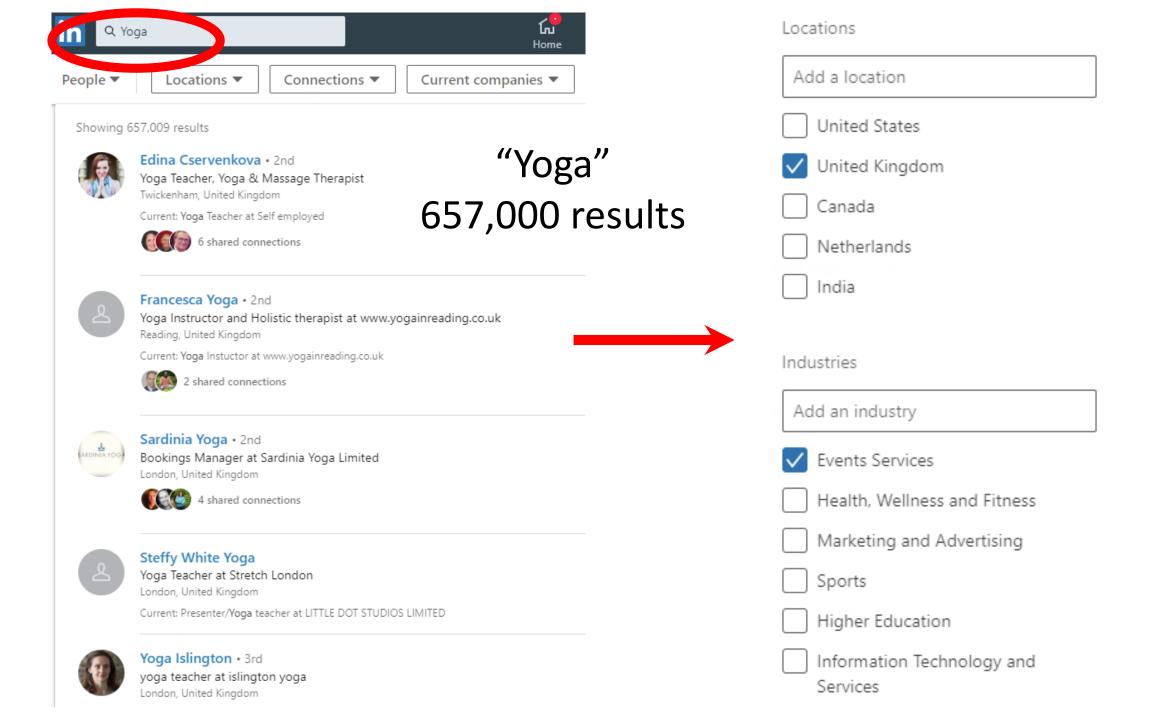
Hi Rui - I spotted you on LinkedIn and dead that we both do Martial Arts
AND we're in Financial rvices. We're breed!

It would be great to company aps talk about your medal.

80

Cancel

Send invitation



#### Showing 420 results



Anna Knowles • 2nd
Freelance Event Director & Yoga Instructor
Guildford, United Kingdom

Current: Yoga Instructor at Yoga with Anna Knowles



5 shared connections



#### Christian Bergmann

Independent Events Manager, Translator & Yoga Teacher Brighton, United Kingdom

Current: Yoga Teacher (Scaravelli-inspired) at Eastbourne Clinic of Natural Medicine



Meg Thompson Event Manager / / Yoga Teacher Redhill, United Kingdom



1 shared connection



Rachel McDermott • 2nd Event Producer / Consultant & Yoga Teacher London, United Kingdom

Education: It's Yoga International Teacher Training



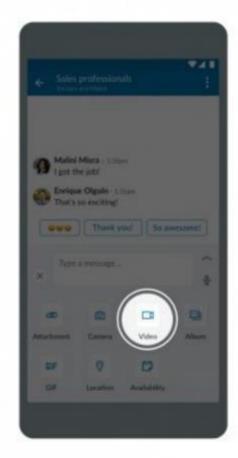
1 shared connection

## Connecting scripts

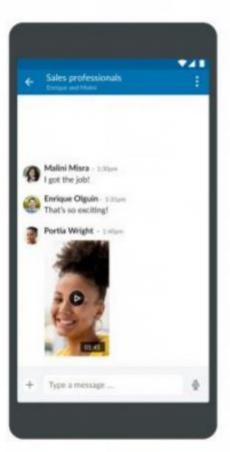
# Crystal Knows www.crystalknows.com











Status Updates / Posts

### Tell stories



Articles

Long

Detailed

Research-based

Unique insights

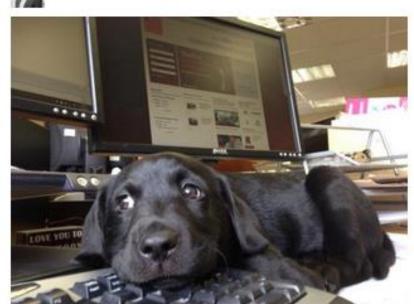


If you must

use images...

