



Power Up on LinkedIn

Workbook

Legendary LeadHer Co.



You're a Legend



I'm Rashell Evans, career architect, personal branding guru, and LinkedIn expert.

I coach ambitious mid-to-executive level professional women in the nonprofit and social service industries how to leverage their personal brands to lead like a legend at work.

I teach women just like you how to go from unfulfilled and underpaid to making some serious change (and not just impact, but money too).



This workbook should be used to assist in getting started on your LinkedIn Profile or support making the necessary updates to your existing Profile and/or Page.

Begin networking and use this guide to get the conversation started. There's not a single way to use this worksheet.

Dive in, flesh out your ideas, experiences and expertise. Make additional copies of the templates you love and most importantly, get to work!

HOW TO ROCK THIS WORKBOOK

Like a Legend

It's time to reimagine and leverage your area of maximum impact in your career and transition into a visionary leader. The Legendary LeadHer Co., framework, Act, Learn & Build is designed to coach ambitious professional women, like you through the process.

Act

MINDSET

★ Truth is, you're the author of your own career. And if you don't write the words of your own narrative, the rest of the world will write it for you. Often times, ambitious professional women, with great intentions and drive can get in their own way. This is why we start with and consistently implement mindset work throughout all our offerings. A growth and learning mindset drives what leaders do and why.

Learn

YOUR SECOND DEADLINE HERE

- ★ Learn how to build relationships & bridges that connect you to your future at work.
- ★ Identify, develop, and practice your leadership style.
- ★ Get clear on (or remind yourself of) why you want to help people, why you're in the social services industry, and what kind of change you want to make.
- ★ Learn how to articulate your expertise, what skills you need to reach your next career level (whether hard or soft), and clearly define what you make legendary and so much more.

Build

GET HEARD, GET NOTICED, GET PROMOTED.

★ Social change starts with you, but you have to learn how to articulate your excellence, take charge of your career and kick some serious ass in the workplace. Through professional coaching and accountability, we take what you've learned and curate a gameplan for your career growth. Your career blueprint will include a strategic step by step action plan specific to you, your goals, and the impact you want to make.

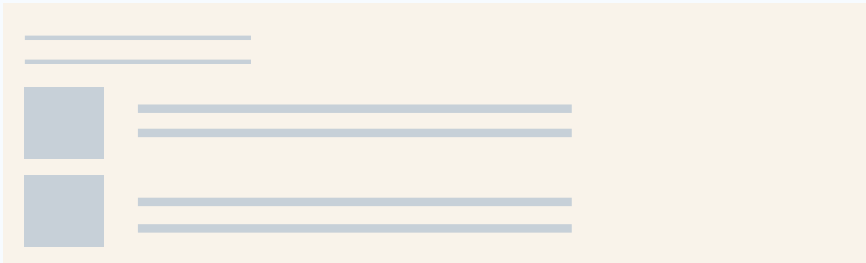
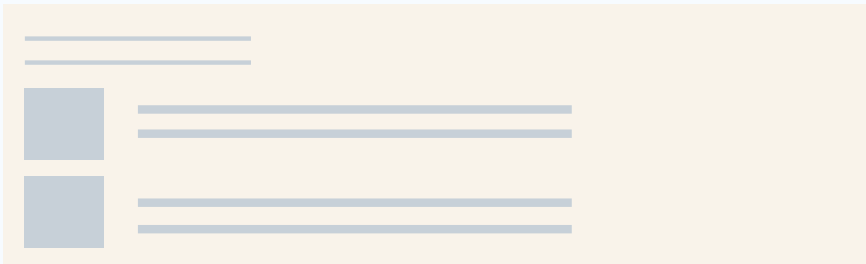
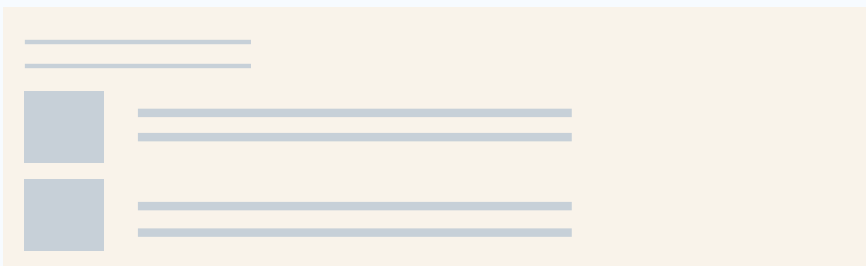
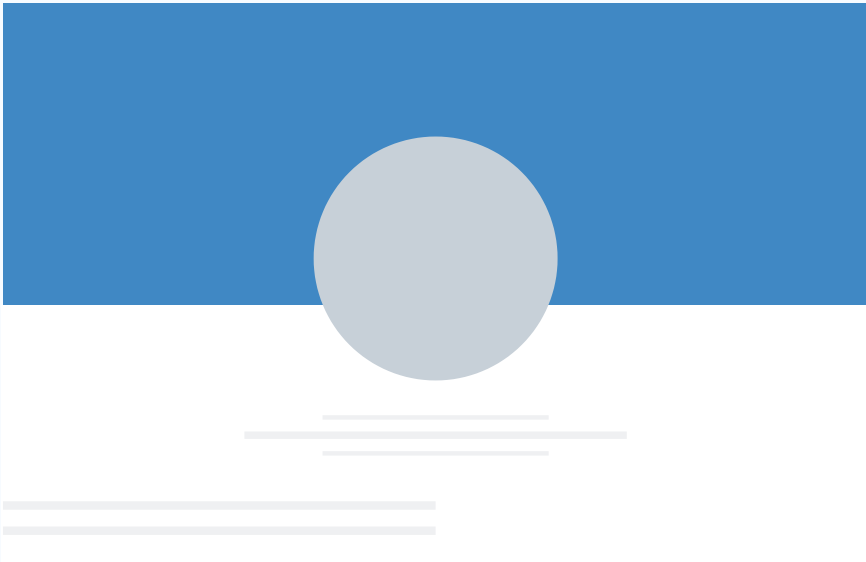
Repeat

