ANSTEYHORNE
EST. 1795

LINKEDIN GUIDE



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ABOUT THIS GUIDE

This guide covers most of the aspects of using LinkedIn: optimising your profile, building your presence on the platform, growing your network of contacts quickly and efficiently, creating compelling content, developing business on LinkedIn and everything in-between.

There's a huge amount of detail in here - and the best thing to do is go one step at a time!

This guide is designed to make aspects of networking less time consuming and more powerful. As the world of social networks changes constantly, this guide will be continuously updated, therefore I suggest accessing this guide via the intranet instead of downloading or printing a hard copy.



WHY LINKEDIN

LinkedIn is valuable and an essential tool for your professional and personal growth, and here's why:

IT HELPS YOU BUILD YOUR PERSONAL BRAND

Google yourself. Did you see what came up? If you already have a LinkedIn account, it was likely your LinkedIn profile. LinkedIn has significant SEO (search engine optimisation) power, and you can really benefit from telling your story and positioning yourself and the firm in the right way.

LinkedIn allows you to position yourself as an expert in your field by sharing insights, engaging with industry discussions, and showcasing your experience.

It's really important that your LinkedIn profile is similar to your website bio so there's no confusion - a confused prospect is a sceptical prospect.

YOUR CLIENTS AND CONTACTS USE LINKEDIN

One of the most compelling reasons to use LinkedIn is that your contacts and clients probably do. LinkedIn is the world's largest professional network with 1 billion users worldwide (2024) and 42.9 million users in the United Kingdom (2022).

LinkedIn is likely to be the first impression a client or contact will have of you, so it's important to make a good one.

IT HELPS STRENGTHEN RELATIONSHIPS

LinkedIn helps you connect with peers, potential clients, collaborators, and industry leaders, opening doors to new opportunities.

IT HELPS YOU STAY UPDATED ON INDUSTRY TRENDS

Follow thought leaders, companies, and industry news to stay ahead of trends and gain valuable insights relevant to your field.



THE PERFECT PROFILE

HEADLINE



This is your first opportunity to talk to your contacts and prospects. Your headline should clearly communicate what you do, who you help, and your impact, but also be searchable. You want to ensure your headline captures specific keywords your audience would type into LinkedIn to search for you.

Example:
Party Wall Surveyor | I help property owners and developers pro-actively deal with party wall matters | Anstey Horne

YOUR HEADSHOT

Your profile photo should be your most recent ‘Anstey Horne’ photo so people recognise you and so there is consistency with what they would see on the website, set the visibility to ‘anyone’.

LINKEDIN BANNER

We are currently working on a standardised banner for all to use.... watch this space!

ABOUT AKA SUMMARY SECTION

The About section of a LinkedIn profile is a vital part of your profile. It tells your story to your audience and is the one place where you can show your personality. It is also one of the critical areas that LinkedIn analyses when helping display you in search on LinkedIn.

Remember, your About section is your first introduction to your contacts/prospects and should be easy to read. Talk about who you are and how you can help other people, call to action (CTA) with a possible solution, remember LinkedIn only shows the first 4 lines (users click for the rest).

Structure:

- Your intro story
- Your experience
- Your keywords (areas of your work)
- Your call to action

Example:

I help property owners, developers and construction professionals pro-actively navigate complex party wall matters with clarity and confidence. I work closely with clients to provide expert advice that ensures compliance, mitigates disputes, and protects property interests.

I specialise in advising clients through all stages of party wall matters, from initial assessments to dispute resolution. My goal is to deliver practical solutions that add value to projects while ensuring legal and regulatory requirements are met.

I have expertise in:

- Party Wall agreements & dispute resolution
- Rights of Light assessments
- Fire consultancy & building safety compliance
- Neighbourly matters & boundary disputes
- Property development risk mitigation

At Anstey Horne, the UK's leading Rights of Light, Party Wall, Fire Consultancy & specialist surveying practice, we pride ourselves on providing expert advice that adds value to our clients. We are proud to have one of the most experienced and dedicated specialist consultant and building surveying teams in the UK. If you need expert guidance on party wall or specialist surveying matters, feel free to reach out.

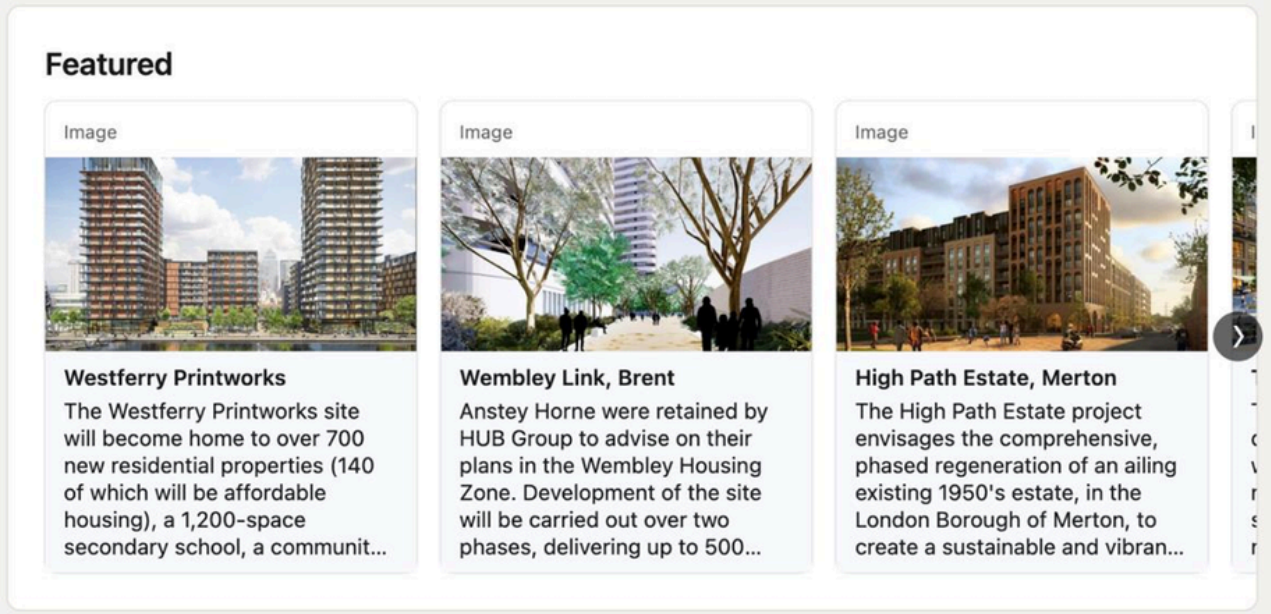
📩Email: name.surname@ansteyhorne.co.uk
📞 Phone: 0000 000000

