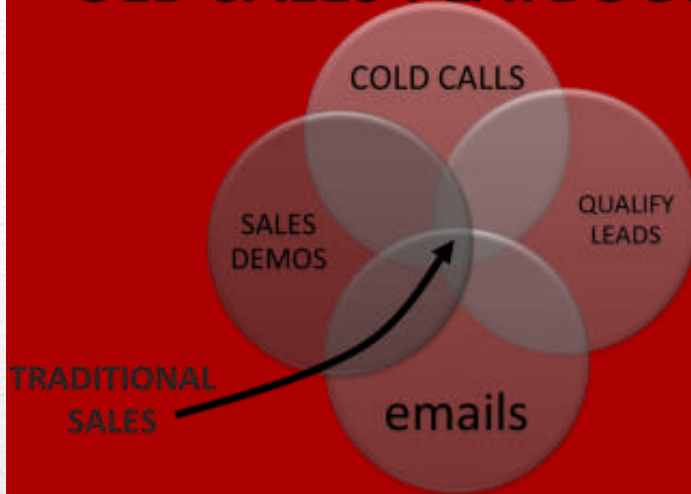
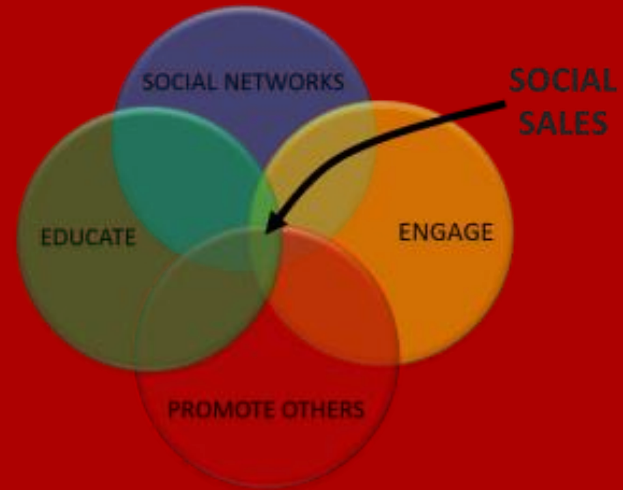


OLD SALES PLAYBOOK



NEW SALES PLAYBOOK



All About LEVERAGE

Thought Leadership with LinkedIn's Publisher Platform

What should you write about?

Write about challenges you've faced, opportunities you've seized, or important trends in your industry.

Here are some suggestions to get you started:

- ✓ Advice to others in your field
- ✓ Industry projections
- ✓ Problems within your industry and how to solve them
- ✓ Skill sets that will be helpful to others
- ✓ Changes in your industry over the years
- ✓ How you got started – tell your story
- ✓ Advice for career advancement.
- ✓ Challenges for the future of your profession.
- ✓ Tips on your subject matter expertise
- ✓ Experiences in the field and how they shaped you and your decisions

Thought Leadership with LinkedIn's Publisher Platform



BOBBIE FOEDISCH


Integrating Social Selling to ✓Build a Purpo...

Your recent activity

6 people viewed your profile in the past day

-2% profile rank in the past 7 days

“ Share an update


 Upload a photo

 Publish a post


From your home page, click “Publish a Post”

