

Taught by**: LinkedIn Master Trainer, Brian Traichel**

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When**: Weekly – 12pm-1pm Every Thursday in March**

**Starting on March 4th, 2021 (11th, 18th, 25th)**

Where**: Virtual via Zoom (register for access)**

RSVP by**: March 2nd, 2021 (for the series or week one only)**

**Send Email to:** [**events@callservicefirst.com**](mailto:events@callservicefirst.com)

Week One: **Optimize Your LinkedIn Profile (March 4th)**

* + Review and set your privacy setting for maximum security and effectiveness
  + How to use the “headline” feature to attract qualified customers
  + Utilize and leverage company publication for SEO keywords
  + And more

Week Two: **Understanding Your LinkedIn Network (March 11th)**

* Identify existing contacts and compile lead lists
* Create and implement effective follow up systems
* Lead generation systems for prospecting and getting the appointment
* And much more

Week Three: **Creating Your LinkedIn Schedule (March 18th)**

* Daily notifications
* Train & teach basic etiquette for posting and connecting

Week Four: **Creating Content (March 25th)**

* Create a company page
* Creative marketing techniques
* Optimize key words and hashtag strategy
* And so much more…



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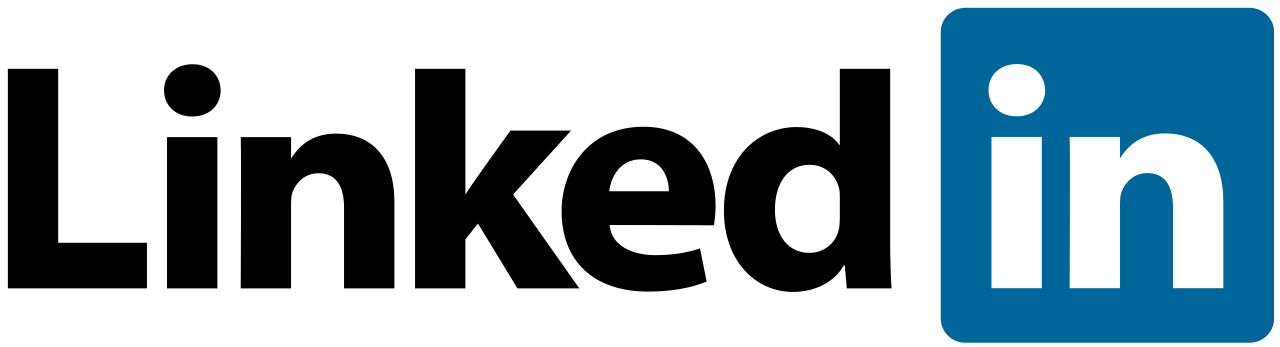
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 **4 Week Crash Course**