

LinkedIn For Humans

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Delivered by Sophie Cross for PRCA

Editor of Freelancer Magazine,
OG Marketer & LinkedIn Legend



HALF DAY
IN-PERSON
WORKSHOP

LinkedIn For Humans

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A fun, engaging and practical half-day workshop based on the renowned online course from Sophie Cross and Freelancer Magazine Marketing School which has had over 1500 enrolments to date and has five-star reviews.

“Thank you for the LinkedIn course. It really helped me find my true voice and gave me the confidence to use it!”

Stu Hallybone, Creative Director

“I have just completed Sophie's course LinkedIn for Humans and I recommend it for anyone regardless of how long they have been using LinkedIn for. She mixes education and fun very well.”

Lorna Smart, Editor

“Genuinely the best course I think I've done for my business. The results were instant and I see the numbers improve every day.”

Alice K Hollis, More Than Words

“Sophie has created a smart, efficient course to help people get the most out of the time they spend on LinkedIn. Her course, "LinkedIn for Humans," is focused and fun. I thought my LinkedIn skills were pretty okay, but you've shown me how to shine more, how to be a better contact for others, and how to showcase the value I have 🙌. You're a star!

P.S. Sophie is a writer: a good writer. And it's clear that she's spent time editing and polishing her own words that she shares in the mini-chapters - I really appreciated that.”

Mica Allen, The Communication Skills Wizard

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This workshop is for you if you want to...



Raise Your Profile

You want to **raise your profile** and **make a name for yourself** in your industry and quickly.



Feel The Love

You want the LinkedIn **algorithm** to love you.



Grow Your Network

You want to **grow truly valuable connections**.



Get Your Mindset Right

You want the **right mindset** to **build brilliant relationships** on LinkedIn that lead to amazing **business opportunities**.



Grow Your Business

You want to open yourself up to **new business leads** and increase people's **desire to work with you**.



Gain Confidence

You want the **confidence** to **create interesting content** that gets **results** on LinkedIn.

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Transformations:

- You'll start creating meaningful connections and growing a brilliant business network in the golden age of LinkedIn (and find out why it's the golden age).
- You'll develop your personal brand and know how to become a thought leader in your industry's trending topics to open yourself up to business opportunities.
- You'll get your mindset right to market yourself little and often to generate lots of leads and referrals.
- You'll find your tone of voice and be confident in creating content that resonates to easily put yourself in LinkedIn's top 1% of content creators.

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Outcomes:

- You'll know how to make your profile page eye-catching and how to drive people to it.
- You'll define your content pillars, brand values and tone of voice personality traits.
- You'll know who you want to connect with and why.
- You'll take away a content plan and start writing posts that will get engagement.
- You'll feel confident to put yourself out there and not be a LinkedIn Lurker.

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A taster of the workshop and exercises...

- Being a delightful human
- How can you help?
- Getting your mindset right
- LinkedIn is a party and everyone is invited
- You can get it if you really want
- Content that's so fresh and so clean

🎵 + A soundtrack to your success to make it extra memorable and keep energy high.

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Optional (for delivery in-house/for agencies):

- Using LinkedIn for employee advocacy — encouraging employee-generated content.
A low-budget way to raise your brand's profile with content and impressions that really mean something.
- Finding your marketing sweet spot for your Company Page content.
- Creating a campaign/distribution plan for employee/company content.