

Extraordinary Women Radio with Viveka von Rosen, LinkedIn Expert

What makes a woman extraordinary? There are many qualities to being extraordinary but women in particular have a lot to offer when they are able to take opportunities as they come, become confidently themselves, use their experiences, and ultimately claim their expertise. And when they have all these, there are various social media tools that they can use to build their very own communities. Specifically, LinkedIn holds such power that is just waiting to be exploited especially when you want to focus on building your business and personal brand. In this episode of Extraordinary Women Radio, fill your minds and hearts with how to succeed as a woman using LinkedIn.

Viveka von Rosen is co-Founder and Chief Visibility Officer at Vengreso, formerly Linked into Business. A highly influential and powerful woman, Viveka focused on LinkedIn and worked her way up to becoming a recognized expert in the social platform. Along with a strong team of founders, she dedicates herself to educating various businesses on leveraging LinkedIn towards a digital transformation via social selling and marketing. She is also a fascinating author and is on Forbes' Top 20 Most Influential. Importantly, Viveka is a vibrant and gifted international keynote speaker.

In this Episode:

- How Viveka became a LinkedIn expert, early adopter, and founder of one of the first LinkedIn training companies, Linked into Business
- Viveka's experience speaking at Waldorf Astoria Ballroom to a group of millionaires and billionaires
- How to let go of your insecurities and confidently own your expertise
- How to get easily found as an expert using various social media handles
- Digital trends and changes to adapt to for the future of marketing
- How to remain essentially human within the digital business space
- Why Viveka pivoted from Linked into Business into Vengreso
- Viveka's passion for hang gliding, living in the moment, and its business application
- How LinkedIn is more business-focused compared with other platforms especially in building your personal brand
- Top three areas to focus on when building your brand on LinkedIn
- How to set up a strong and solid LinkedIn profile
- How to fill your LinkedIn with quality content using shared content and native videos
- How to use the power of native videos on LinkedIn
- How to create engagement hubs or content-sharing hubs or communities via LinkedIn group messaging
- How Hashtag Communities may be replacing LinkedIn groups
- How to find, proactively connect, engage, and build relationships with individuals and communities on LinkedIn
- How to maximize LinkedIn Search and filter features

Quotes From this Episode:

"That's one of the powerful aspects of social media is, the community that you can build, no matter what platform you're on." - Viveka von Rosen

“I’ve literally been clamoring after the microphone and the stage since I was seven...I’ve never been afraid of the stage.” - Viveka von Rosen

“We can’t really differentiate in the marketing space between social and non-social because it’s so intertwined now.” - Viveka von Rosen

“Jump in, claim your expertise, go for it, but you don’t have to chase every rabbit hole.” - Viveka von Rosen

“In no other industry do I see direct competitors like, helping each other out as much as I have in the social industry.” - Viveka von Rosen

“LinkedIn is business-focused.” - Viveka von Rosen

“If you do see a direction that you wanna take and there isn’t a proclaimed expertise in that area yet, absolutely claim it.” - Viveka von Rosen

“Creating content is no longer having to write a book. Creating content is a good update, a good solid update, a great infographic, or if you’re comfortable, a strong native video.” - Viveka von Rosen

“There’s no better way for you to showcase your expertise and get people to know who you are by uploading a video of you showcasing your expertise.” - Viveka von Rosen

Resources:

Viveka Von Rosen

Twitter: @LinkedInExpert

Facebook: <https://www.facebook.com/vivekavonrosen>

LinkedIn: <https://www.linkedin.com/in/linkedinexpert/>

Websites: <http://linkedintobusiness.com>

<http://vivekavonrosen.com>

<https://vengreso.com>

Youtube: <https://www.youtube.com/user/LinkedInExpert>

Email: viveka@vengreso.com

Hashtag Communities:

<https://www.linkedin.com/feed/update/urn:li:activity:6417436506385891329>

Influencer Communities:

<https://www.linkedin.com/feed/update/urn:li:activity:6415972673440010240>

LinkedIn ROI Calculator:

www.LinkedinROI.info

Our ROI calculator has two sections.

1. Connections Projections

2. Revenue Projections

Just fill in the variables. We’ll do the calculations.

Adjust the variables until you arrive at the mix of activities that works for you and your sales goals.

You'll learn:

1. How many LinkedIn requests you need to send daily
2. How many clients you need to make your sales goals
3. The revenue you can expect to produce based on the mix of activities*

*Vengreso cannot guarantee you will experience these results

LinkedIn "7 Deadly Sins eBook":

www.Vengresoebook.com

Avoid making these mistakes on LinkedIn. After working with executives at Sony, MGM, Turner, Disney, The New York Times, the Daily Beast, Bloomberg and many other Fortune 500 Companies, I kept seeing people make the same 7 Mistakes on LinkedIn. Mistakes that were costing them visibility, credibility and money! Here's just a taste of what you'll learn with this guide.

Is LinkedIn working for you? No? Here's what we'll cover:

1. How to make sure your profile is more visible to the right people
2. How to make sure your profile is up to date
3. How to make sure your profile is professional
4. How to keep from getting blacklisted
5. How to be found on Google
6. How to optimally manage your network for better engagement
7. How to engage strategically

Learn not only what mistakes you are making, but how to solve them and excel on LinkedIn! Download this eBook and start crushing it on LinkedIn.

LinkedIn SSI worksheet:

<http://LinkedInSSI.com>

Want to crack the code on LinkedIn's SSI and learn how you can drive your Social Selling Index up? Never guess again using The LinkedIn SSI Guidebook from Vengreso. Learn how you can improve your SSI in each of the four sub-categories listed below:

- Establish Your Professional Brand
- Find the Right People
- Engage with Insights
- Build Relationships