THE FEATURED SECTION

The Featured section allows you to feature posts and content from your LinkedIn feed to your LinkedIn profile. This section is great for promoting your latest webinar, publication or a podcast, and helps bring visibility to the services, content, and message you are looking to promote.

Here you can feature your best articles, posts, documents, photos, websites, videos, or presentations - tap your profile photo, then view profile, tap add section, tap recommended and select add featured from the dropdown.

Example:



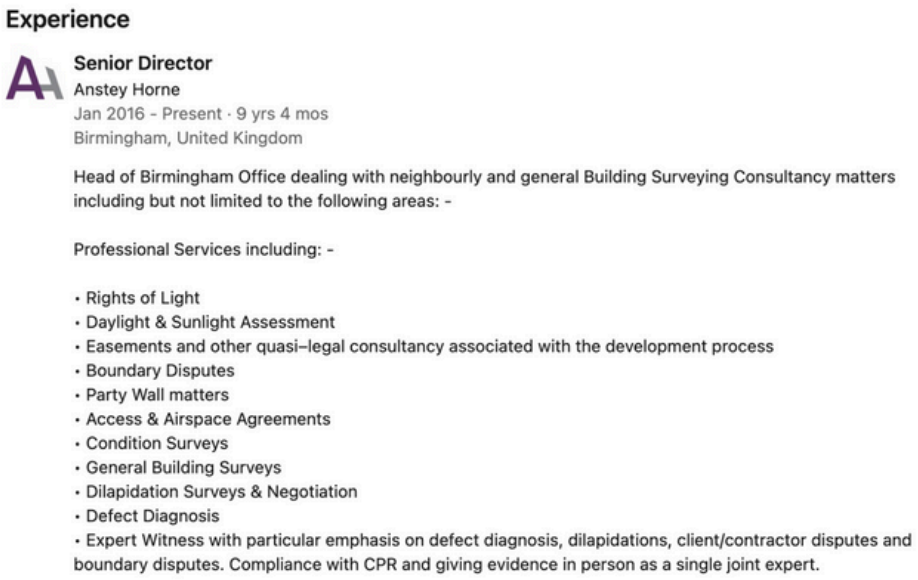
THE EXPERIENCE SECTION

The Experience section of a LinkedIn profile most resembles a traditional resume. However, this section is unique in that it allows you to showcase your experience with visuals and links, which can help your profile look more visually appealing and engaging.

Tips:

- Use a clear job title
- Add an overview of your role
- List your specialisms/areas of expertise
- Use bullet points to make it easier to read
- Incorporate industry keywords
- Add a link to the Anstey Horne website
- Keep it up-to-date

Example:



Experience

Senior Director
Anstey Horne
Jan 2016 - Present · 9 yrs 4 mos
Birmingham, United Kingdom

Head of Birmingham Office dealing with neighbourly and general Building Surveying Consultancy matters including but not limited to the following areas: -

Professional Services including: -

- Rights of Light
- Daylight & Sunlight Assessment
- Easements and other quasi–legal consultancy associated with the development process
- Boundary Disputes
- Party Wall matters
- Access & Airspace Agreements
- Condition Surveys
- General Building Surveys
- Dilapidation Surveys & Negotiation
- Defect Diagnosis
- Expert Witness with particular emphasis on defect diagnosis, dilapidations, client/contractor disputes and boundary disputes. Compliance with CPR and giving evidence in person as a single joint expert.

YOUR CUSTOM URL

Edit your custom LinkedIn URL (first name-last name) You can then use it on your business cards or any other marketing literature alongside your website URL. And it just looks better, cleaner and is also great for SEO and makes it easier to find you.

CONTACT INFORMATION

This section can be seen as business card. Please add:

- Anstey Horne website
- Work mobile number
- Work address
- Your Anstey Horne email address

BUILD A PROFESSIONAL NETWORK

Expanding your network is possibly the most important aspect of LinkedIn and can benefit yourself and the firm. LinkedIn isn't just about who you know (i.e. your 1st degree connections), it's also about who they know (i.e. your 2nd and 3rd degree connections).

Having a large number of 1st degree connections increases your number of 2nd and 3rd degree connections. LinkedIn creates this wonderful web of contacts that paves the way for introductions and referrals.

Generally speaking, 500+ connections is a starting goal, as that will give you credibility and make you more visible to other professionals in the industry.

