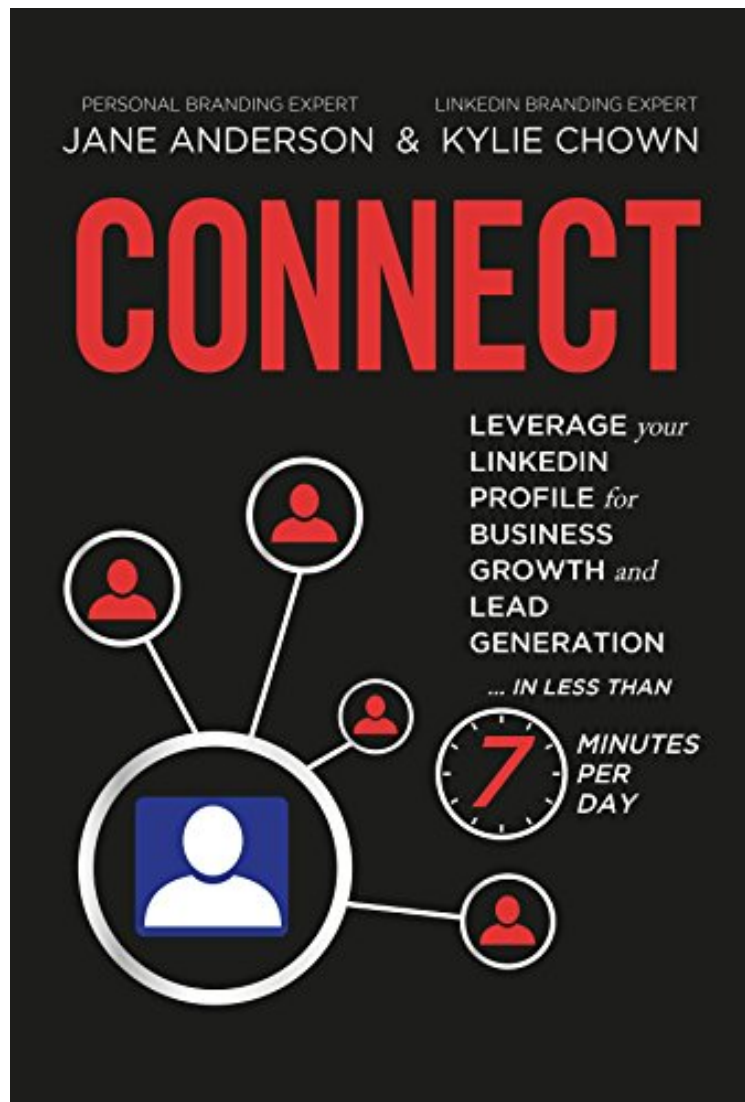


(Ebook free) **CONNECT: Leverage your LinkedIn Profile for Business Growth and Lead Generation in Less Than 7 Minutes per Day**

## **CONNECT: Leverage your LinkedIn Profile for Business Growth and Lead Generation in Less Than 7 Minutes per Day**

*Jane E Anderson, Kylie Chown*  
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**Jane E Anderson, Kylie Chown : CONNECT: Leverage your LinkedIn Profile for Business Growth and Lead Generation in Less Than 7 Minutes per Day** before purchasing it in order to gage whether or not it would be worth my time, and all praised **CONNECT: Leverage your LinkedIn Profile for Business Growth and Lead Generation in Less Than 7 Minutes per Day:**

0 of 0 people found the following review helpful. This book made the whole process easy and solved a number of concerns I had had ...By CATHERINE LEBLANCI had been resisting LinkedIn for some time as I didn't want to be

on such a corporate platform. After reading this I was able to see that actually LinkedIn is a highly personal platform and much more suited to my business needs than I realised. Following the advice in Connect I've set myself up and have started connecting. This book made the whole process easy and solved a number of concerns I had had about being on LinkedIn. Very practical!

0 of 0 people found the following review helpful. Elegant, authentic and classy

By Patricia McMillan I thought I knew how to use LinkedIn effectively, but Jane Anderson and Kylie Chown's book CONNECT has shown me how to take it to a whole new level. And what's particularly appealing is that there are no slimy or pushy marketing tactics here. Anderson and Chown's approach is based on authenticity, class and the genuine desire to be of service to the people you connect with. I now have a list of specific and simple actions I can take to help me leverage my LinkedIn profile. This book is outstanding value.

