



**CII**

**Luton and St Albans Branch event presentation file  
With Richard Maybury**

**Richard's free, detailed how-to guide to polishing your professional profile is available to all attendees by linking up with Richard or requesting your copy by email**

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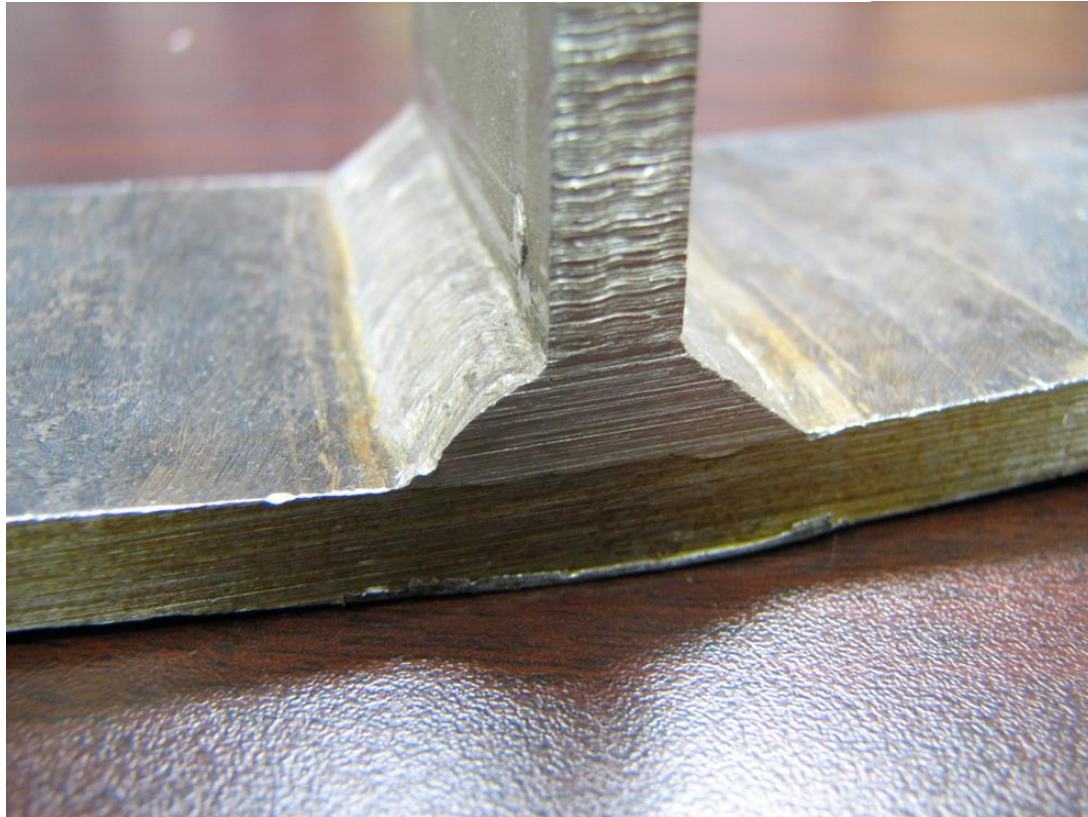