LinkedIn organises your connections by a tier system:

- 1st tier Connections – People you're directly connected to
- 2nd Tier Connections – Those people connected to your connections
- 3rd Tier – Those connected on a wider network
- Group – People who share a group with you
- Out of Network – Your network isn't wide enough

BUILDING YOUR NETWORK THROUGH PEOPLE YOU ALREADY KNOW

Start by connecting with people you already know - friends, family and colleagues. You can visit the 'My Network' tab to see suggestions of people you may want to connect with. Or, if you already have someone in mind, you can simply type in their name in the Search field.

BUILDING YOUR WIDER NETWORK WITH PEOPLE YOU DON'T KNOW

Try to connect with as many targets in your office location as you can. If you don't know them, you could also personalise your connection request. Explain why you'd like to connect, tell them what you have in common or what you like about their posts, it shows you're a real person seeking genuine connection on the platform. Don't be afraid to reach out, LinkedIn is generally a friendly place and it's all about building networks and connections that could lead to multiple possibilities.

CONNECTING WITH OTHER PROFESSIONALS

One of the easiest groups of people to connect with and grow your network are other professionals - whether they are lawyers, agents etc .

Why? Because they are a great source of work referrals and they understand the need to build networks. A lot of them are active on LinkedIn. Most likely they're also being encouraged to build their network too - whether that's on LinkedIn or the more traditional networking events.

HOW TO CONNECT WITH SOMEONE ON LINKEDIN VIA THEIR PROFILE

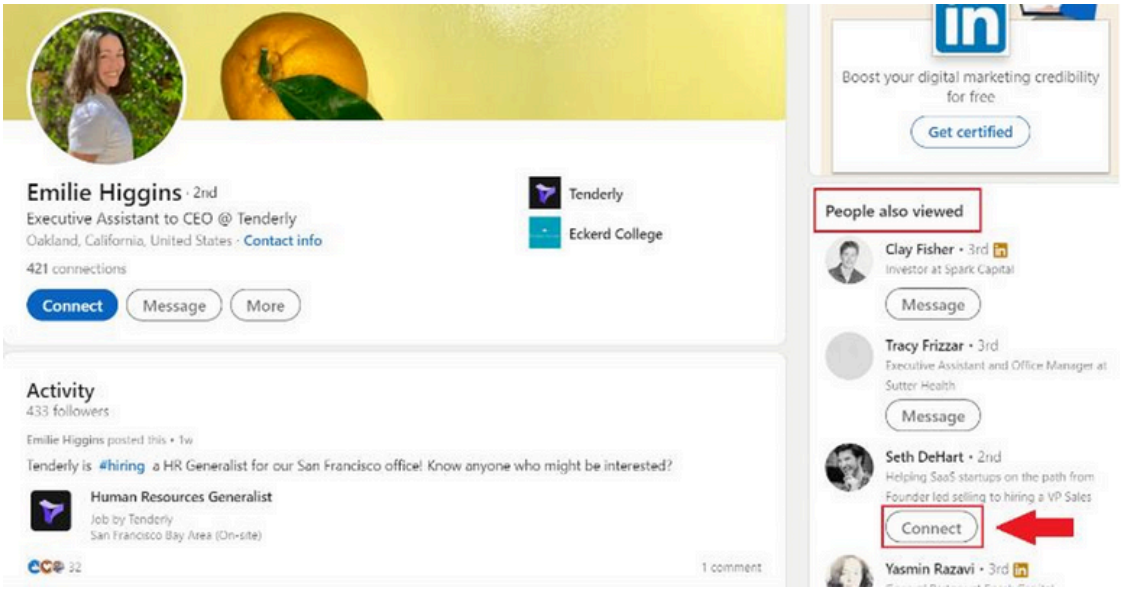
Desktop:
The easiest way to connect with someone after browsing through their profile on the desktop is to get back to the top of their LinkedIn profile and hit the Connect button.

LinkedIn App:
If you plan to connect with someone on the LinkedIn app, the process is similar to desktop.

The slight difference is that you need to go to the More Options button and click Personalise Invite. Otherwise, if you click the Connect button only, your invite will be sent automatically, and you won't be able to personalise it.

CONNECT ON LINKEDIN VIA “PEOPLE ALSO VIEWED” SECTION

While we are still on the user’s profile, let’s show you another way how you can connect with someone on LinkedIn. If you look at the right end of the screen, you will notice the People also viewed section. LinkedIn will recommend other people you can add to your network based on the user’s profile you are currently viewing. So, all you need to do is to either connect straight from there or visit that person’s profile to decide if you wish to connect with them on LinkedIn or not.