0 of 0 people found the following review helpful. First impressions are now made online

By Ryan Rhoten We live in a connected, digital-first world. Today, it is perfectly normal for you to meet someone for the first time online. It's equally normal for that first interaction or meeting to be via LinkedIn. This means that in order to stand out from the crowd, you not only need a great LinkedIn profile but you also need to tailor your profile to your target audience. If done correctly, you can leverage your LinkedIn profile for business growth and lead generation. Unfortunately, many business professionals don't really understand LinkedIn. They may have a profile with minimal information or worse they don't even have a profile set up at all. Fortunately, we have CONNECT. CONNECT has something to offer everyone from those getting started to even the most veteran LinkedIn user. CONNECT contains clear and concise, illustrated step-by-step instructions that start at square one and move you all the way to All-Star LinkedIn status. If you're a business professional you have to make a good impression online. A great way to do that is with LinkedIn. With Kylie and Jane's book in-hand you have all you need to get started making a great first impression, even while you sleep. I highly recommend this book.

Leverage your LinkedIn profile for lead generation and business growth. LinkedIn has given businesses and consultants unprecedented opportunities. Never before has there been such a strong platform allowing businesses and consultants to identify, engage and connect with their ideal audience. We are in the world of Digital First and LinkedIn is leading the way. Before LinkedIn, businesses and professionals needed big budgets, strong contacts and a dedicated marketing team to get results, but now all you need is one platform — LinkedIn. I know I need to use LinkedIn, but I don't know how! By the end of this book, you will understand the strategies needed to generate leads and grow your business via LinkedIn. You will be armed with practical steps that can be easily implemented for immediate results. Your outcomes will be stronger and you will be leading the competition in this new playing field...

"Over the past 100 years, we have moved from the Industrial Age, through the Information Age to the Digital Age. To thrive today, you need to be online and your expertise needs to be on show. Jane Anderson and Kylie Chown have shone a light on the path to having a digital presence on LinkedIn that really connects with your target audience and makes your expertise stand out. Clear, practical and simple, CONNECT is a must-read for anyone using LinkedIn to do business." - Dermot Crowley, Productivity Expert and author of "Smart Work", Wiley, 2015

"The rules of connection have changed. We can connect and influence at the touch of a button and, as a result, our ability to manage our personal brand across multiple channels is critical. In this book, Jane and Kylie share how LinkedIn can build and leverage your brand to drive commercial and personal success. A must read packed with learnings, tools and tips for anyone wanting to take leadership of self." - Janine Garner, Collaboration Expert and author of "From Me to We", Wiley, 2015

"CONNECT offers insights and practical tips on how to use LinkedIn to leverage your profile and business. Helping the reader work through at a strategic level what they want to be known for and then providing valuable guidance to achieve this. Put simply, if you have a LinkedIn profile and you are serious about your professional brand, then you must read this book." - Gabrielle Dolan, author of "Ignite: Real Leadership, Real Talk, Real Results", Wiley, 2015

About the Author Obsessed with connection, Jane helps experts to have greater IMPACT through their Personal Branding, LinkedIn, Presentations Interview Skills. Her clients feel more confident, persuasive have stronger presence without feeling like they're blowing their own trumpet. They attract the right clients, become more persuasive earn more.

HOW SHE HELPS Keynote Speaker Business to Business Marketing Lead Generation using LinkedIn for Thought Leaders, Experts, Sales Teams Consultants. Blog and Newsletter Writing Mentoring Medical Interview Coaching for Doctors Presentation Skills Coaching and Training Jane has worked with over 12,000 people globally on their positioning. She has been featured in The Age, Sydney Morning Herald, BBC Online, Today Tonight, Mornings on Channel 9, Management Today Marie Claire. She holds one of the top 1% viewed LinkedIn profiles globally, is the host of the #1 ranked "Jane Anderson Brand You Show" Podcast in iTunes has been nominated for Telstra Business Women's awards in 2014. Jane is author of the books "IMPACT: How To Build Your Personal Brand for The Connection Economy" "CONNECT: Leverage Your LinkedIn Profile for Networking, Lead Generation and Business Growth." JANE'S CLIENTS INCLUDE: Virgin Australia, Rio Tinto, Ikea, Australian Medical Association, AIA Insurance, TUH, Super Retail Group, Dominos, Conoco Phillips, Sunsuper, XStrata, QGC, Origin

Energy, IP Australia, Griffith Uni, Dept of Defence, QLD Transport, Stanwell, Gold Coast City Council. She speaks at over 30 conferences each year on Personal Branding, LinkedIn and Influence.