

1 2 3 4 5
10 Tips for attracting clients on LinkedIn
For consultants serving the Early Childhood Industry
5 7 8 10
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Producer of Early Childhood Investigations



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This session is being recorded.
You will receive a link to the recording.

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Stay with us to win!

4 Door Prizes!



Survey Prize

Complete the survey to be entered to win...



A little about me...

My personal mission is to connect Early Education



B.A. & M.Ed
Early
Education



Child Care
Administrator
15 years



Marketing & Tech
Executive
ECE Curriculum
Publishing



Engagement
Executive
National ECE
Association



Marketing &
Biz Consultant
to ECE Sector
NPOs &
Companies



Where are you on the spectrum of
using LinkedIn?

POLL

Your profile on LinkedIn...

POLL

1

Your profile: Distinct

If you post, you can't hide on LinkedIn

- Not anonymous
 - Connected to your profile
 - Your tagline follows you around

██████████
Consultant at Early Childhood Education Consultant

██████████
Early Care and Education Specialist

██████████
Early Childhood Keynote Speaker and Consultant





██████████
Educational Change Agent - Inspiring ECE Excellence Since 1990

██████████
Early childhood science teacher, author, NSTA Early Years columnist and blogger





██████████
Visionary in the field of Early Years Development and Education.

██████████
The Life Unexpected - Discovering the wonder and marvel of different

Your tagline

1  2  3  4 

Profile Photos

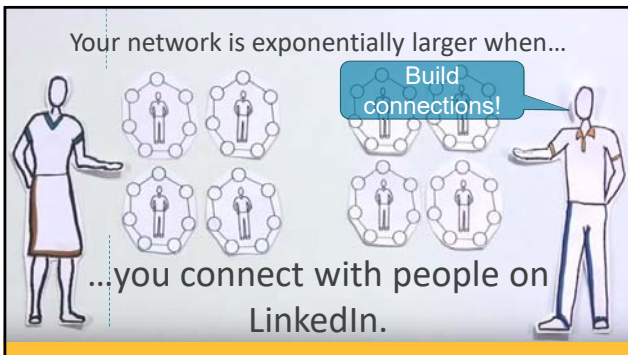
5  6  7  8 

Shocking tip

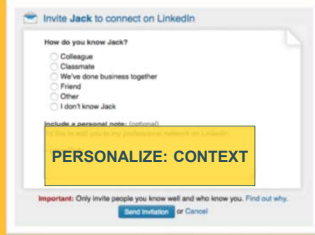
Make your profile public
(It's called social media, not anti-social media)





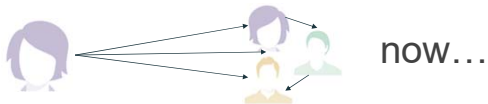


Make connections with people who:



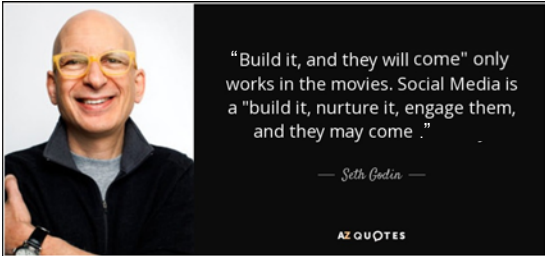
- you know- *duh!*
- your connections know
- are in your LI groups
- might be prospective clients
- know people who might be prospective clients
- are colleagues
- you meet





3 Make something happen
It's "Interactive"

They won't come if all you do is build it!







5 What to post

80 Inform and educate through relevant and credible content **from others**

Articles	Blogs	Newsletters
Tools/products	Videos	Events
Tips	Infographics	Ask questions

Inform and educate through relevant **specific** to your brand. **YOUR:**

Articles	Blogs	Newsletters
Tools/products	Videos	Events
Tips	Infographics	Ask questions

20

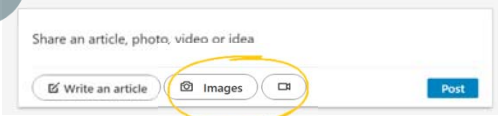
“Propersonal” Networking

6 Posting

BEST PRACTICE


- Cite people when you share their content.
- Tag people you mention and cite.
- Tag companies you mention and cite.
- When people comment on your posts, respond.
- Comment on other people’s posts.
- Share other’s people’s posts on LinkedIn and other social media sites.