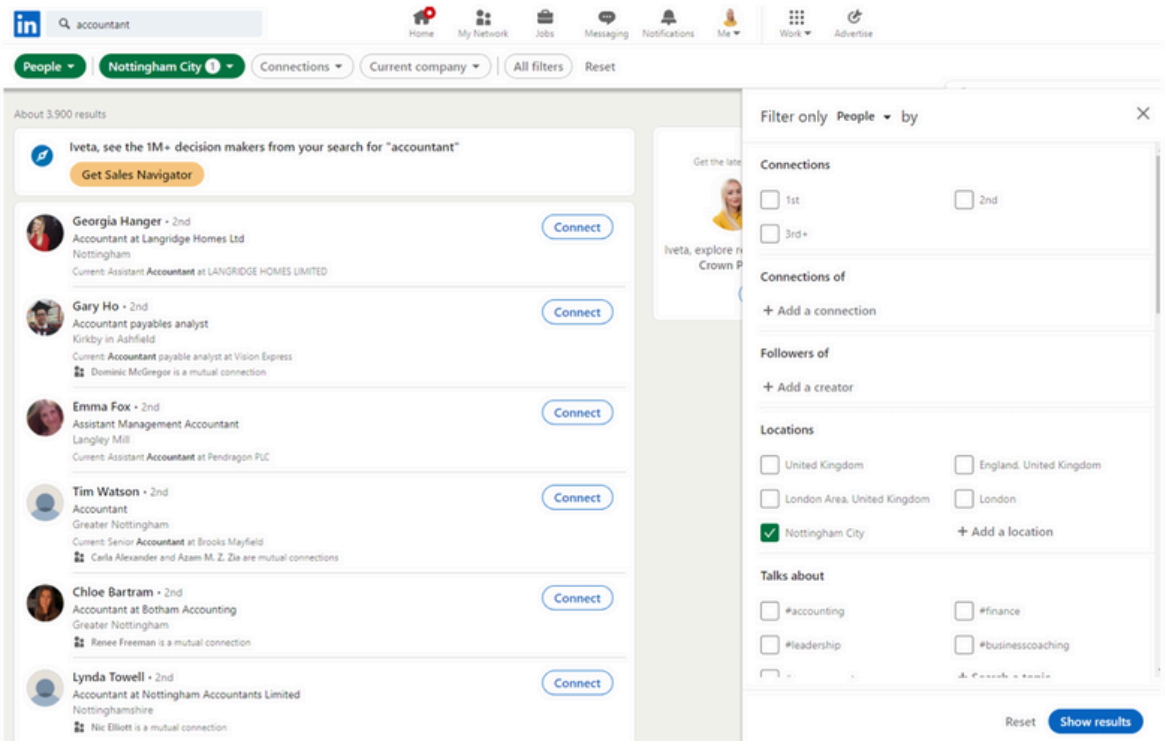
SEND INVITES TO PEOPLE USING SEARCH FILTERS

Search filters on LinkedIn are a great way to make sure you are connecting and building the right network.

Here is a list of what you can search for on LinkedIn:

- People
- Jobs
- Posts
- Schools
- Courses
- Events
- Groups
- Companies

To use a search filter, enter your search criteria within the search bar and press enter. Below the search bar, numerous filter options are available. Click on all filters on the right of these options and you'll be able to adjust your search results accordingly. Click show results and your filtered search results will appear.



JOIN GROUPS

For continuous growth within your network, you might want to consider joining groups. Anyone who shares the same group as you can be contacted directly via the group (whether they're a connection or not).

Groups give you a direct way of strengthening connections with likeminded individuals that share common skills, goals, industry affiliations and experiences. So, whenever you see someone's profile that's of interest to you and you would like to get in touch with them, check if you have a group in common.

If you don't, just join a group that the other user is part of so you can send a direct message. You can always leave the group again if it's not of value to you.

HOW TO SEND A LINKEDIN CONNECTION REQUEST

You can send a standard request, or you can write something more personal which will most likely increase the conversion rate. Total character count can be 300 so you can't make it too long. Keep in mind how people will be viewing your message. People will look at their messages either through their phone or computer. Don't make the message too long so it's short and easy to read. Make sure what you're writing is mobile friendly. Make it short, straight to the point to capture potential prospect attention.

TOPICS YOU CAN USE AS A REASON TO CONNECT

- Go on their LinkedIn profile and find a commonality: school, interests, geographical location, mutual connections, groups, hobbies. (hi, I noticed we're both connected to x person) or (meet like-minded people).
- Talk about what's going on in their specific industry: how fast or slow the industry is growing, any big news, new opportunities, etc.
- Talk about recent content they or their company has published from posts, articles, videos, etc. You can complement them or ask a question.

LINKEDIN CONNECTION REQUEST MESSAGES

- Make each sentence into different paragraph, it makes easier for people to digest it and read it really quickly.
- Don't create messages too formal e.g. Hi Mr or Mrs or their last name, use informal language, Hi [first name].
- Including companies you work with as social proof.
- Always include CTA (call to action, e.g. Let me know what your calendar looks like).

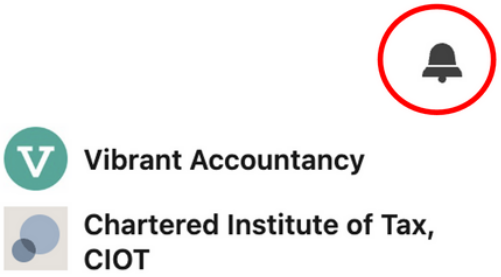
The below example might convert better than just sending out blank invite requests.

Hi [First Name]
I noticed we're in similar industries and I'm impressed with what you're doing.
Open to connecting here?
Thanks
[Your First Name]

CONNECTION ACCEPTED - UTILISE THE SUBSCRIPTION BELL

You can subscribe to the content posted by your prospects. When you subscribe to their content, you'll receive a notification when that prospect posts any new content. This allows you to never miss their latest posts.

TOP TIP - Comment within first 5-10 minutes so they can see you are engaging with their content and get them to visit your profile.



