

HOW TO CUT THROUGH THE NOISE ON LINKEDIN AND SUPERCHARGE CANDIDATE ATTRACTION

Presented by

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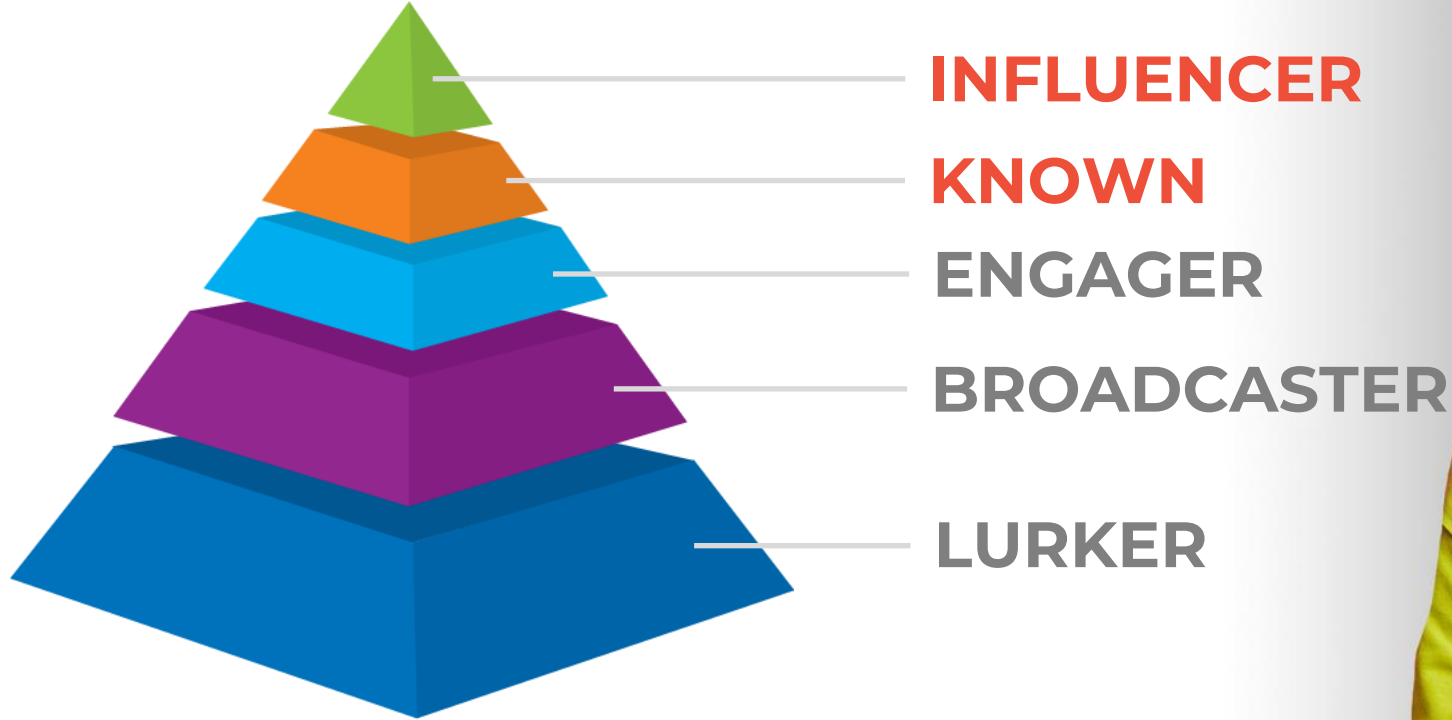




Authority Magazine



WHERE ARE YOU NOW?

