

# Optimising YOUR

LinkedIn profile

Group Workshop

I'm changing careers...

I'm looking for a channel for  
my expertise...

I want head hunters to find me...

I'm looking for  
authentic leads...

I want to write a profile from  
scratch...



"This workshop delivers!

It's also fun, interactive  
and aimed at everyone,  
from the tech-savvy to  
the technophobe!"

Bridget Rooth

In this 90-minute hands-on workshop you'll  
learn everything you need to know to  
leverage LinkedIn to your advantage.

## Technical training:

- Identifying keywords appropriate for your business
- Placing keywords for optimised search results
- Understanding how the LinkedIn search and ranking system works
- Expanding the basic profile – LI sections, apps etc.



*"Bridget explained how to create an effective profile that would attract 'hits' by maximizing the use of key words etc. The 'Views' & 'Appearances in Search' graphs on my profile have both soared since I worked with Bridget."*

**Sally LEAN**  
Education Consultant

## Marketing training:

- Using your profile to funnel traffic to your other online media
- Placing calls to action in your profile to ensure client take-up
- Optimising contact information to ensure people visit your site or blog
- Using LinkedIn to establish your expertise and authority in your domain



## Writing:

- Drafting a compelling headline to entice people to read further
- Crafting a summary that condenses your expertise and experience
  - Writing in a style that keeps your reader engaged

800 RMB  
per person

Payment via PayPal, bank transfer or cash.  
Plus 5.5% biz tax for fapiaos.



Bridget Rooth is the director of English Trackers, the English editing company she set up to help businesses and individuals express themselves clearly in English.

Heavily involved in optimising her e-commerce site, her interests then focussed on LinkedIn and how to write and leverage business profiles.



[Linkedin.com/in/bridgetrooth](https://www.linkedin.com/in/bridgetrooth)



Build your own group of 4 and one goes free. Min 3 people!

To book your group session: [bcr@englishtrackers.com](mailto:bcr@englishtrackers.com)

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