CONNECTION ACCEPTED – CONSIDER SENDING A MESSAGE

Example:

Hi [name]

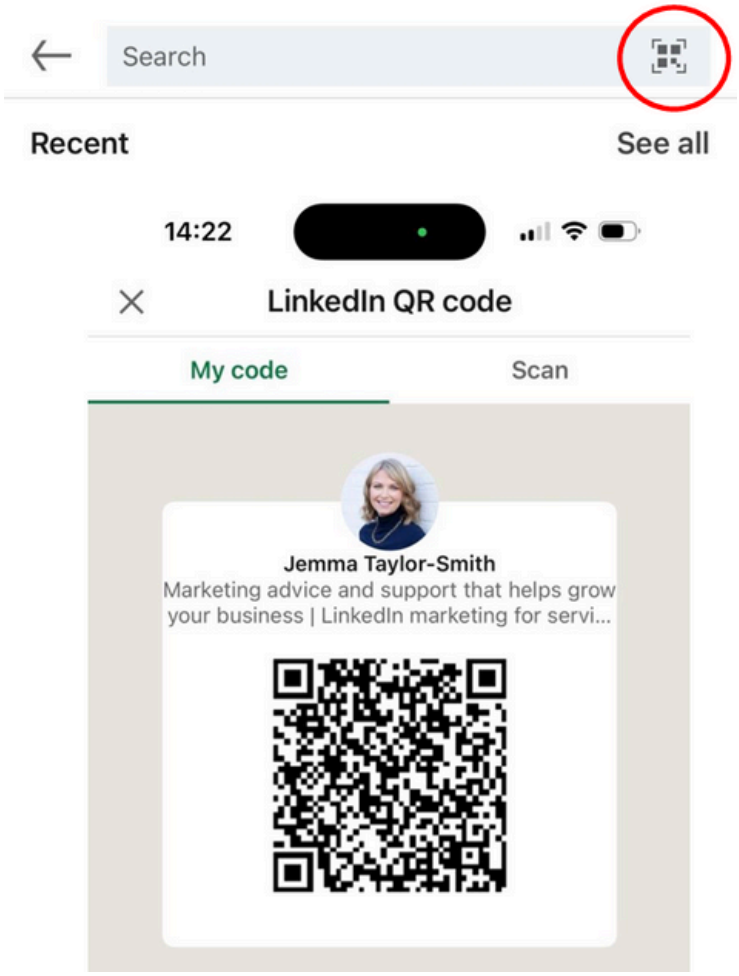
Thanks so much for connecting. I'm a party wall surveyor at Anstey Horne in Birmingham, and spend my time helping property developers like you pro-actively deal with party wall matters. Some of those we've/I've worked with recently include [similar/well-known client names].

I'd really like to meet up for a coffee to find out more about what you do and whether what we/I do might be of help, and wondered whether the [two date options] would be best?

Speak soon.
Thanks, [Your name]

CONNECTING WITH PEOPLE AT EVENTS

On the LinkedIn app, there is a QR code that you can share to easily connect with people you meet at events or meetings. Click on the search bar at the top and to the right you will see a barcode icon, click on it and it will reveal your QR code that can be scanned.





CREATING CONTENT

The goal of your content strategy is to help you grow your network and create long-lasting relationships with your followers.

Share your knowledge, provide value and talk about topics that will help people within your network. Discuss the problems your network is facing. Show them you understand what they're going through. Then offer your problem solving solutions.

Example - a conveyancing firm would write a free 'Home Seller Guide' featuring lots of advice and tips to get your home sold fast. The reader will know that you're the expert in your field, they're presold before contacting you or the firm.

TYPES OF TOPICS & POSTS

- Text (story, opinion, customer success story)
- Video (recording yourself and talking about problem in your industry, client success story, case study etc.)
- Pictures (add caption or sentence telling a story about the picture)

LINKEDIN TOPIC IDEAS

- 'How To' or 'Top Tips' content (Top Tips for managing party wall disputes)
- Client success stories and case studies
- Industry news
- Opinion about certain news
- Events
- Announcements
- Life and business lessons (things you have learned in life or business)
- Offering help

EASY COPYWRITING FORMULA FOR LINKEDIN

Hook (grab attention) > pain (a problem) > solution (how to solve that problem) > why (why it's important)

SHARING & RE-POSTING OTHER PEOPLE'S CONTENT

When re-posting or sharing someone's content, make sure to add your own thoughts - what's your opinion, what value does the content provide, what problem does the content solve, etc.

POSTING FREQUENCY

Post an average 1-3 posts per week. Publishing more than 8 posts per week or fewer than 1 post per week will decrease your average reach.

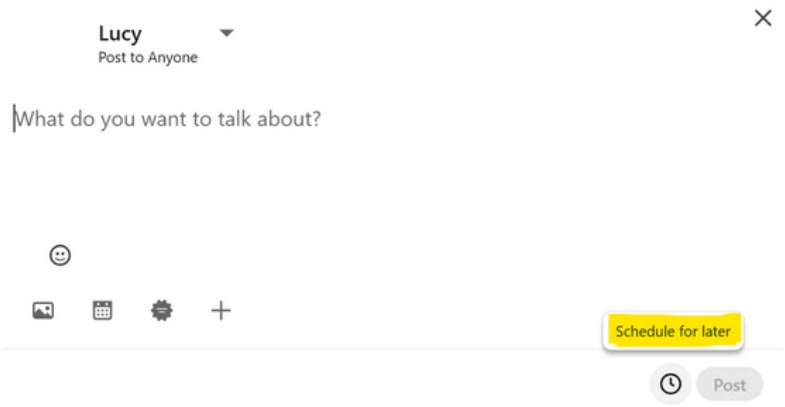
TOP TIP - Don't post multiple pieces of content within 24 hours - this will kill the reach of your first post.

