10 Tips for attracting clients on LinkedIn
For consultants serving the Early Childhood Industry

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Engagement Strategies

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NO CERTIFICATES OF ATTENDANCE WILL BE ISSUED FOR THIS WEBINAR.

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This session is being recorded.
You will receive a link to the recording.

NO CERTIFICATES FOR TODAY'S SESSION
Stay with us to win!

4 Door Prizes!  
Survey Prize
Complete the survey to be entered to win...

A little about me...

B.A. & M.Ed  
Early Education
Child Care Administrator 15 years  
Marketing & Tech Executive  
ECE Curriculum Publishing
Engagement Executive  
National ECE Association
Marketing & Biz Consultant  
to ECE Sector  
NPOs & Companies

Early Care and Education

Where are you on the spectrum of using LinkedIn?

POLL
Your profile on LinkedIn...

POLL

Your profile: Distinct

If you post, you can't hide on LinkedIn
• Not anonymous
• Connected to your profile
• Your tagline follows you around
Your tagline

Consultant at Early Childhood Education Consultant

Early Childhood Keynote Speaker and Consultant

Educational Change Agent - Inspiring ECE Excellence Since 1998

Early childhood science teacher, author, NETA Early Years columnist and blogger

Visionary in the field of Early Years Development and Education.

The Life Unexpected - Discovering the wonder and beauty of difference

Profile Photos

1  2  3  4

5  6  7  8

Shocking tip

Make your profile public
(It’s called social media, not anti-social media)
Let's go to:

Profiles

LinkedIn is about...

Relationships

Your network is exponentially larger when...

...you connect with people on LinkedIn.
Make connections with people who:

- you know - duh!
- your connections know
- are in your LI groups
- might be prospective clients
- know people who might be prospective clients
- are colleagues
- you meet

Let's go to: Connections

now...

3 Make something happen

It’s “Interactive”
They won’t come if all you do is build it!

"Build it, and they will come" only works in the movies. Social Media is a “build it, nurture it, engage them, and they may come.”

— Seth Godin —

Be social, don’t do social

-Jay Baer

Demonstrate authority & credibility

by posting, commenting, and responding.
What to post

Inform and educate through relevant and credible content from others

<table>
<thead>
<tr>
<th>Articles</th>
<th>Blogs</th>
<th>Newsletters</th>
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<tbody>
<tr>
<td>Tools/products</td>
<td>Videos</td>
<td>Events</td>
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<tr>
<td>Tips</td>
<td>Infographics</td>
<td>Ask questions</td>
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Inform and educate through relevant specific to your brand. YOUR:

- Articles
- Blogs
- Newsletters
- Tools/products
- Videos
- Events
- Tips
- Infographics
- Ask questions

“Propersonal” Networking

Posting

Best Practice

- Cite people when you share their content.
- Tag people you mention and cite.
- Tag companies you mention and cite.
- When people comment on your posts, respond.
- Comment on other people’s posts.
- Share other’s people’s posts on LinkedIn and other social media sites.
7 Add images or videos to your updates and posts.

8 Articles and updates are different.

Articles are topical content written by you… Usually like a blog post or a journal article with links and references.

Posts or updates are brief comments or ideas, usually accompanied by a link to an article, other resource, photo, or video.

Let’s go to: Posting Updates & publishing articles.
Which groups should you join?

1) What types of clients you would like to attract?
2) Know your vision, mission, and core competencies and:
   a. the problems organizations in your space have, and
   b. the solutions you can provide.
3) Those that includes others who share your expertise.
Create your own group

My groups
My pending groups
Create group

NOT FOR THE FAINT-HEARTED

Let's go to:
Groups

A Few ECE Groups

Childcare Owners, Directors & Administrators
15,888 members

Early Childhood Education and Child Care Forum for Professionals and Parents
15,882 members

Early Childhood Education Network
56,176 members
Final tips…

10

Audience choice

Network!

Now!

Resources

To be posted on our blog

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Why not just use...

LinkedIn
530,000,000 users
Designed for early education consultants by an early childhood consultant, for early childhood education organizations.

Discount code:
clients50%2018
EXPIRES 1/31/18

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Complete the survey to be entered to win...

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Thanks for watching!