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 Consultant; Mutual of Omaha Investor Services



719-667-3803
www.pikespeaksbdc.org



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About the facilitator...

Jacqueline Staples

SBDC Generalist & Marketing Consultant;
Registered Representative, Mutual of Omaha Investor Services

Jacqueline Staples is a Chicago native with an MBA in Leadership and a BA in Communications. For over a decade, she has managed marketing departments for non-profits, \$500+ million companies, and small businesses. Her experience focuses on budgets, analysis, and strategies to reach goals and increase revenue. Marketing vehicles include print, email, media, and digital.



Jacqueline genuinely enjoys giving back by utilizing her marketing experience combined with her financial skills to help businesses and families in the Colorado Springs community. Since 2014, Jacqueline has been facilitating Dave Ramsey's "Financial Peace University" at several churches around Colorado Springs. This passion to help her community eliminate debt and learn to become financially free has led her into the Financial Industry over the last few years. She is currently a registered representative affiliated with Mutual of Omaha Advisors, and in her free time Jacqueline enjoys spending time with her husband, two teenage daughters, and her two dogs exploring all the greatness that this city has to offer.

To register for assistance: www.pikespeaksbdc.org/consulting

Pikes Peak Small Business Development Center
Phone: (719) 667-3803
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Website: www.pikespeaksbdc.org



With 259 million members worldwide, you literally have the world at your fingertips!

Every person you know is valuable, think of who they know!

What is the purpose of LinkedIn?

To showcase your skills and experience to prospective employers and or clients in a professional manner. Think of it like your digital resume and interview. Spending 30 minutes a week improving your LinkedIn is valuable.

Profile Standards

- Professional profile picture (not one with your dog)
- Professional name
- Keep it current
- Make your profile public
- All job skills/responsibilities
- Writing your summary: 2-3 sentences of your education and skills and what you're passionate about. Include a statement of what you're looking to achieve so others can connect to you and also help you. Be direct. Use keywords that people may search for.

Connections

- 500+ connections, allows you to connect to others more easily & provides credibility. Increased invites and views.
- Who should you connect with?
 - Competitors to get closer to people of interest, your target market
 - People you went to school, trained, or work(ed) with
 - Friends/family, this will help you get recommendations, which builds up your character and credibility
 - Basically anyone that knows you
- Who's connecting with you?
 1. People trying to sell you something (only connect if they could be valuable to you)
 2. Competitors (Yes, always) Rise above, they just gave you access to their people.
 3. Hackers (No)
- How do you search for target market? Search for people, add a location filter, choose 3rd connections (because you don't know them)

Personalize your connection requests by specifying the purpose, be direct. "I would like to connect with you because.... I value you, we are in the same industry, we could do business together, to see if you're a vendor I would want to use" and beyond.