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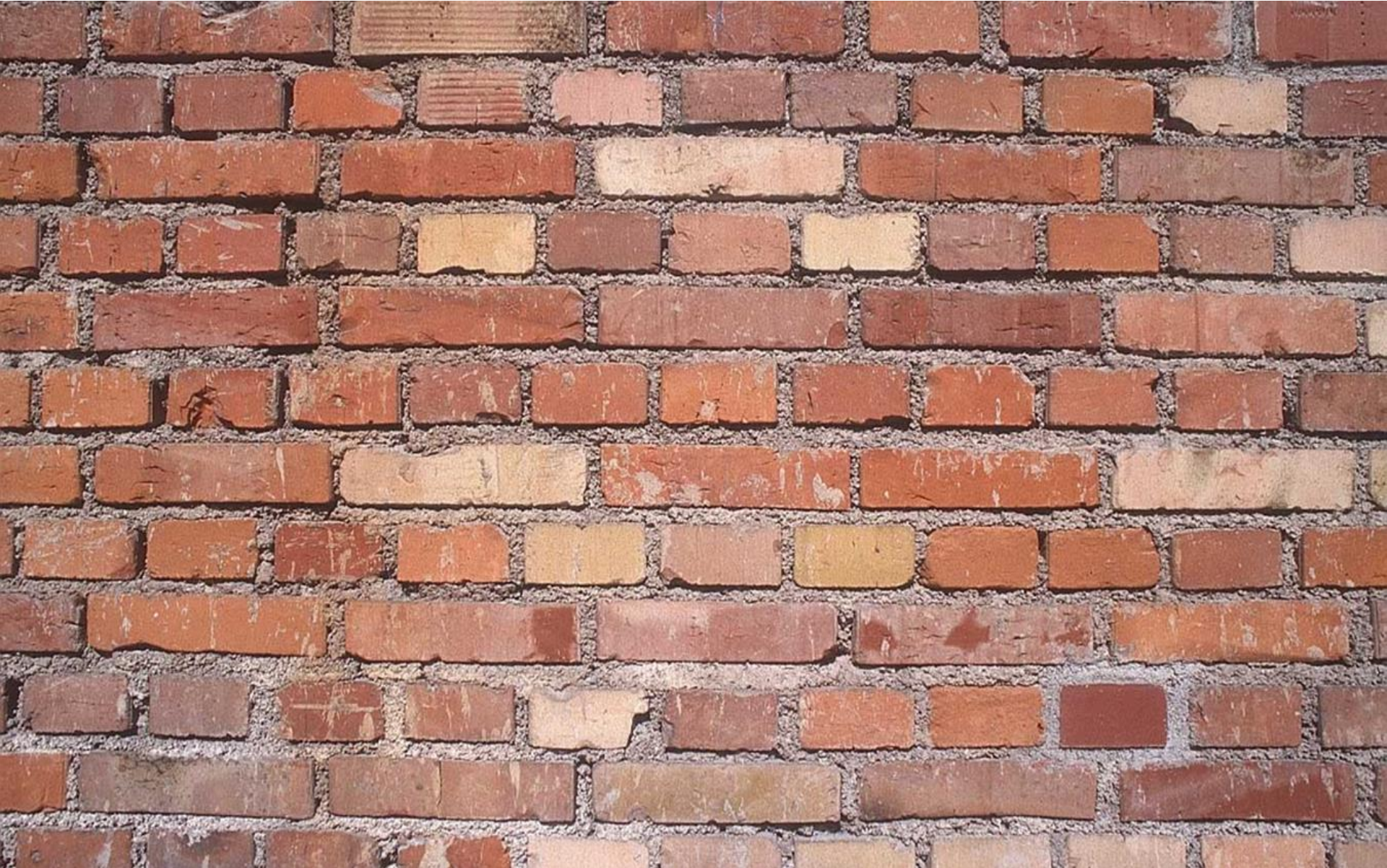
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Define Purpose  
Decide Strategy  
Defend Priorities  
Deliver Results









## Define Purpose - 1



What is your  
Default Position  
and how happy  
are you to  
change it?

