

# How to Grow a Large, Engaged, Authentic Audience on LinkedIn

Are you trying to make a bigger dent in the world?

You have something significant to offer – and you are ready to get the word out.

But you're not sure how to do it.

You've heard a lot of advice – some of it conflicting – and you've tried a few things. But you don't yet have the traction you know you could have.

Now you can learn from someone who has had massive success on LinkedIn and will teach you her secrets!



**Liz Leiba** has 137,000 followers on LinkedIn, up from 7,000 in 2020 – and continues to grow her audience at the rate of about 1000 a week.

She has 56 million content views, 200K comments, 16K shares, and consistently gets a 5% engagement rate when 0.35% is the average – all of which translates into more than \$2 million earned media value.

Liz is a college professor with more than ten years' experience teaching American literature, creative and professional writing, and Anti-Racism/DEI at the undergraduate and graduate level. She is a Director of Instructional Design and Innovation, with eight years of experience developing and deploying college online courses.

As the Founder and Course Developer for Black History & Culture Academy, she creates self-paced courses on African history and literature, African American history and literature, and Diversity, Equity, and Inclusion. She hosts the Black Power Moves Podcast, part of the Ebony Covering Black America Podcast Network.

I am beyond thrilled to announce that Liz has agreed to partner with us in a training program where you can tap into her knowledge and expertise to discover how to grow your own audience.

## Who this is for...

This program is designed for people who are passionate about something.

- It could be social justice or a cause that is near and dear to your heart.
- It might be the problem your business solves.
- It could be an opportunity you see that others don't fully appreciate.

It needs to be something you care deeply about – something you want strongly enough to focus on for an entire year.

### **What to expect...**

Every month, you join a group call where Liz teaches one aspect of mastering LinkedIn. She will teach for 20-30 minutes, then do hot seats for the rest of the hour.

Each hot seat is an opportunity to tap into Liz's brainpower and apply her expertise to your specific situation. You can volunteer for a hot seat several times during the program.

Of course, you also learn from her advice to other participants.

On a second call each month, we offer Office Hours, where you can call in to get feedback and advice from Liz and Ann Marie Beebout, our executive coach. You can ask about any issue you have, whether it's the focus of that month or not.

Both calls are recorded, so if you aren't able to attend live, you can watch at your convenience.

### **Your commitment...**

To get the full benefit and see results, you need to watch the session with Liz every month.

PLUS you need to spend at least an hour every week practicing the skills and techniques that were taught.

Office hours are optional.

This program is NOT for people who just want to understand the concepts behind building a large audience. It is for people who are going to **do the work** involved in building an audience of their own.

### **Pricing...**

We want this to be affordable to founders and nonprofits, so the cost is only \$500/month.

Or you can pay \$5000 for the full year in advance, which gives you a \$1000 discount.

### **How to apply...**

Since this is our first program, we want people who are genuinely a fit. You can fill out the application form here: <https://judyschramm.typeform.com/to/jX0Vkygg>

And because we want everyone to be able to get personalized attention, we are capping the size of the group.

Don't delay, get your application in!

The deadline to apply is October 26, 2022, at midnight Pacific time.

### **Here's the agenda...**

The program is launching November 9, 2022. This is the current plan for content (this may change):

Nov – Define Your Brand

Dec – Content Strategy (what to post, types of content, frequency, timing)

Jan – Storytelling

Feb – Engagement I (how to engage with other people's posts)

Mar – Engagement II (how to maximize engagement on your own posts)

Apr – Hacking the LinkedIn Algorithm I

May – Hacking the LinkedIn Algorithm II

Jun – How to Handle Trolls

Jul – Being Vulnerable

Aug – Staying in Your Lane vs. Going Outside

Sep – Calls to Action

Oct – Analytics, Metrics & ROI

### **Questions?**

Email [judy@proresource.com](mailto:judy@proresource.com).