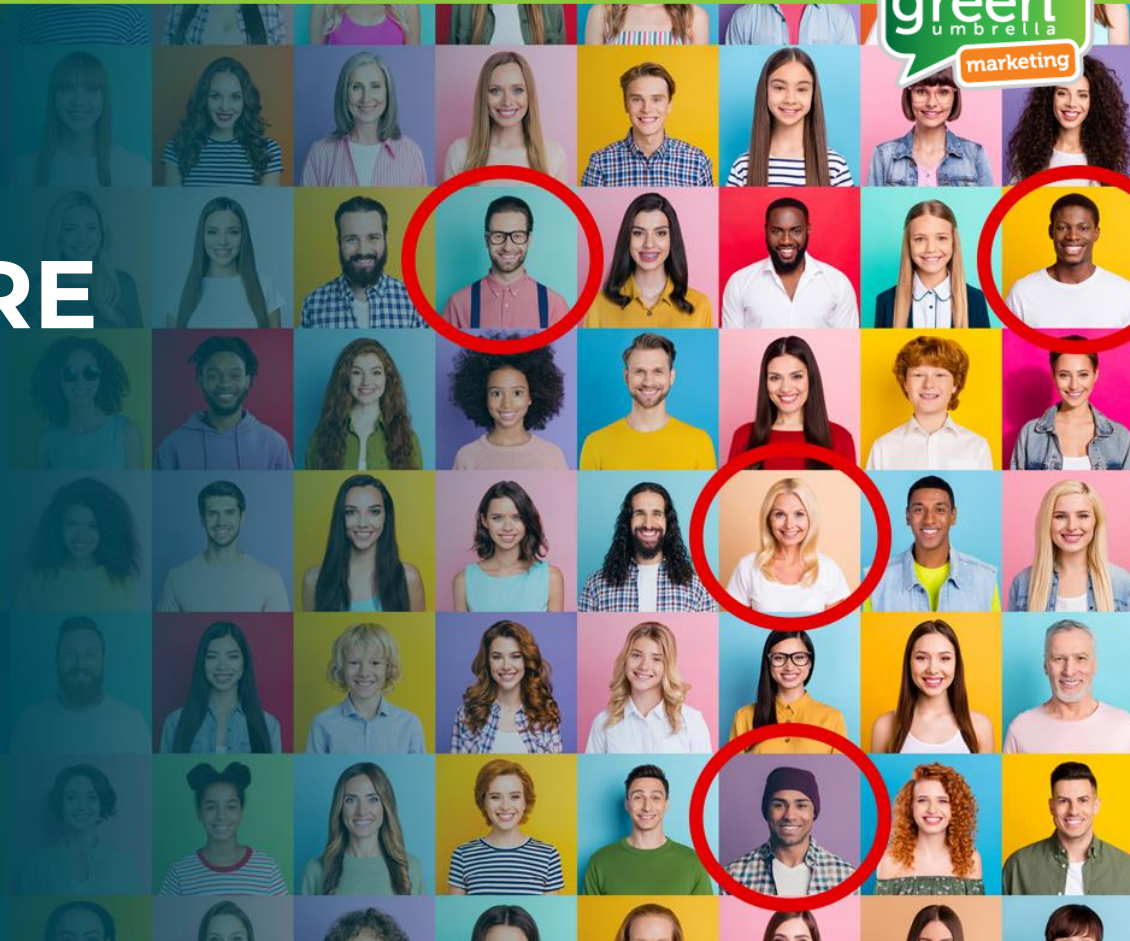


KNOW YOUR AUDIENCE...



**ARE YOU SERVING
THEM?
OR YOU?**

MAKE YOUR
CONTENT MORE
ABOUT YOUR
AUDIENCE
THAN
ABOUT YOU



IN ALL HONESTY....

- Very few people enjoy creating content
- Preparing content can be time consuming!
- Every time you use video content or go live, your exposure, reach and interaction increases



REDUCE THE PRESSURE!

- Get your audience to provide content ideas.
- Create a one pager of content prompts
- Outsource!



HOW ARE YOU TELLING YOUR STORIES?

