

YOUR MASTERCLASS WORKBOOK

3 Simple & Powerful Ways to Crush It on LinkedIn

**ATTRACT MORE PROSPECTS &
WIN MORE BUSINESS**

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Hi there!

I am SO excited to see you live very soon. My masterclass is about to change your LinkedIn game in a big way. By the end of our time together, you will be more confident on LinkedIn and understand what it takes to see results.

Not only will you hear from me, but you will learn from successful LinkedIn members who have used the platform to grow their business. This deep dive will reveal the strategies you can implement right away so you can take action.

Before joining me live, ask yourself what you want to gain from leveraging LinkedIn. Setting your goals now will help you get the most out of the tactics I share soon.

To make the most out of the masterclass, check these 3 boxes:



JOIN ME LIVE

Mark your calendar with the date and time that you chose to attend. By showing up live, you will get SO much more out of the masterclass. We will have a live Q&A session where I will answer your questions in person so you stop feeling stuck on LinkedIn. Not to mention, I have a few other special bonuses you won't want miss!



PRINT THIS WORKBOOK

Take a moment right now to print out this workbook. Staying engaged and taking notes will allow you to implement the strategies more effectively so you don't scratch your head later trying to remember everything you learned.

I've created this workbook with *you* in mind. When we're live, you will be able to follow along and fill in the blanks. Don't worry about filling anything in just yet - I'll walk you through everything soon!



WRITE DOWN YOUR QUESTIONS

Let's give you a headstart. What questions do you have about LinkedIn that you would like answered? Jot them down now so you can ask them live soon.

[illegible]



YOUR FIRST QUICK WIN:

☐ I made my update

☐ I need to make my update

Strategy #1

It's about _____.

We're all in the _____ business.

Method 1: Humanize

Method 2: Target

Method 3: Activate

Ideas & Insights



Strategy #2

1st: Mindset

"Your reputation is more important than your paycheck, and your integrity is worth more than your career." - Ryan Freitas, Co-Founder of About.me

2nd: Discipline

"It's not about having a specific set time; both personal and professional lives are 24/7. It's simply, more about making the right allocation to each one and recognizing that it's going to be different every single day" - Ellen Kullman, CEO of Dupont

3rd: Consistency

"It's not about how to get started; it's about how to get noticed." - Steve Case, CEO of America Online

Ideas & Insights



Strategy #3

Just okay is not okay.

The not-so-secret secret:

Ideas & Insights

**"An investment in knowledge pays the best interest."
-Benjamin Franklin**