

How to Use LinkedIn Better to Market Your Services and Expand Your Brand's Audience



with

David J.P. Fisher

President

RockStar Consulting

@dfishrockstar

dfish@davidjpfisher.com

Help or Hurt?



The image shows a LinkedIn profile card for David J.P. (D. Fish) Fisher. The card features a circular profile picture of a man with glasses and a pink shirt. To the left of the profile picture is the LinkedIn logo. To the right are three dots and a pencil icon. Below the profile picture, the name "David J.P. (D. Fish) Fisher" is displayed, followed by the headline "Speaker Helping Sales Teams Win More Business By Creating Human Connections". Below the headline, it says "Hyper-Connected Selling • Northwestern University" and "Greater Chicago Area • 500+ &". A bio follows: "I help individuals and organizations harness the power of relationships to uncover new opportunities and make existing business easier. My goal is to help people win more business by building their personal influence and creat...". At the bottom of the bio is a "See more" link with a downward arrow.

in

David J.P. (D. Fish) Fisher

Speaker Helping Sales Teams Win More Business By Creating Human Connections

Hyper-Connected Selling • Northwestern University

Greater Chicago Area • 500+ &

I help individuals and organizations harness the power of relationships to uncover new opportunities and make existing business easier. My goal is to help people win more business by building their personal influence and creat...

See more ▾

The buyer's journey has changed



CEB Challenger Study 2011-2012

Electronics
Television & Video
Televisions
LED & LCD TVs

Refine by

Amazon Prime



TV Display Size

- 32 Inches & Under (25)
- 33 to 43 Inches (33)
- 44 to 49 Inches (28)
- 50 to 59 Inches (71)
- 60 to 69 Inches (10)
- 70 Inches & Up (7)

Television Resolution

- 4K Ultra HD (17)
- 1080p (136)
- 1080i (2)
- 760p
- 760i
- 720p (13)
- 720i
- 480p
- 480i

TV Display Size: [32 Inches & Under](#) | [33 to 43 Inches](#) | [44 to 49 Inches](#) | [50 to 59 Inches](#) | [60 to 69 Inches](#) | [See more](#) ▾



See Color & Style Options

VIZIO E50-C1 50-Inch 1080p Smart LED HDTV
by VIZIO

\$528.00 ~~\$529.99~~ Prime
Get it by **Tuesday, Oct 13**

More Buying Choices
\$528.00 new (27 offers)
\$479.99 used (3 offers)

Prime Members Save an Additional \$30
[See Details](#)

★★★★★ ▾ 1,401



See Size Options

TCL 32D2700 32-Inch 720p 60Hz LED TV (2015 Model)
by TCL

\$158.88 ~~\$229.99~~ Prime
Get it by **Tuesday, Oct 13**

More Buying Choices
\$158.88 new (36 offers)
\$159.72 used (1 offer)

★★★★★ ▾ 64



See Size Options

VIZIO E500i-B1 50-Inch 1080p Smart LED HDTV
by VIZIO

\$528.99 new (3 offers)
\$474.99 used (3 offers)

[See newer version](#)
★★★★★ ▾ 1,937



★★★★★ ▾ 2,401

Samsung UN78JU7500 Curved 78-Inch 4K UHD Smart TV



★★★★★ ▾ 64



— Sponsored —



Samsung UN78JU7500 Curved 78-Inch 4K UHD Smart TV

\$5,497.99 ~~\$5,999.99~~

★★★★★ (85)



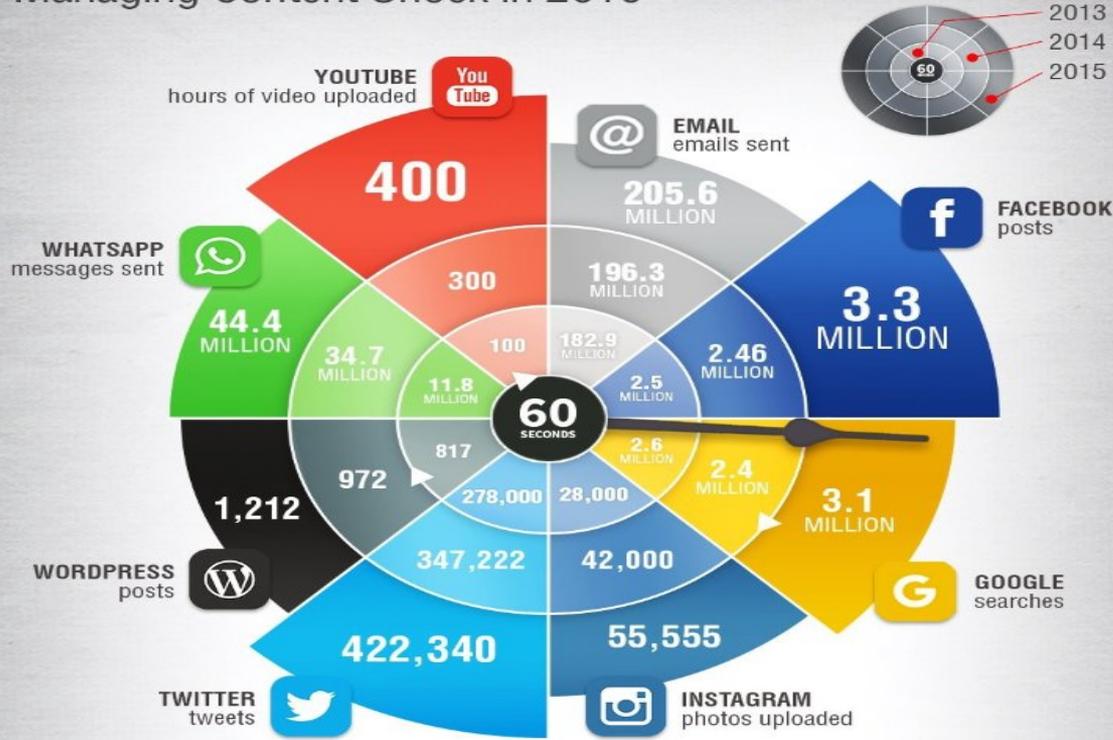
LG Electronics 60UB8200 60-Inch 4K UHD Smart TV