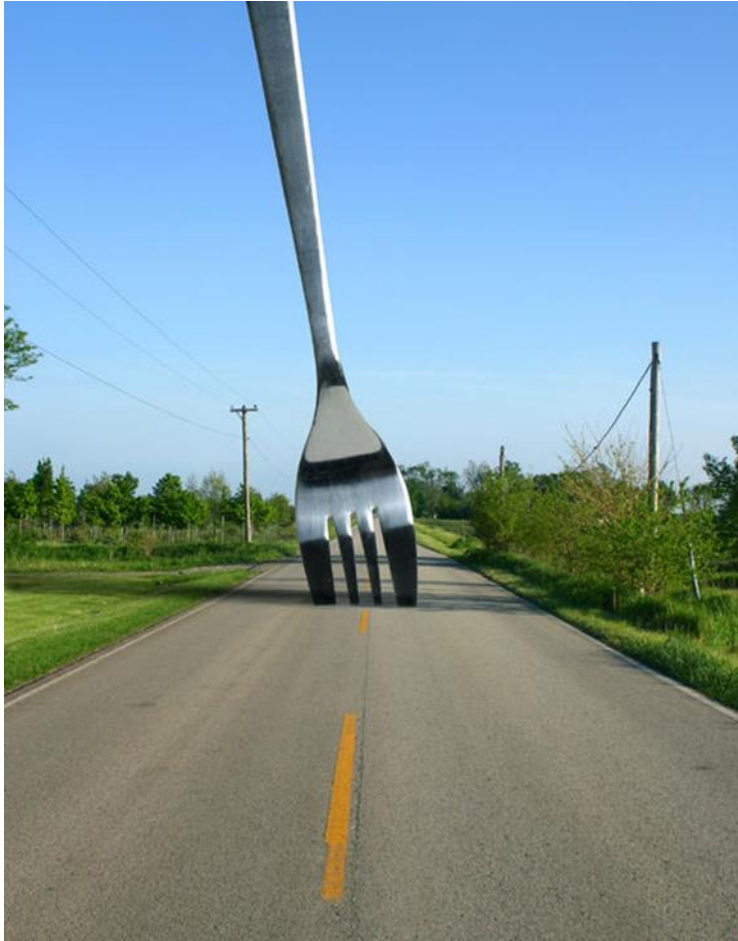


Why bother?

What is your purpose in wanting to change the way you look at and work with LinkedIn?







Which fork do you take?

Use the same business logic as you do on every other marketing investment.

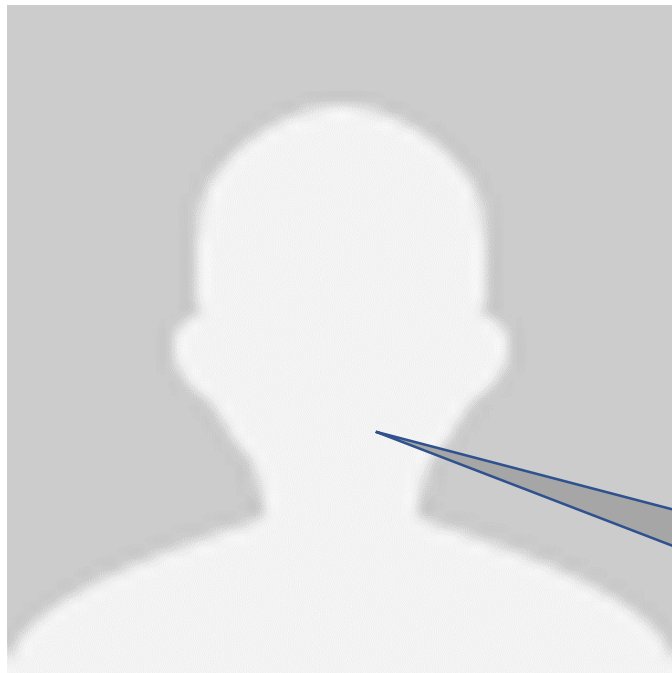
What is your USP?



What is your  
Ultimate  
Strategic  
Positioning?

What do you want to be Found  
and famous for?

## Who is your ideal contact?



What do they want?

How do they find what they want?

What language do they use?

*It is all about them NOT  
all about you!*



## Where are your contacts?



### Who knows them?

*Research, Search, connect – use Advanced Search*

### Where do they hang out?

*Don't dwell in your own ghetto, join groups your customers and prospects hang out in*

### What sources do they trust?

*Use updates to point people to great resources, be a great signposter, sharer and work your USP  
Ultimate Strategic Positioning*

# Attitude Solutions What is your LinkUp Strategy?

DEFINE > DECIDE > DEFEND > DELIVER

**Keep Out**

**FROG**

**Take on all-  
comers**

**Let's go  
Clubbing**



Polish your profile



**How to make your professional profile shine online**

**Richard 'Mr Productivity' Maybury**

**Free LinkedIn Profile Polishing guide**

**<https://www.linkedin.com/in/richardmaybury>**



Attitude **Solutions**

DEFINE > DECIDE > DEFEND > DELIVER

Don't just throw it together



Attitude **Solutions**

DEFINE > DECIDE > DEFEND > DELIVER

Build it strategically









## The compass and the clock



What is your own cost benefit analysis?  
Defend some time every day.  
A few chips of time is better than one chunk of time





1. What needs to be done?
2. What are you doing every day to deliver your results?
3. How are you doing against what you want to achieve?