

A portrait of Earl Everson, a man with a beard and mustache, wearing a dark blue polo shirt. He is smiling and looking towards the camera. The portrait is set within a large blue circle that has a white border.

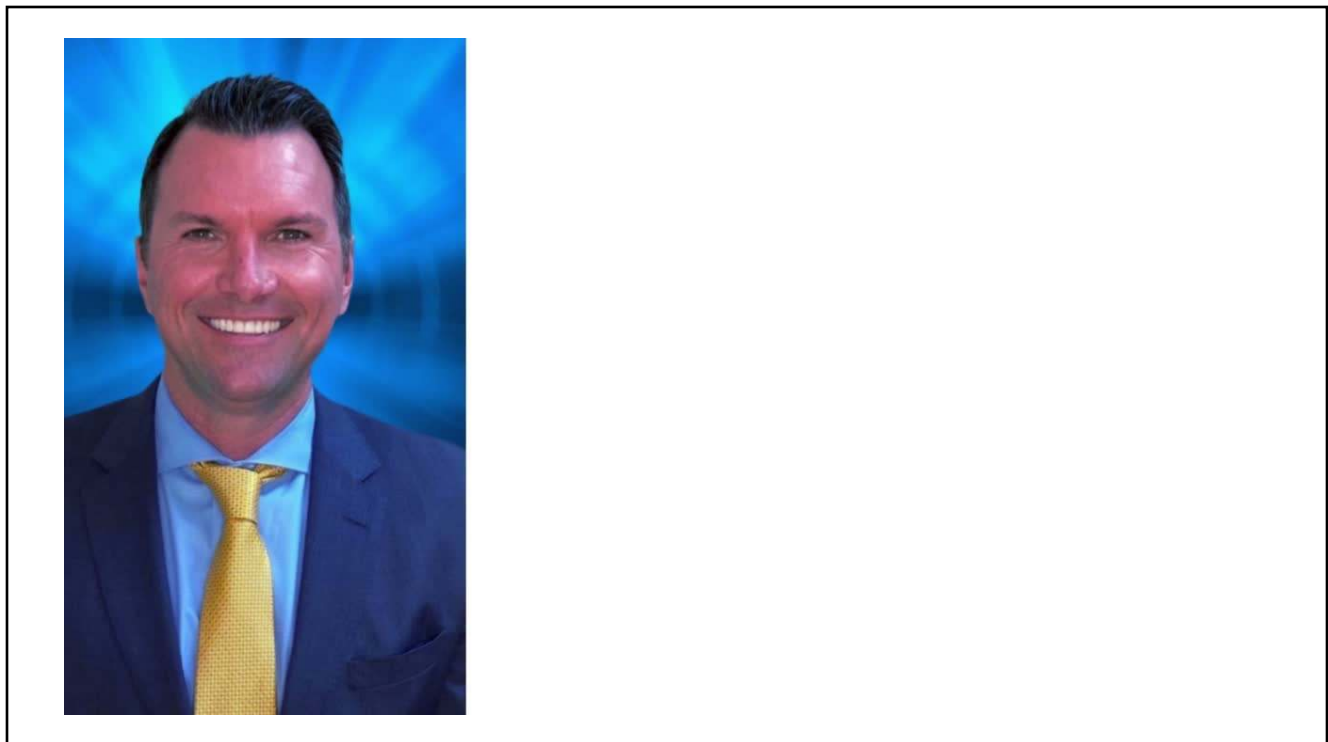
Earl Everson

The LinkedIn logo, consisting of a blue square with rounded corners and the letters "in" in white.

**HOW TO ESTABLISH
AN INVALUABLE LINK
WITH FUTURE CUSTOMERS**

A decorative graphic consisting of a 4x4 grid of small white dots.A decorative graphic consisting of a 4x4 grid of small white dots.