\$1,393.45 ~~\$2,899.99~~ Prime

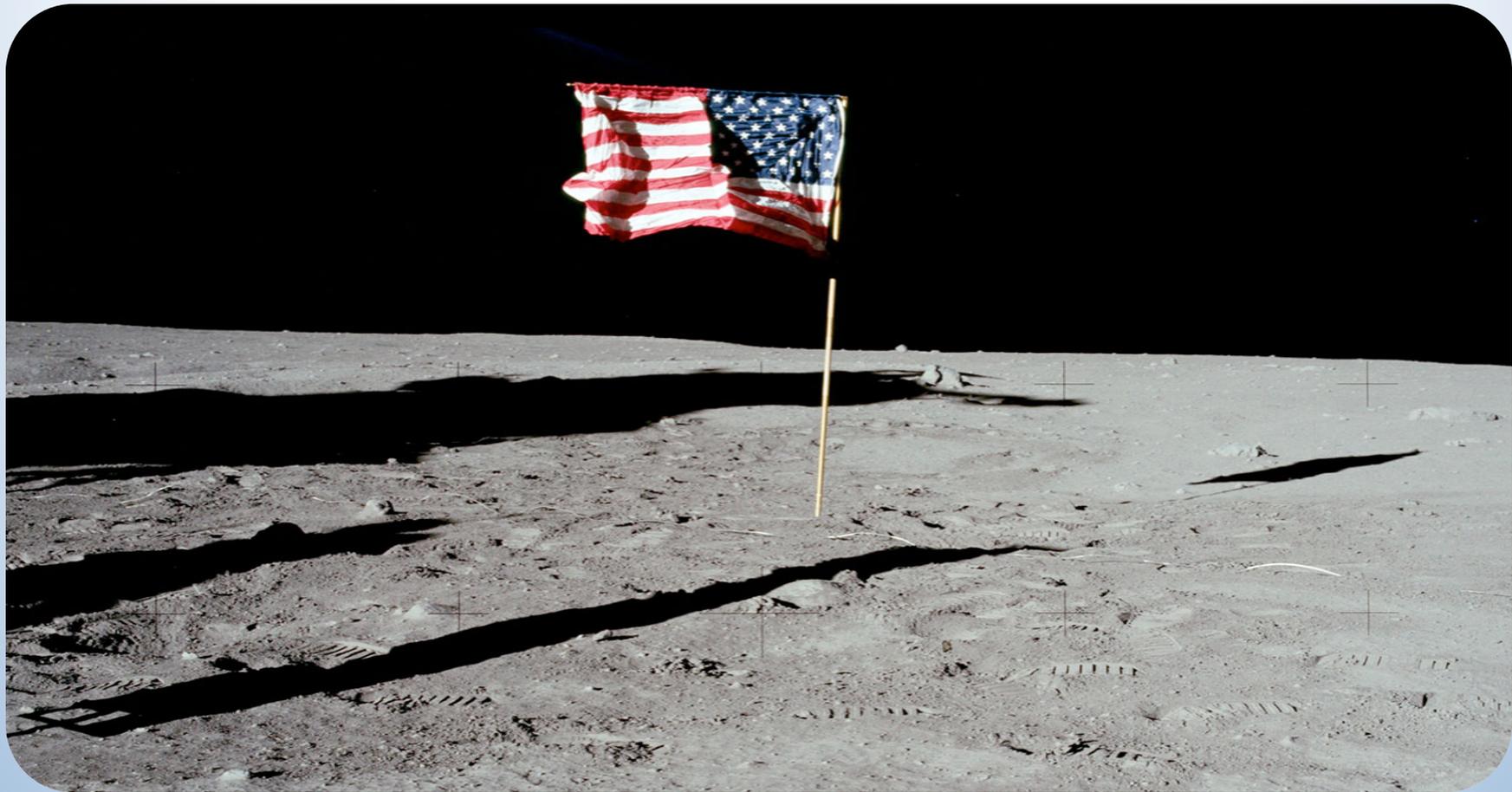
★★★★★ (214)

What Happens Online in 60 Seconds?