#### David Hargreaves commented on:

Max MacGillivray First day at work for Magnus - our new office dog!



Like (1,708) . Comment (227)

Share · 1d ago

- Myron D. Stokes, Barbara Cacace and 1,706 others
- Show previous comments



Alfred Kollaritsch Cute!!!



Kim-Marie Freeston FIRP Retd (RGN) How are his office skills developing and have you checked his right to work :-)



Deborah Thompson This is sure to be a wonderful office to work in - they promote such a healthy work environment and teach us the importance of patience and laughter during the day! He's very, very cute!

n



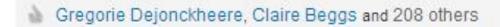
#### Mark Donnelly commented on:



Nick Strong You can only use 3 words to describe you thoughts on this....wow that's different!!



Like (210) · Comment (1,329) · Share · 52m ago



Show previous comments



Ian Dixon What a waste....
19m ago



Andrew Worlock Can't buy taste...
12m ago



This is Patrick. He is 86 and he stopped me in Leeds yesterday to ask me how my dawas. He then asked if by any chance I had time for a coffee.

Meetings cancelled - I spent 2 hours with the most wonderful man. He opened doors f me, tol... show more



230,120 likes 11,288 comments



Company Pages

# Linked in











#### St John's School, Leatherhead

LinkedIn for Education >

463 results

Q Search this set

Attended

1900 to 2014

Change school ▼



Emma McQuillan Freelance Digital professional - Marketing, Content, Social Media London, United Kingdom





Mark Thompson Client Consultant at IntelliFlo Ltd Redhill, United Kingdom





Ian Howard Strategy Director at Young and Shand Auckland, New Zealand





Simon Bell Managing Director at Diligent Commerce Ltd. London, United Kingdom





Robin Hughes Sales Director at Avention (formely -OneSource Information Sutton, United Kingdom





Gabriella Bagnall Insurance Broker at Marsh London, United Kingdom





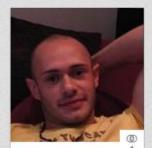
James Hickson Retail Development Manager at Brewdog Plc London, United Kingdom





Andy Partridge Events Director & Founder of Enviable Workplace - helping London, United Kingdom





Michael Stapelberg Senior designer currently Freelancing, but always open to new projects and London, United Kingdom





John Halfnight Director, Cordville Limited, Restructuring, Corporate Finance, M & London, United Kingdom





Where they live		Where they work		What they do	
United Kingdom	380	GSK	3	Sales	40
London, United Kingdom	132	Barclays Investment Bank	3	Finance	3(
Kingston upon Thames, United King	. 70	Imperial College London	3	Marketing	34
Guildford, United Kingdom	25	Savills	3	Operations	3
Redhill, United Kingdom	21	American Express	2	Entrepreneurship	3/
United States	15	BAE Systems	2	Consulting	2
Twickenham, United Kingdom	11	Baker & McKenzie	2	Media and Communication	20
Australia	10	Surrey County Council	2	Research	18
Hong Kong	8	Compass Group	2	Business Development	18
Sutton, United Kingdom	6	Deloitte	1	Arts and Design	1
Sydney Area, Australia	5	PwC	1	Information Technology	1
Canada	5	KPMG US	1	Education	1
Leeds, United Kingdom	5	KPMG UK	1	Engineering	1
Reading, United Kingdom	5	Fujitsu	1	Human Resources	1
United Arab Emirates	4	BP	1	Support	1
Coventry, United Kingdom	4	Nestlé Waters North America	1	Healthcare Services	1
Edinburgh, United Kingdom	4	Adobe	1	Legal	1

What they studied		What they're skilled at	Н	
Social Sciences	55	Strategy	46	
Economics	38	Microsoft Excel	45	4
History	30	Leadership	44	•
Mathematics	28	Microsoft Office	43	
Business, Management, Marketing, a		Project Management	37	
English Language and Literature/Lett		New Business Development	36	
Political Science and Government	25	PowerPoint	34	
Psychology	24	Management	32	
Area, Ethnic, Cultural, Gender, and G	19	Microsoft Word	31	
Area Studies	19	Social Media	30	
Physical Sciences	19	Event Management	29	
Geography and Cartography		Team Leadership	29	
Geography	17	Marketing	29	
English Literature (British and Com	16	Marketing Strategy	29	
French Studies	15	Account Management	29	
Spanish and Iberian Studies	14	Teamwork	29	
Visual and Performing Arts	14	Digital Marketing	28	

# How you are connected 1st Connections 4 2nd Connections 108 Group Members 16 3rd + Everyone Else 348







What is the single biggest mistake people make on LinkedIn?

Send your answer to philip@philipcalvert.com



## https://linkedin-marketingsecrets.mn.co