Thought Leadership with LinkedIn's Publisher Platform

Delete Save Publish

+ 

Add an image to bring your post to life
Recommended size: 698 x 400 pixels



BOBBIE FOEDISCH

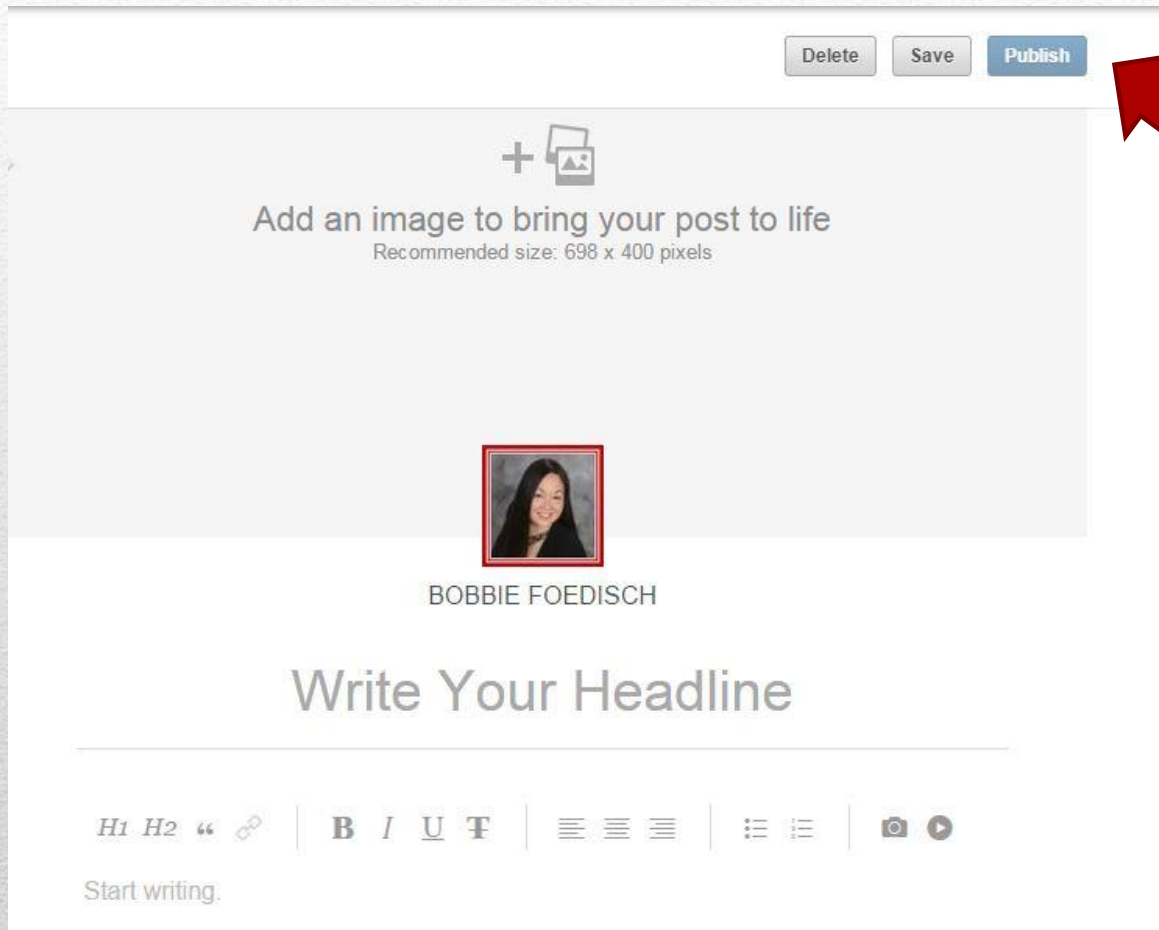
Write Your Headline

H1 H2 “ 🔗 | **B I U T** | ☰ ☰ ☰ | ☰ ☰ | 📷 🎥

Start writing.

Now just write
your long form
post!

Thought Leadership with LinkedIn's Publisher Platform



The screenshot displays the LinkedIn Publisher Platform interface for creating a post. At the top right, there are three buttons: "Delete", "Save", and "Publish". Below these is a large text area with a plus sign and an image icon, containing the text "Add an image to bring your post to life" and "Recommended size: 698 x 400 pixels". A small profile picture of Bobbie Foedisch is shown below the text area. Underneath the profile picture is the name "BOBBIE FOEDISCH". Below the name is a large text input field with the placeholder "Write Your Headline". At the bottom of the form is a rich text editor toolbar with icons for heading (H1, H2), quote, link, bold (B), italic (I), underline (U), text color (T), bulleted list, numbered list, image, and video. Below the toolbar is the text "Start writing."


You can delete,
save, or publish
your post

Thought Leadership with LinkedIn's Publisher Platform

Posts

Published by BOBBIE
See more ▶

957
followers



Network With Purpose At Your Next Chamber Event...
March 31, 2015

The LinkedIn Triathlon – The Third Leg.
March 12, 2015

The LinkedIn Triathlon – the Second Leg
February 10, 2015

You will find your long form posts on your profile, directly under your photo. It will remain there for all of the professionals visiting your profile to see!