SCHEDULING POSTS

One of the biggest benefits of scheduling LinkedIn posts ahead of time would be consistency in content pattern. You can achieve this by planning and scheduling multiple posts ahead of time.

To schedule a post:

- Click Start a post at the top of your LinkedIn homepage. The Create a post pop-up window appears.
- Type the content of your post in the 'What do you want to talk about?' field.
- Click the Clock icon in the lower-right corner to schedule your post.
- Click Next.
- Click Schedule.



HOW TO USE LINKEDIN HASHTAGS IN YOUR POSTS

Hashtags are a way for you to get your content discovered by more people who may be interested in a particular topic/type of content.

LinkedIn hashtags associate your content with other content using the same hashtags (thanks to the LinkedIn algorithm).

The goal of using LinkedIn hashtags is to get more exposure & more people to see it = generating more leads.

For each piece of content, LinkedIn recommends using 3 hashtags.

Put the hashtags at the end of the post or naturally within the content. Do not add spaces in hashtags “#businessdevelopment” vs “#business development”.

Follow relevant hashtags as your target audience (to appear in front of your prospective clients in your field).

TAGGING PEOPLE AND BUSINESSES IN YOUR POSTS

Tagging (mentioning) someone in your post or comments can be a good way to trigger engagement and visibility. Think of a tag as a shout out. Doing this notifies the person who has been tagged, increasing the likelihood of them responding and starting a wave of interactions and comments.

To tag a LinkedIn profile in your post, type the symbol @ and then begin to type their name. Once the list of names appears, pick them from the list.

You might want to mention a connection or a company for the following reasons:

- To say thank you (praise someone for a great work, support, employee achievements and success)
- Acknowledgment (sharing someone else's content, podcast or video and wish to acknowledge the original author)
- As a recommendation/referral (if your connection is looking for recommendations in a particular area and you know someone in your network who can help, tag them in the comment)
- The content is of value to someone you know (I saw this and thought of you)



THE LINKEDIN HOME FEED

LinkedIn relies on an algorithm for sending content to its users. LinkedIn's ultimate goal is to prioritise relevant content and promote engagement. They want you to have a great time and to make your newsfeed as interesting as possible.

Your newsfeed (posts that you see on your home page) is made up of the content based around your interests and the things you care about.

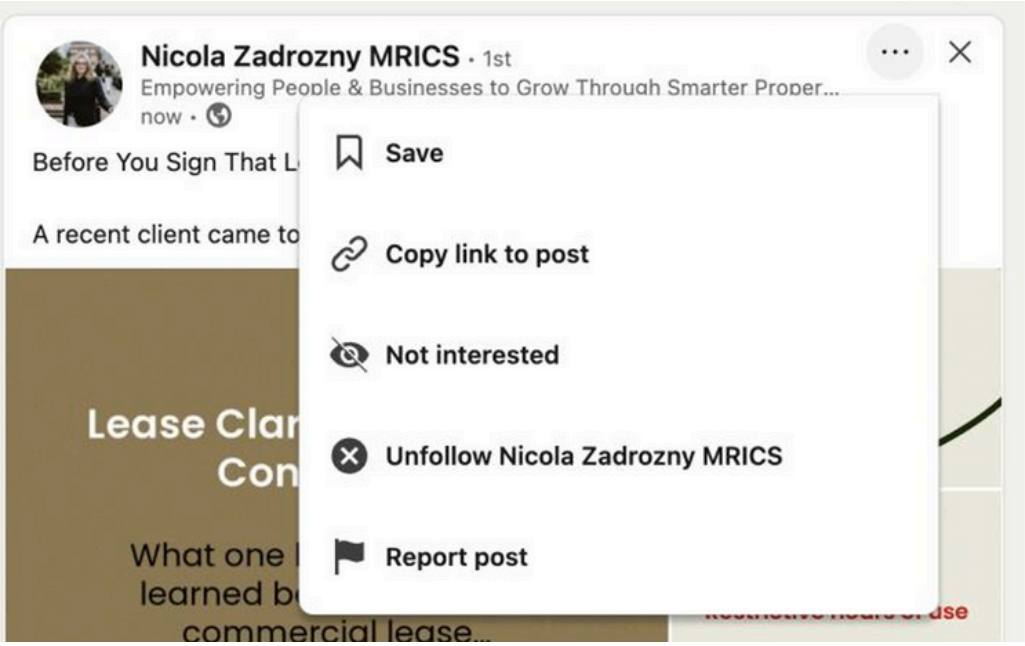
The LinkedIn home feed is automatically set to show you the most popular content (Top content) that has received the most likes and comments, but you can change this to show most recent posts by clicking on the drop-down arrow and choosing 'Recent'.



SAVE CONTENT IN YOUR FEED

You might come across an exciting posting but have no time to go through it at that moment. What would you do? Save it, obviously. This LinkedIn feature, named My Items, works the same way. It saves all your vital interests in one place.

Firstly, saving a post is really simple as you can see below. Look at a post you want to keep click the three grey dots top right (highlighted) and then select ‘Save’:



Having saved it, where do you go to get it back and read it? Click on the small image of your face to look at your own profile. Scroll down to Resources section and tap See all resources. Tap My items. My item keeps track of saved articles, posts, LinkedIn Learning, projects, etc., so you can have a look at them at your convenient time.



TIPS TO MAXIMISE YOUR REACH

WHAT IS A LINKEDIN REACH?

LinkedIn reach is a parameter that shows how many people actually saw your post. The more users engage with your published content, the more will LinkedIn reward you with greater visibility and reach.