Your Profile



PROFILE

The secret to building a LinkedIn profile that gets results is building a compelling personal brand.



LinkedIn Profile vs. LinkedIn Page

PROFILE

- Focuses on the individual
- Has access to functionalities that's only available to Profiles such as Newsletters and LinkedIn Live.
- Employees of a company has 10x the reach of a brand page.
- Individuals can focus on skills and expertise outside of those required in their profession (eg. Project management certificate).
- Top resource used for business development and recruitment by hiring managers.

LINKEDIN & BEYOND

- Social Impact and Engagement.
- LinkedIn Assessment Test
- Recommendations

PAGE

- Focuses on a brand, company of organization.
- Brand analytics for your page.
- An opportunity to show off your brands culture, talent and hire professionals.
- This page can not live alone, must have a Profile page connected to the brand.
- Multiple admin allowed for seamless connections and brand awareness.
- Call to action button on pages

LINKEDIN & BEYOND

- Skilled at more than one thing?
Cool - you can have 2 LinkedIn Pages at a time, simply identify the primary business of the two.



Headline & About Me Section

Your Headline:

Make the most out of the 150 characters you have available

Bio Hack:

- Use keywords in your bio.
- Write in third person
- Don't limit your expertise only to your professional experiences.



LinkedIn Profile Section Template

List Opportunities of Interest

1.

Features (*Post, Articles, Media, Links*)

2.

Background (*Work Exp, Education, License & Certification, Volunteer*)

3.

Skills

4.

Accomplishments

5.

Languages

6.



Communication Scripts

Make it your own...
Create scripts that work for you.

Pitch Perfect

A top-down photograph of a woman with long, wavy blonde hair, wearing a white blazer and white pants, sitting on a white bed. She is using a silver laptop with her right hand on the keyboard. In her left hand, she holds a clear glass filled with a yellow beverage and a slice of lime. She is wearing a white watch on her left wrist and two white lace bracelets on her right wrist. The background is a white, wrinkled bedsheet.

PITCH

Show your value and get your ideas across
in 60 seconds or less.



Journal Prompts

Say it loud...

I'm ready to be your biggest cheerleader. In order to effectively communicate to others your expertise in the workplace and in business, you must be able to define **What You Do!**

"I'm a (specific niche) - what you do!. I work with (who you serve) who are looking to (goal 1), (goal 2) and (goal 3)."

Here are some examples....

I'm a personal trainer! I work with people who are ready to exercise and eat right and who are looking to do it in a way that feels good, is time efficient and doesn't interrupt their day to day lifestyle.

I'm a fifth grade teacher! I work with school leadership and families who are looking to develop interactive after school programming to support students with homework, provide additional emotional support and early supper options for students.

Your Turn...

Use the questions below as prompt to answer the larger question,
What do you do for a living?

How does your work impact others?

How does your work impact your own life?

What impact do you hope to make as a change agent?



Make it your own...
Create scripts that work for you.

Network



Network

**Networking should not feel scary,
especially with practice.**

**Take the time to know what you bring
to the table and where you want to go
in your career.**



Communication Scripts

LinkedIn Messenger

Hi [name],

I notice that you're [job title at company]. I hope your new role is going well. I help businesses like yours get more clients using LinkedIn.