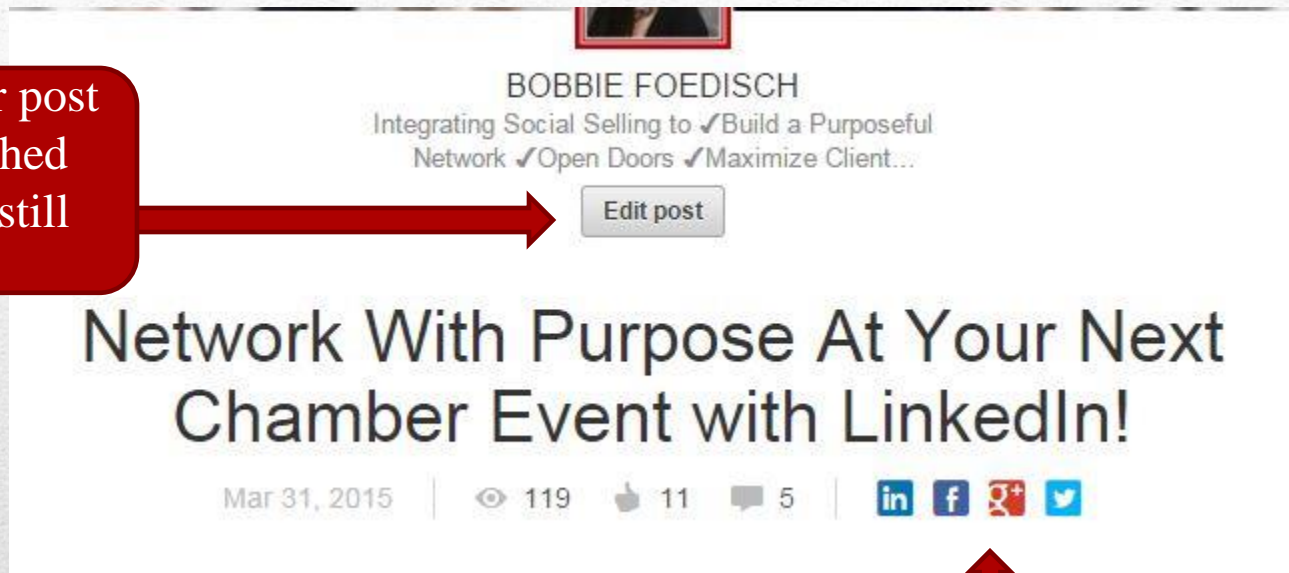
Thought Leadership with LinkedIn's Publisher Platform

Your 1st Degree Connections will be notified of your new post!



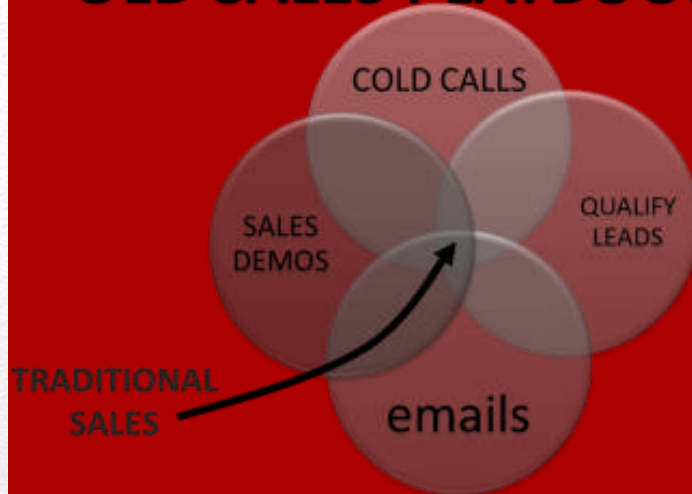
Thought Leadership with LinkedIn's Publisher Platform

Once your post is published you can still edit.

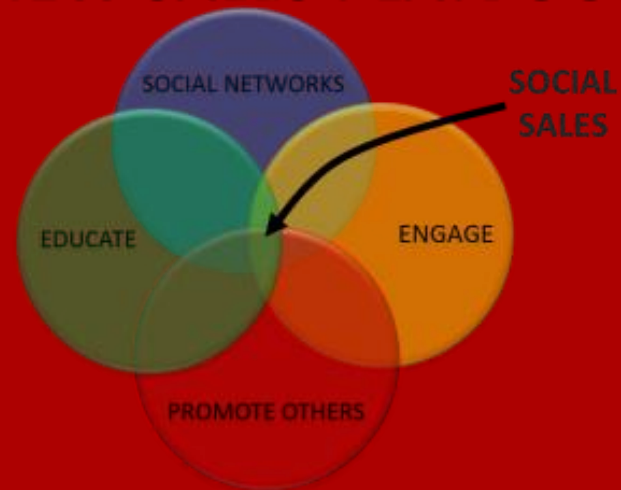


Once your post is published, share it to other social media platforms, LinkedIn groups, status updates, and your 1st degree connections on LinkedIn.

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LinkedIn Profile Services | Social Selling Custom Training Programs |
Executive Coaching Services | Concierge Social Selling Services |
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