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2



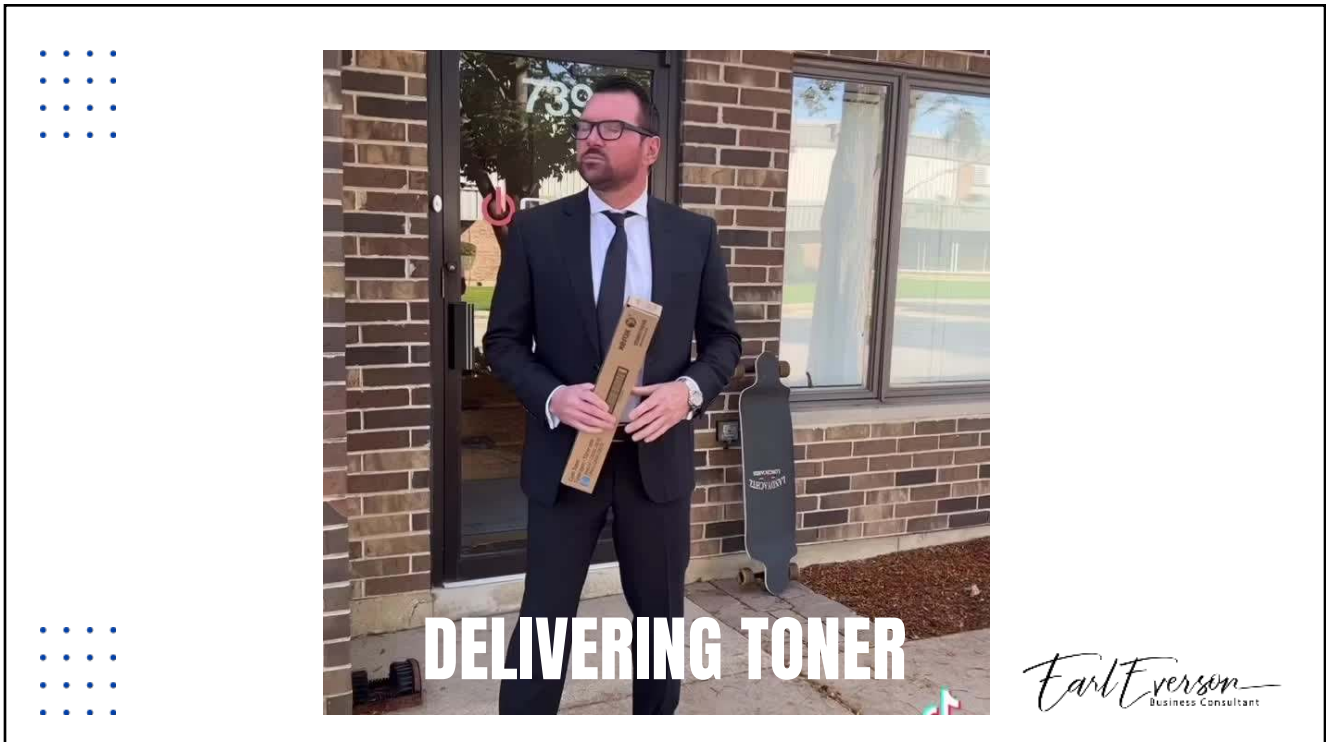
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LINKEDIN HAS HELPED ME

