

LinkedIn for Job Seekers

Fully utilize all of the LinkedIn features for branding, marketing, sales and connecting for career advancement or to sell your services.



LinkedIn is such a valuable platform that it is the only one that we dedicate an entire day to explore. The Leveraging LinkedIn course is a hands on workshop where you will need your laptop or tablet and access to your account.

- Professionals and Career seekers
- Marketing, Sales and Brand personnel
- School Leavers
- Job Seekers

- Consultants, Self-Employed

So many people can benefit from a robust LinkedIn profile and an understanding of how to use it.

To share the best content with users, we recently purchased the www.LinkedinCoach.co.za website. This site, along with the training, is dedicated to explaining techniques and advice to help you get the best results out of your profile.

Why LinkedIn?

LinkedIn is the essential business and networking tool for professionals and sales executives or anyone wanting a more distinguished online presence.

Stats

You have an 11 times higher chance your profile being viewed if you include a photo.

LinkedIn is represented in over 200 countries and 20 languages.

There are 187 million unique viewers monthly to LinkedIn.

40% LinkedIn users check in daily, and over 49% are key decision makers.

YOUR PRESENTER - CHARLOTTE KEMP

Charlotte Kemp is an author, trainer and speaker and specialises in social media. She has presented numerous talks and training sessions on various elements of the online world. And presents to delegates in companies and organizations ranging from top international financial services, recruitment firms, government departments and NGOs and non profits. Charlotte speaks at conferences in and around South Africa on dif-



ferent aspects of social media and online marketing, as well as designs training for companies' specific needs. She owns **Niche Training** and the www.LinkedinCoach.co.za website. She is the Past President of the Cape Chapter of the **Professional Speakers Association on Southern Africa** and Secretary to the Global Speakers Federation.



COURSE OUTLINE



You will learn...

Your Profile

1. How to use the Profile features to demonstrate your expertise and experience
2. How to integrate your other social sites and website into your profile
3. Adding YouTube, SlideShare, brochures or other projects
4. The difference between your personal and business brands

Your Connections

5. How to find strategic connections to grow your business or to reach specific prospects
6. How to request and give receive recommendations and referrals
7. How to research and create a relationship with prospects before pitching
8. How to manage, tag and effectively communicate with multiple connections, including bulk communication
9. 5 methods to connect to LinkedIn users

Groups

10. How to use Groups to build your personal and company brand or reputation

11. How to do research for your own business
12. How to grow and develop personally through these groups

Company Pages

13. The new features, including cover images, status updates and Showcase pages
14. How to keep contact with company clients who are connected to individual staff

How much

- R3,250 +VAT per delegate
- 10% discount on 3 or more delegates from one company.
- In house training at R18,000 +VAT + travel

Venues

We present regular public courses in Cape Town, Randburg and Durban North as well as occasional sessions in Eastern Cape and Windhoek.

Other areas can easily be catered for, provided we have a minimum number of potential delegates to start with.

For actual venue information please see our site.

For more information ...

For testimonials, other courses, and to confirm dates and venues, please see www.nichetraining.co.za.

You can book or enquire about in house training by contacting Jodie on 0861 444 888 or info@nichetraining.co.za.

You can find our social sites here. facebook.com/nichetraining
za.linkedin.com/in/charlottekemp/
twitter.com/nichetraining

Calendar

Please see the website for public event dates.

<http://nichetraining.co.za/events-diary/>

Public events are planned in Cape Town, Durban and Randburg. They can be arranged in other venues provided we have a minimum number of delegates.

In house training is particularly effective with LinkedIn, especially so that the whole team can work together.

Recommendations

WENDY, CAPE TOWN

Charlotte's LinkedIn Training opened up vast new marketing potential that I would not have found out on my own.

Charlotte works "live" so the experience is direct and highly practical. She showed us many "tricks of the trade" that I am excited to experiment with.

Her energy is upbeat and her expertise is evident. I love that Charlotte's excellence in her field is related to her own story which she shares generously.

Other courses available

- Social Media for Business
- Social Media for Sales People
- LinkedIn for Recruiters
- Richard Mulvey - Practical Selling Skills and Practical Sales Management