



LinkedIn for CEOs Video 4:

Delegate or Outsource?

Thanks for joining me here today for the final video in our series for CEOs about recruiting.

My name is Judy Schramm, and I'm the CEO of ProResource, a social media agency that works with CEOs to help you build a strong personal brand and then use social media to make faster progress towards your business goals.

In the first video, we talked about why your personal brand is important and how you can use your brand to support your company's recruiting, so you attract and hire the very best candidates.

In the second video, we talked about the specific steps you can take to make your personal brand visible on LinkedIn.

In the third, we talked about some of the challenges CEOs run into and some of the concerns they have about putting their brand out there.

Today, we're going to talk about making this easy. How to create simple systems that can be delegated to someone on your staff or outsourced to companies like ours.

If we go back to the second video, and talk about the steps to making your brand visible, there were three steps. The **first** is to have a LinkedIn profile that tells your story effectively. And we talked about the specific items that you can include and where to put them.

You want to share:

- the depth and breadth of your expertise,
- the problems you solve and who you solve them for,
- your traction,
- your founding story, your why,
- and your company culture.

There are specific places on your profile where each piece fits – you can go back and watch the video and get all of that information.

If you want to delegate, you can get your assistant or someone on your marketing team to help you update your profile and the profiles of the hiring manager and others on your leadership team. Just share that second video with them.

If you want to outsource, you can hire a company like ours to give you and your team LinkedIn profile makeovers. Profile makeovers are available at a wide range of price points. You can get them for \$100, you can get them for \$2000-3000. Our company charges \$1495 for a comprehensive makeover, redoing the entire profile. That's the level that most CEOs get, because they have a rich story to tell and you want to be sure you are using every possible piece of the profile to tell it. We have other price points, but that's the one most CEOs want.



Once you have a good profile, you need to keep it up-to-date. Check it quarterly to see if there's anything you want to change or add:

- Any new accomplishments, milestones or awards?
- Do you have new team photos or videos?
- Have you joined a board?
- Do you want to change your header graphic? Which, by the way, is an excellent way to keep your profile fresh – change your header graphic with the seasons.

Second, blog posts. Blog posts are how you share your ideas. If you want to be seen as a thought leader, if you want to share your philosophy, if you want to tell the story of your company vision, if you want to tell stories to motivate your employees and stakeholders, blogging is the ideal way to do it.

Blog posts published on LinkedIn are shared with everyone in your network, they stay on your profile so people who google you can find them, and they are available to the search engines. They are the ideal way to help prospective employees and current employees understand how you think.

If you have time to write your own blog posts, that's great, but I know very few CEOs who do, even those who love to write. You're just too busy.

If you want to delegate or outsource this, you want a good writer who understands both you and your market. You're the CEO, you want your blog posts to sound like you and to be as compelling as you are in person. So you need a really good writer.

Our team is made up of former journalists and producers, who help you tell your company's story in the most exciting and powerful way possible. You will love working with them.

Third, engaging with your network, staying in touch with people who could be good hires or make referrals and building the relationships. And that involves two steps:

1. Showing that you are paying attention to them, by liking and sharing what they post.
2. Being interesting, so they keep paying attention to you, by posting interesting content that helps them understand who you are and what you care about, and allows them to watch your business grow.

How do you do that?

The trick is making your news feed work for you. When you set up your news feed so that you are following the right people, companies, and topics, all you have to do is check your news feed a couple times a week. And then like and share.

First of all, what's your news feed? It's what you see on the home page when you log into LinkedIn. It's the first page you see, either on the desktop or on the app. It has the news – what is being shared by your connections, like an article, video or blog post, and what's new with them, like did they get a promotion or new job.

For recruiting, you want to connect with people who you would like to hire someday or who can make referrals, such as your employees, because that's where you are going to get your best referrals.



Also follow people who are thought leaders on leadership topics you care about, people and companies and topics that you personally find interesting, that you think would be interesting to the type of people you want to recruit.

Then find a time when you have a couple minutes – maybe when you’re in line at Starbucks, in the car line for your kids, at a soccer game, or after dinner. Open the LinkedIn app, and check your news feed. Like and share a few things to show people you are paying attention to them, and make it worthwhile for people to pay attention to you.

Can you delegate or outsource that?

You can. All you have to do is create rules about how you want to interact with people and what type of content you want to share.

But you might enjoy doing it yourself, and here’s why... First, it’s more authentic.

Second, you learn from seeing what people share.

It will help you keep your finger on the pulse, and when you talk to people you will be able to reference what you saw – like their new job or their most recent blog post.

One of the big benefits to social media for CEOs is that it helps you keep your finger on the pulse. You get raw, unfiltered information in real time, and that can be very useful to you. Even if you only spend a couple minutes looking at it.

One thing we see people doing is a hybrid approach, where they have someone who keeps their account lively and active, and then they do some of the liking, commenting and sharing themselves, when they have time. That gives you the best of both worlds, and that’s what I do.

OK, so let’s get to the point...

We can help you with all of this, and we would love to work with you. So here’s what we can offer...

We have an executive branding package designed specifically for recruiting that includes a LinkedIn profile makeover, so your profile tells a story that gets prospective hires excited about working for you.

It also includes two blog posts, so you can showcase your leadership philosophy and management style and company culture.

And we can set up your news feed so it is filled with useful, relevant information, which allows you to reap the benefits of being in social media without spending more than a couple minutes a week.

This branding package is \$2995.

But we have a special offer for people who watched the videos – you can get \$500 off, so that’s \$2495.

If you want to get the others on your leadership team involved, here’s a team package.

- We will give LinkedIn profile makeovers to you and the other executives.
- We will write one blog post for each of you that showcases your company culture, and
- We will set up your news feed so it is easy for you to build relationships.



If you do two or more executives, the cost is just \$1995 – that’s a substantial discount off the usual cost.

And we’re offering a bonus.

I have put together some training webinars on the topics that our clients have asked for most often, and you get that series of 6 webinars for free. We charge \$495 per quarter to access these webinars, but you’re going to get the recordings for free, and you can share them with your team.

There are 5 topics for your sales team:

- Profile Makeover Workshop – so the rest of your team knows how to improve their LinkedIn profiles too
- How to Do Prospecting on LinkedIn – these are the latest tips and tricks for doing prospecting
- How to Build Relationships Using LinkedIn – this is something everyone can use
- How to Be Interesting on LinkedIn – getting people’s attention and keeping it
- How to Be Seen as a Thought Leader on LinkedIn – build respect

And one for your marketing team:

- LinkedIn Advertising 101 – the different types of ads, what each costs, how to use them, and what kind of a response rate to expect.

We update these 30-minute webinars every quarter, so they are always current. And you will have access to these for a full year. You and your entire team. For free.

When you take advantage of this offer, you will have created a strong personal brand on LinkedIn for you and two other members of your leadership team – imagine how great it will feel to know that when job candidates check you out on LinkedIn that you look amazing. 24/7 you will be selling your company as a great place to work for. And when you attract the best people you can grow your business faster.

Plus you will have access to webinars that give you the very latest tips and techniques for using LinkedIn. So that not just you, but your entire team, can get the absolute most out of LinkedIn.

To get the discounted rate and the free bonus, you need to sign up below. You’re not going to pay anything now. I will give you a call, we will talk about it and make sure this is a fit for you before you pay a cent. Once we talk, you will need to get started within 15 days to get this pricing and the free bonus.

So let’s get this moving for you! Sign up below and let’s get your competitive advantage in recruiting started.

I’m looking forward to working with you!