After your connections leave a reaction (like or comment) to your post, it will become visible to their connections.

If you post an update on your LinkedIn and it's doomed in silence in the first 24 hours, it's as good as dead.

There's a simple way you can prevent this from happening:

- Ask a question (posts with questions at the end invite people to comment).
- Tag someone in the comments if you think they would be interested in it.
- Post at the right time (don't post when your audience is offline) - it's important that your connections see and react to your LinkedIn post within the first 30-60 minutes after posting.
- Use photos in your posts, and even better, video.
- Posts that appeal to your audience (alternate posts between photos, blogs, videos and carousels).
- Interact with your audience (one-sided relationships never work. The more you engage with other people's content, the more engagement you get on your own content)

LinkedIn will analyse who you're regularly interacting with through comments, likes, and shares. The more LinkedIn sees you interacting with people, the more those people will see your posts.

COMMON LINKEDIN MISTAKES TO AVOID

When you post content on LinkedIn and add a link that takes people away from LinkedIn, that content may not get as much exposure as it could have if you put it natively inside LinkedIn.

Keep in mind that sometimes it's worth directly uploading content to LinkedIn for better exposure.

AVOID PITCHING AND SELLING TOO MUCH

Creating content is all about adding value. You can pitch/sell a little bit but use it more like a call to action (CTA). 90% value and 10% pitching - it's all about building that momentum, brand, authority and trust before you ask for anything.

LACK OF CONSISTENCY

Posting and engaging on a regular basis will have a better impact than if we are sporadic with your activity. It's important to be stay visible.



DEVELOPING BUSINESS ON LINKEDIN

Use your existing network to gain introductions to new contacts.

2ND DEGREE CONNECTIONS INTRODUCTIONS

Here's an example of how you can use your 1st degree connections to be introduced to somebody you would like to know.

You > ask for intro > 1st degree connection > get intro > 2nd degree connection.

ASK FOR INTRODUCTION TEMPLATE

- Don't appear to be a spammer
- Position yourself as someone who offers value to the 1st degree connection and the 2nd degree connection
- 1st degree connection should feel good about making the intro

Example:

Hi [1st degree connection]

[Insert statement about context of how you met or what you're asking for]

[Make a reference to who you would like to be introduced to and explain why you're asking]

[Ask your question and make it as easy as possible for them to say yes]

Thanks, [your name]

Hi Ben,

It was great connecting with you again at BizExpo event last weekend. Happy to hear your team just raised another £5M over the last quarter!

And like we talked about, you mentioned that it might make sense for me to connect with Charlotte over at Universe Digital to see if I may be able to help her out with her influencer marketing campaigns.

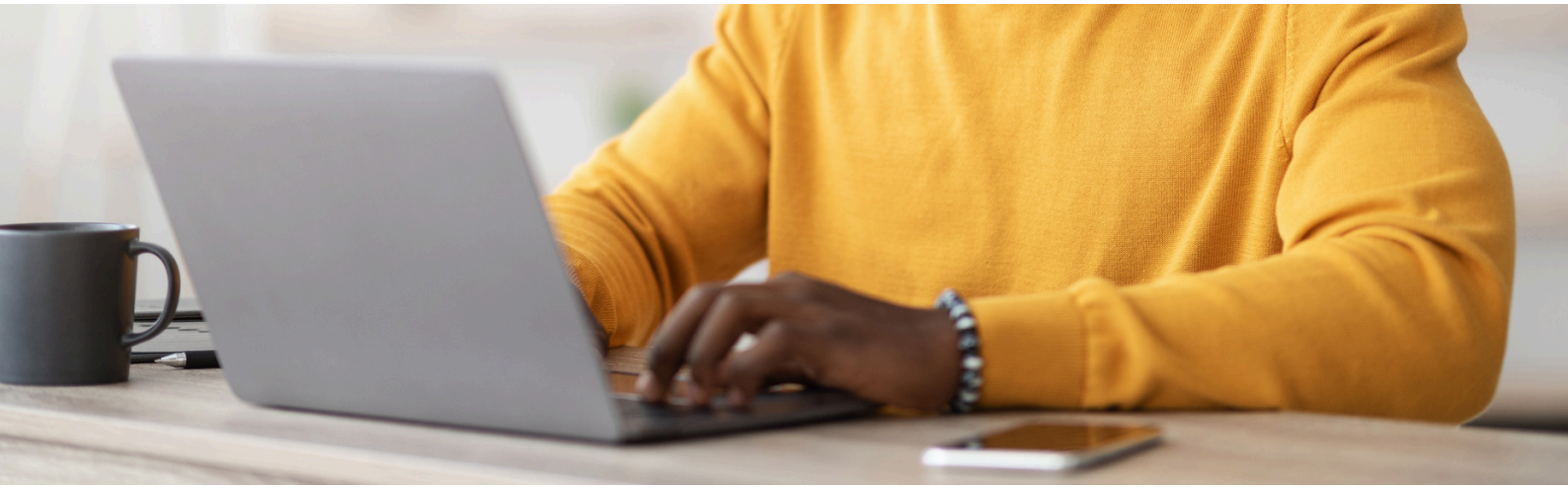
With that said, would you be able to make the introduction for me here? But if not, that's totally fine.

Thanks [Your Name]

Once the intro is made, send a message to 2nd degree connection. The 2nd degree connection will see message from the 1st degree connection & your message.

2ND DEGREE CONNECTIONS NAME DROPPING

When you don't have time to ask for an introduction, use the fact you're connected to a mutual connection without asking for an intro.