I recently delivered a branding project at an organization that is similar to yours. I'd love to send you [content].

Is [email address] the best one to send it to?

Regards,

Hi [name],

Hope you're well. I thought I'd see if you found [content] helpful. I'm currently delivering an online webinar for adults interested in ESL classes. If this is something that might be helpful for you, I'd love to chat with you about it. I can call you at the following times next week if any of these work:

- [date and time]
- [date and time]
- [date and time]

I look forward to hearing from you.

Sincerely,

Make it your own...
Create scripts that work for you.



Communication Scripts

A longer email

Hi [friend's first name],

Hope all is going well in your world!

I am considering a career change and exploring career alternatives. Working as a [what you do] at [where you work] for [number of years] has been great, but I'd like to grow my skill set and expand my horizons.

So, I'm exploring opportunities with new employers [or in a new field/industry -- name of field/industry, or working with customers you want], hoping to learn more about [skill set(s) you want, industry you want, customers you want, or whatever your goal is]. Given your wide experience and network, I would love to get your take on [whatever you specified earlier in this paragraph].

If you have some time to spare in the next 3 weeks, it would be great to get together for a cup of coffee or a glass of wine, even lunch or dinner (my treat!). Give me a couple of date/time options that would work best for you, and we'll find a time to connect.

If you're too busy to get together now, a short (15 or 20 minutes) phone call would be a great, too. Just let me know the best time and phone number for you.

I'd love to catch up on what's happening in your world and also have an opportunity to pick your brain about this topic.

"Thank you so much for your assistance on this. Please let me know how I can help you.

Regards,
[Your name]

**Make it your own...
Create scripts that work for you.**



Recommendation

Recommendation

**When you rock in the workplace,
it's a no-brainer that you will
receive a request on LinkedIn to
provide a recommendation for a
colleague or employee.**

**Learn to write or request a
kickass recommendation for your
LinkedIn profile.**



Recommendations

Recommendations are IMPORTANT for your LinkedIn Profile. Optimize your connections and plan your request. Start your list today.

name / date _____	name / date _____
_____	_____
_____	_____
_____	_____
_____	_____

Aim to collect recommendations from multiple connection types.

Employers
Educators

Other Connections
Colleagues



Recommendations Examples

Note, these are suggestions, you are strongly encouraged not to use these verbatim but allow these examples to guide the awesome recommendations you want to write for others and/or receive.



Seal the deal:

It's without hesitation that I recommend Joann if you are looking for the best healthcare coordinator.



What to say about a colleague:

Tanya is not only an intelligent and ambitious strategist but also an inspiring colleague. An innovative colleague who can be trusted with projects. She maintains very good relations with co-workers and clients.



Ask for a recommendation:

I hope you are well. I'm in the midst of a new job search, and I'm working on strengthening my LinkedIn presence. Since we worked closely together on that big project for company XYZ, would you be open to writing me a recommendation for my profile? I would be happy to provide some ideas or verbiage if that would make it easier.



Describe what makes a person stand out:

Stephanie's ability to manage difficult stakeholders is one of the key reasons we were able to win repeat business in the nonprofit industry. She knows how to manage expectations.



Recommendations

Forecast new and growing connections.

3 Month Strategy

Employers

Educators

Colleagues

Other Connections

6 Months Strategy

Employers

Educators

Colleagues

Other Connections

Power Up on LinkedIn Overview

Don't forget the topics covered.
Review and schedule to tackle each area.

- _ LinkedIn Profiles & Pages
- _ Update Privacy Settings
- _ Customize the URL
- _ Connections vs. Followers
- _ Dashboard: Finding your tribe!
- _ Influencers on LinkedIn
- _ Getting Started on LinkedIn
- _ Articles: Long Form Post
- _ Short Form Post
- _ Videos
- _ Be a thought Leaders
- _ Schedule Your Content
- _ Hashtags on LinkedIn
- _ News & Topics
- _ Newsletters
- _ Events
- _ LinkedIn Learning
- _ LinkedIn for Nonprofits

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday



Thank You...

It's been a pleasure to work with you. I don't take these experiences for granted. I started the Leendary LeadHer brand because I'm not satisfied with only being Great, I want to be Legendary! And I want the same for you. So let's *Live, Laugh & Learn* together.

Become a Legend at work and follow my series of e-courses just like this one, where I show everyday women like you, how to conquer a platform, develop a skill, leverage your expertise, or simply how to hack something in your life to give you back a few hours in your day.

I'll be in touch!



@Legendary_LeadHer

Become a Legend at Work

Email: Info@RashellEvans.com

Website: www.RashellEvans.com

Leverage what you've learned

[Schedule a 60 min session](#)