Managing Content Shock in 2016



1. Plant a Flag



Write this down

1. What is my business goal?
2. Who is my most important audience?
3. How do I want them to see me?

First Impressions

Would you want to do business with yourself?



A screenshot of a LinkedIn profile for Chuck Headley. The profile header is teal with a white circular profile picture of a man in a suit. Below the picture is the name 'Chuck Headley, CRPC Vice President - Wealth Management' and the title 'Investment and Retirement Planning Financial Advisor for Individuals and Families.' The location is 'Greater Pittsburgh Area • 204 &'. There are two buttons: 'View in Sales Navigator' and 'Message'. A bio at the bottom states: 'I have the privilege of working with individuals to help them become financially successful, both now and in the future. My goal is to simplify each step of the often confusing world of investing, college savings plans, li... See more'.

1st

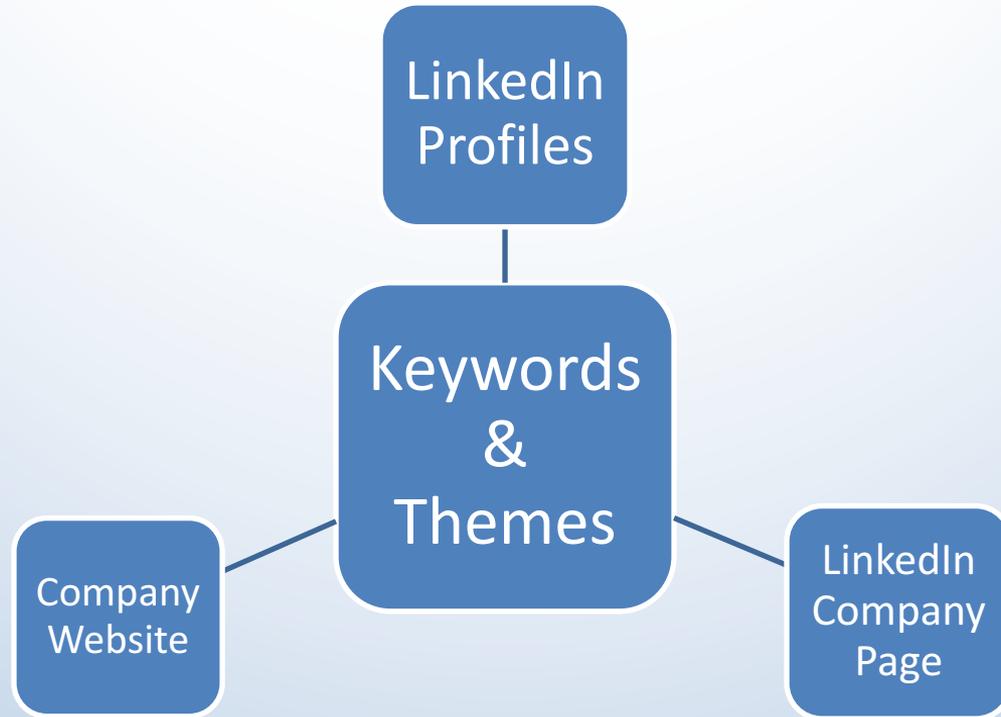
Chuck Headley, CRPC Vice President - Wealth Management
Investment and Retirement Planning Financial Advisor for Individuals and Families.
CUNA Mutual Group / CUNA Brokerage Services Inc. • Westminster College (PA)
Greater Pittsburgh Area • 204 &

[View in Sales Navigator](#) [Message](#)

I have the privilege of working with individuals to help them become financially successful, both now and in the future. My goal is to simplify each step of the often confusing world of investing, college savings plans, li... [See more](#)

2. Move Towards Alignment

Create a Self-Referential Eco-System



3. Provide Content

Quick and Dirty Branding



Share an article, photo, or update 

 Write an article - 2 Drafts Post

 **John Noyes**
Senior Loan Officer at Mortgage Master, NMLS # 214555
2h

My office is right down by the Merchandise Mart so I'll have a great view of this. It sounds like it will be really cool.



Merchandise Mart will light up Chicago River in 2018
timeout.com

3 Likes - 1 Comment

 Like  Comment  Share

You'll no longer see this update in your feed Undo

Maureen Mahoney likes this ...

 **Michael (Mike) Lacey**
Partner at Hoopis Group
3d

Truly honored to be awarded the Brian H Early award at the 2017 GAMA International LAMP dinner last night. Proud to be part of such an awesome firm in Hoopis Group and MassMutual- here's to another great year! [Peter H](#) ...see more





Take the Conversation Offline



Next Steps

- Define Your Goal, Audience, & Message
- Show the Benefits of Alignment
- Provide Content and Context

See You Online!

dfish@davidjpfisher.com

[Linkedin.com/in/iamdfish](https://www.linkedin.com/in/iamdfish)