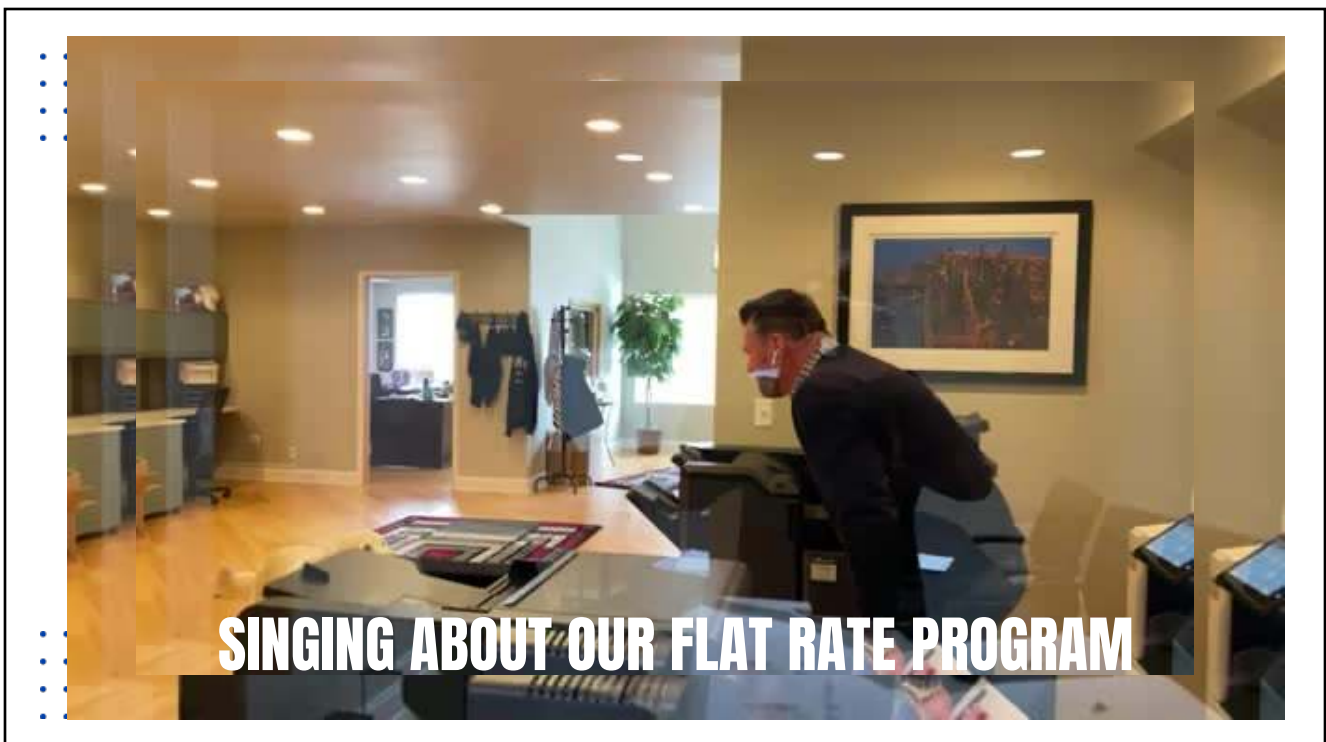
- Build my brand
- Establish a solid network
- Close more net new business



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BEST THING I'VE DONE FOR MY BUSINESS

Posting content on LinkedIn.



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IT'S MORE CRITICAL TODAY

To have a "social media content strategy".



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LINKEDIN IS SO MUCH MORE THAN A TOOL...

RECRUIT

FIND A JOB



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LINKEDIN IS YOUR RESUME

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YOUR OFFICE EQUIPMENT
Shouldn't be breaking the bank
or putting you into a jam

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2015 WHATEVER IT TAKES



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..... I CREATED MY SOCIAL MEDIA CONTENT STRATEGY

- NO CLICK RATES
- NO OVERAGES
- ONE INVOICE
- NO BILLING ISSUES



Flat Rate
Billing Program



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RESULTS FROM POSTING ON LINKEDIN

- Close business quicker.
- The selling has already been done.
- I'm worth the price to solve their problems!



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PEOPLE BUY FROM PEOPLE THEY

- **Know**
- **Like**
- **Trust**



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STATS ON LINKEDIN

- 260 Million monthly active users
- Only 3 Million post on a weekly basis.
- On the average, only 6%-7% see your post.
- 62% use LinkedIn as their #1 social media platform.



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STATS ON LINKEDIN

How many times do you post a week?

- 0 - 19%
- 1-3 - 51%
- 4-7 - 14%
- 7+ - 16%



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WHEN TO POST

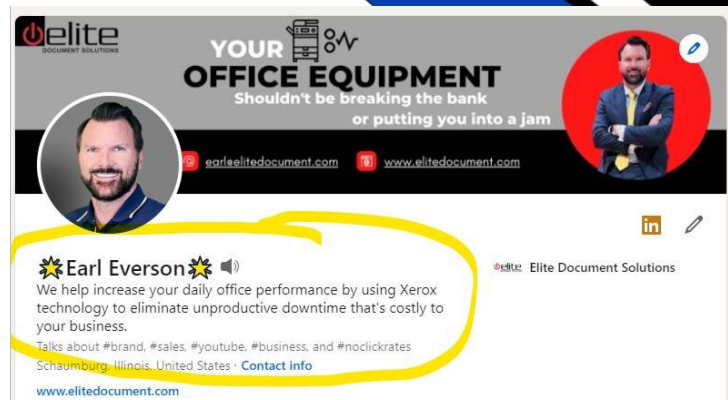
- **Best times to post:**
Tuesday-Thursday 9:00am-Noon
- **Best days to post:**
Tuesday-Wednesday
- **Worst days to post:** Friday
- Add 3 # hashtags per post so people can find your topic of your post.