Example:

Hi Ben,

I saw we were both connected to Julie Watts and thought it might make sense for us to talk.

I'm an employment lawyer at Actons in Nottingham, and spend my time helping people and businesses like yours solve tricky people issues. Some of those we've/I've worked with recently include [similar/well-known client names].

So if it makes sense to talk, let me know what your calendar looks like. But if not, who do you recommend I talk to?

Thanks, [Your name]

NEWS FEED

How to utilise the news feed to generate leads using LinkedIn messenger. Show example of news feed - people post things that are relevant to you and you can start conversation around it.

Example:

Hi [1st connection]

[Insert statement reference context from LinkedIn News Feed]

[Insert Pitch]

So if it makes sense to talk, let me know what your calendar looks. But if not, who do you recommend I talk to?

Thanks, [Your name]

Example (after seeing someone's post):

Hi Vicky,

Thanks for sharing the article about Building Safety Act.

I'm a surveyor at Anstey Horne in Birmingham, and spend my time helping people and businesses like yours pro-actively deal with property matters. Some of those we've/I've worked with recently include [similar/well-known client names].

So if it makes sense to talk, let me know what your calendar looks like.

Thanks, [Your name]

HOW TO FOLLOW UP

You might have to follow up multiple times. Don't take it personally if someone doesn't respond after a few attempts - simply stop trying and move on to the next!

Why prospects don't respond:

- It got lost in their inbox
- They intended to, but forgot
- They had other priorities
- They didn't read your message fully and didn't realise the value you have to offer
- Your message was not relevant or valuable to them

Follow-up schedule:

- Follow up between 3 and 7 days
- Only follow up a maximum of 3 times per prospect

Let's say, you sent a message and it's been a week:

Hi John,

I haven't heard back from you last week and wanted to make sure you've got the message safely?

I am still keen to meet up and could pop in anytime either side of 11am and 3pm on the 6th October, or after 2pm on the 7th.

If not, who is the appropriate person to talk to?

Thanks, [Your Name]

'The Pain in the Arse Email' - for use after a few attempts to secure a meeting:

Hi [Name]

I am still keen to meet up and could pop in anytime either side of 11 and 3 on the 6th October, or after 2 on the 7th.

That said, after a few messages, I am acutely aware of rapidly becoming a nuisance, so won't bother you again [optional - other than to send you this…].

If I don't hear back, I'll assume my timing's not right and next get in touch in the middle of the year.

Thanks, [Your Name]

Just make sure you keep track of people you've contacted followed up etc.

CONNECTING WITH PEOPLE YOU'VE MET AT EVENTS

Example:

Hi [Name]

Great to catch-up with you the other day at [xxx].

IF YOU AGREED A FOLLOW UP: Just to confirm our coffee/lunch etc. at 10.30 on 6th February at Starbucks.

IF YOU WANT TO AGREE A FOLLOW UP: I really enjoyed our chat and would love to meet up again to continue the conversation. How about a coffee/lunch etc. at 10.30 on 6th February at Starbucks.

Look forward to picking up left off and to see what opportunities there are for us to work together.

Thanks, [Your Name]

CONNECTING WITH PROSPECTS WHO'VE VIEWED YOUR PROFILE

The ability to see everyone who has viewed your profile may be limited unless you're on the paid version - LinkedIn Premium. However, you will be able to see some of your viewers by clicking on who viewed your profile. If relevant, send a connection request/message.



Example:

Hi John,

I saw you just checked out my profile and I'd love to connect with you to see if we can help each other in any way. And if you need any help on [pain you solve], feel free to drop me a line.

Looking forward to connecting with you.

Best, [First Name]

MEET - CONVERTING LINKEDIN MESSAGES/CONVERSATIONS INTO MEETINGS (EVENT, COFFEE, CALL)

This is the scenario where a prospect responds positively and they say let's go ahead and schedule a meeting this Thursday 1pm.

Example:

Hi John,

Great hearing from you.

I've just sent over a calendar invite for this Thursday at 1pm.

If you have any questions in the meantime or if there are any changes to your diary, feel free to send me a note.

Talk soon, [Your Name]

In a situation where the prospect hasn't given you an email address:

Hi John,

Great hearing from you.

What's the best email address and number to reach you on?

Once you send it over, I'll go ahead and send you a calendar invite.

Looking forward to chatting with you soon.

Thanks, [Your Name]

When the prospect responds positively without a specific time:

Hi John,

Great hearing from you.

Here are a couple of times that work for me this week:

- Tuesday (Jan 25) at 1pm
- Thursday (Jan 27) at 3pm

Go ahead and pick a time that works best for you, let me know what does and I'll work around your schedule. But if none of these times work for you, let me know what does and I'll work around your schedule.

Thanks, [Your Name]

LINKEDIN TOP TIPS

YOUR PROFILE

- Include a compelling headline - who, what, how you help
- Use a professional photograph - ideally the one used for your website profile
- Make your 'About' section is informative and engaging - use bullet points
- Ensure your 'Experience' section is up-to-date





GROW YOUR NETWORK

- Aim for over 500 connections
- Connect with people you know - colleagues, clients, contacts
- Connect with targets and potential referrers located in your area
- Connect with people you meet at events
- Use your personalised QR code at events to quickly connect with people you meet

BE THE EXPERT

- Share content that adds value
- Post regularly - aim for 2-3 times per week
- Be consistent
- Engage with your connections
- Allow your connections to get to know, like and trust you



ANSTEYHORNE

EST. 1795