STORYTELLING FRAMEWORK

HELL



HEAVEN



HOW



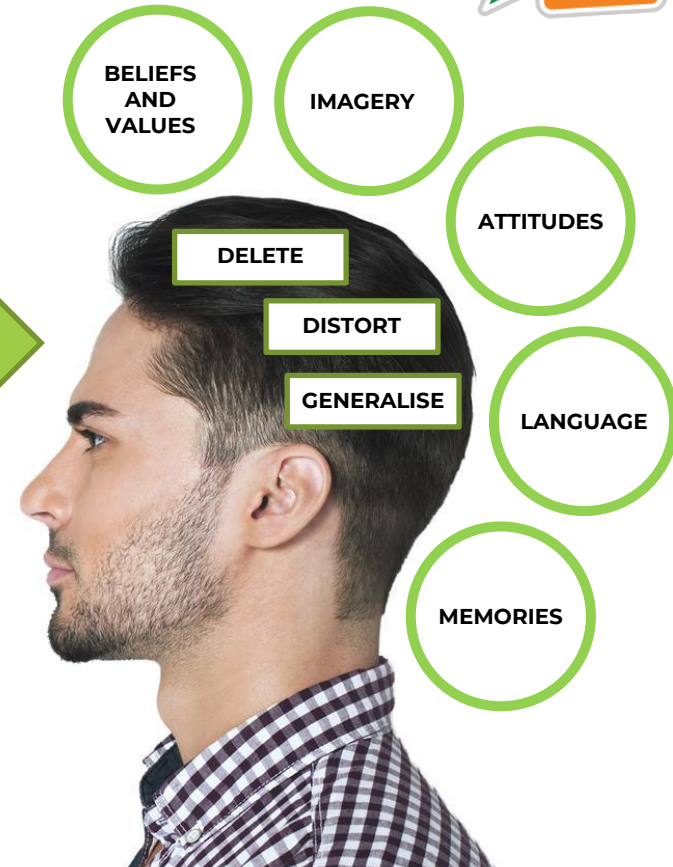
STORYTELLING FRAMEWORK

CONTENT
CONTEXT
CLARITY
CONSEQUENCE
CTA



HOW DO WE ENSURE YOUR MESSAGE LANDS?

HOW YOUR AUDIENCE RECEIVES INFORMATION



HOW DO YOU SUPERCHARGE YOUR EFFORTS?

GIVE THEM SOMETHING THEY CAN'T GET ANYWHERE ELSE

Whitepaper
EBook
Guide
Blueprint
Template
Checklist
Worksheet
Script
Cheatsheet
Toolkit

Swipefile
Audiobook
Free chapter
Free lesson
Free call/session
Research Report
Infographic/Posters
Webinar
Calculator
Quiz

SOCIAL
SNIPPET
NOVEMBER
2022



SOCIAL
SNIPPET
OCTOBER 2022



PERSONAL
BRAND
POWER TEST



SOCIAL
SNIPPET
SEPTEMBER
2022



FREE DIGITAL
HEALTH
CHECK



SOCIAL
SNIPPET
AUGUST 2022



MARKETING
STRATEGY
PLANNER –
2022 Q3



SOCIAL
SNIPPET JULY
2022



MAXIMISE EYES ON YOUR CONTENT

Email your audience, or use Direct Messaging to tell people there's something they shouldn't miss.



USE VIDEO...

- Explainer videos
- Internal recruitment
- Educational videos - Evidence your expertise
- Case studies
- Trends and Predictions
- Behind the scenes
- Video interviewing / screening
- Episodic content



KEEP IT CONSISTENT

Try not to be a one hit
wonder, show up regularly



**BE RAW.
BE NATURAL.
BE AUTHENTIC.**



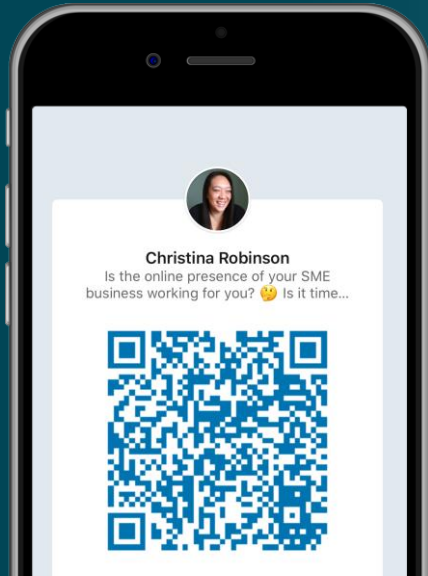
SHOW UP.



BACK YOU.



LET'S SEE IF YOU HAVE ANY QUESTIONS...





SCAN TO
CONNECT
WITH ME
ON LINKEDIN