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DOES YOUR PROFILE ATTRACT BUYERS AND CUSTOMERS?

- It needs to be an ad.
- 95% of profiles aren't clear to the buyer about what they do.
- Update your profile every 60 days.
- Optimize your profile.
- Grow your network.



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3 TYPES OF POSTS

- Educational
- Inspirational
- Entertainment



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DIFFERENT TYPES OF CONTENT

- Written form (50 words or less)
- Polls (3-4 Options)
- Static Pictures
- Video (60 seconds or less)

BE YOU!



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GETTING STARTED WITH CONTENT

- Get attention with a compelling header
- Written form (Post 1 a day)
- Polls (Post 1 a week)
- Static Pictures (Post 1 a day)
- Video (60 seconds or less)
Post 2 a week



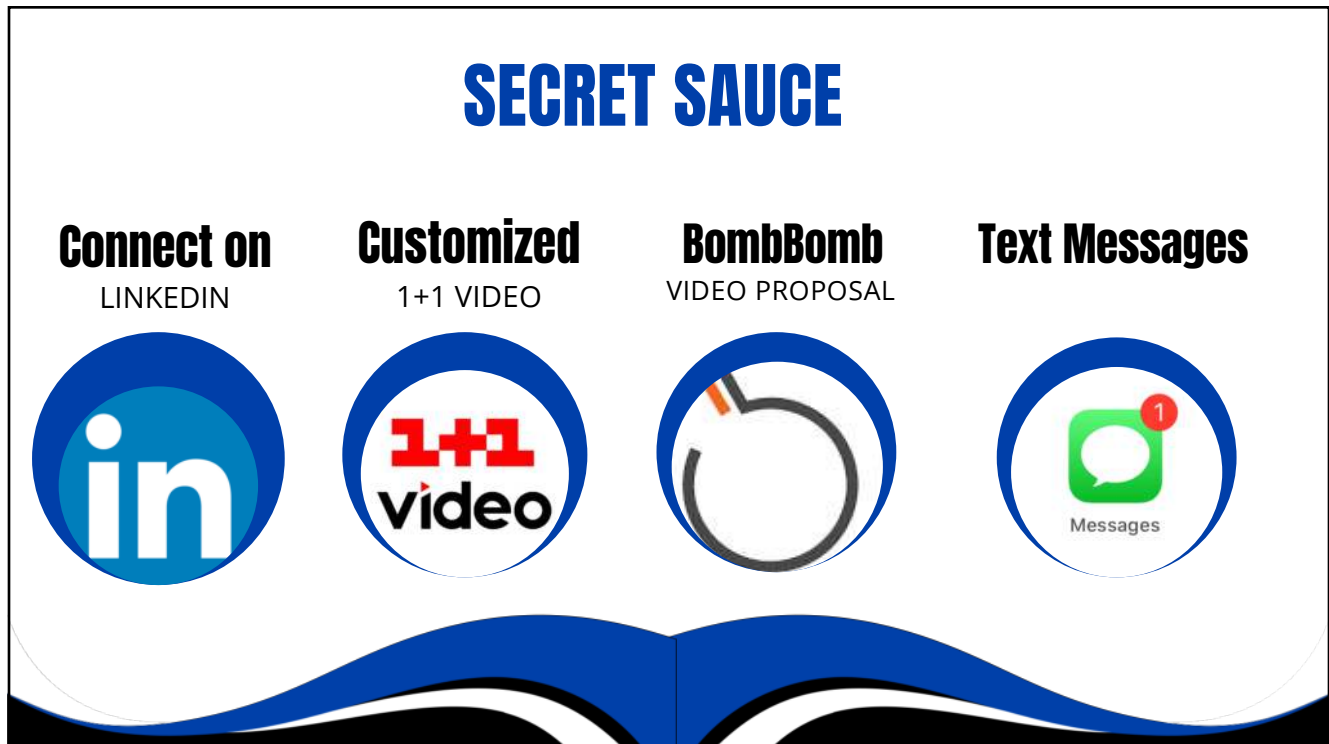
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GET LINKED WITH FUTURE CUSTOMERS

- Deliver a customized value prop to connect. (Friend of a friend)
- Know your audience... start walking the halls of their office!
- Watch their content
- **DO NOT SELL THEM... PROVIDE VALUE TO THEM!**



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