

ASK A WEB GEEK!

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"Web Safari Guide"

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AskAWebGeek.com

ASK A WEB GEEK!



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WHAT WOULD
YOU LIKE TO
ASK A WEB GEEK?

LET'S LEARN
LINKEDIN!

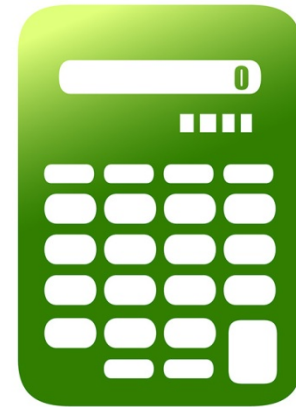
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YOUR WEBSITE = #1 TOOL

Your website is your
#1 tool to grow and
support your business!



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IT SHOULD ENHANCE EACH ASPECT OF YOUR BUSINESS

- Attract More Customers
- Enhance Customer Service
- *Save Time*
- *Save Money*
- Make More Sales
- Increase Efficiency
- *Serve your clients better, faster and easier!*



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CONGRATULATIONS!

You want to improve your business,
and you're taking steps to do so.

Good for you!



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- **JOIN** OUR FACEBOOK GROUP
- **SUBSCRIBE** ON YOUTUBE
- **FOLLOW** ON TWITTER
- **LISTEN** TO PODCAST

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DISCLAIMER!

You must be willing to have **your question**
or issue addressed in a **public forum.**

This is not legal or professional advice.

You accept responsibility for everything.



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WHO AM I?



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MY BUSINESS IS SERVING YOUR BUSINESS

- Do More Business
- Do Better Business



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GOLDEN NUGGET



- You'll learn something new each time you:
 - Read my book
 - Hear me speak
 - Watch my videos
 - Buy me coffee
- *Look for it!*



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GRAB SOME PAPER



- Draw a line down the middle
- Left: ***Notes***
- Right: ***Actions***
- ***Star Golden Nuggets!***



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TODD BRINKMAN

Virtual Reality for Main Street



Message

More...

Todd Brinkman · 1st

Founder of Virtual Reality for Main Street. Learn to Embrace Technology to Unleash Your Ability to Connect

Greater San Diego Area · 500+ connections · [Contact info](#)



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St. Cloud State University

Open to job opportunities

Account Executive, Digital Marketing Manager, Marketing Content Manager, Senior Account Executive and Account Manager roles

[See all details](#)



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FREE VIDEO WORKSHOP



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5 KEYS TO UNLOCK THE PROFIT HIDDEN IN YOUR WEBSITE

Sign up at:

MyWebsiteSafari.com



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***BUCKLE
UP!***



***STAY
HYDRATED!***



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FEATURED TOPIC OF THE WEEK!



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LET'S LEARN **LINKEDIN**



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SOCIAL MEDIA WITH DONUTS

-  i like donuts
-  i'm eating a #donut
-  where i eat donuts
-  watch me eat this donut
-  vintage photo of my donut
-  skills include eating donuts
-  cool donut recipe
-  donut shops i hate
-  i write about donuts
-  let's meet for donuts
-  donut hangout at 7
-  animated GIF of sprinkles
-  12 donuts in 6 seconds

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BE SOCIAL? WHERE TO START?

- Who is your Target Audience?
- *Not Everyone is Everywhere*

You can't be on all social media platforms all the time – and neither can your audience!

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START SLOW

- What / how much can you do?
- *5-10 mins per day?*
- *5/10 in Morning, 5/10 in Evening?*

Make it a part of your normal routine!



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BECOME A NATIVE

- Start by Reading and Learning
- Joining an existing community
- *It's a new language!*
- *Avoid bursting in with "HEY everyone! BUY my stuff! Buy MY stuff! Buy my stuff!"*

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KEY CONCEPTS

- Start by Supporting Others
- LinkedIn has limits
 - Invitations, Characters, Groups
- Connections! Relationships!
- Leverage your Profile
- Advanced Search



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GETTING STARTED

- CRAFT an engaging Profile
- Get Connected
- Engage – get involved
- Be Ready & Respond



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CRAFTING YOUR PROFILE

- **Cover Photo** – branded?
- **Profile Picture**
 - simple, professional, headshot
- **Headline** = MOST important!
 - Compelling + Keywords
 - Power + Succinct



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CRAFTING YOUR PROFILE

- **Summary** = Conversation
 - Who are you?
 - What makes you different?
 - What inspires you?
 - What can you offer / exp, skills, etc?
- *Leverage your profile + summary!*
 - Links as CTAs, offer, mail list sign up



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CRAFTING YOUR PROFILE

- **Experience** = simple & professional
- **Education** = years only ok
- **Web Links**
 - Rename the label with “Other”
- *Ask for **Recommendations!***
 - Clients, colleagues & collaborators



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ADVANCED SEARCH

- **Connections & *Introductions***
- *Search* within your own network first using **Keywords**
- **POI** – who is that for you?
- *Ask for introductions!*



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RICK ITZKOWICH'S "TOP 10 TERRIFIC TIPS"

1. Invite and accept connections.
2. Post 2 status updates per week.
3. Endorse 5 clients per week.
4. Write 1 recommendation per week.
5. Respond to communications.
6. Post 1 discussion in a group per week.
7. Respond to 1 discussion in a group per week.
8. Ask for 1 recommendation per week.
9. Ask for 1 introduction per day.
10. Identify 3 people you don't know to connect.

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FOLLOW, LIKE & SHARE

- Start by Supporting Others
- First 1 – 2 weeks: *FOLLOW Others*
- If you like it, *LIKE* it.
- If you love it, *SHARE* it.
- If you're brave, *COMMENT briefly*.



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LET'S TAKE A FIELD TRIP!





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A decorative border of various green tropical leaves, including monstera and philodendron, frames the top and sides of the image.

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ALL LINKS & DETAILS AT
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