7 Add images or videos to your updates and posts

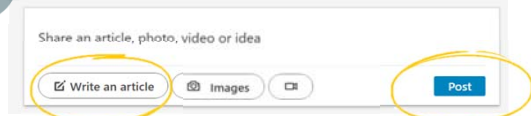


Share an article, photo, video or idea

Write an article Images Post



8 Articles and updates are different.



Share an article, photo, video or idea

Write an article Images Post

Articles are **topical content** written by you... Usually like a blog post or a journal article with links and references.

Posts or updates are **brief comments or ideas**, usually accompanied by a link to an article, other resource, photo, or video.



Let's go to:



**Posting Updates
& publishing articles**



Which groups should you join?

- 1) What types of clients you would like to attract?
- 2) Know your vision, mission, and core competencies and:
 - a. the problems organizations in your space have, and
 - b. the solutions you can provide.
- 3) Those that includes others who share your expertise.

Groups

Post | [Comment](#) | [Share](#) | Ask



9
Create your own group

My groups
My pending groups

Create group

**NOT FOR THE
FAINT-HEARTED**

Heart rate line graphic



Let's go to:



Groups

A Few ECE Groups

	Childcare Owners, Directors & Administrators 15,886 members
	Early Childhood Education and Child Care Forum for Professionals and Parents 37,882 members
	Early Childhood Education Network 50,176 members

Final tips...

10

Audience choice



Resources

To be posted on our blog

<http://bit.ly/ECEwebinarsblog>

Connect with me on LinkedIn:
[LinkedIn.com/in/FranSimon](https://www.linkedin.com/in/FranSimon)
 Experienced Early Childhood Consultants
 Fran S. Simon, M.Ed., Fran.Simon@EngageStrat.com
 Engagement Strategies: EngageStrat.com
 Early Childhood Investigations: ECEexperts.com

Thank You




Fran Simon, M.Ed.
 Presenter

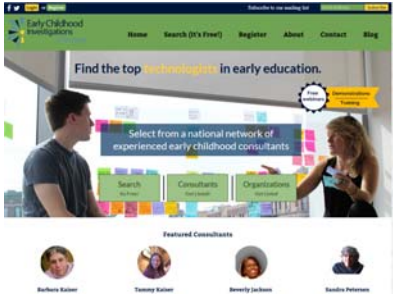
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 SO organizations in the early childhood sector can find the expertise they need




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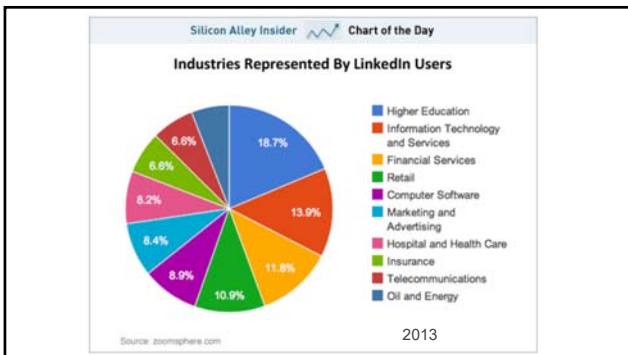
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~~\$180~~ \$90 per year

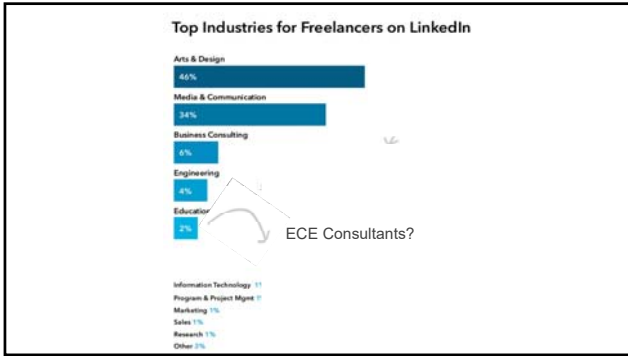


Why not just use...



530,000,000 users





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bit.ly/eceexpertsregister

Discount code:

clients50%2018

EXPIRES 1/31/18

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4 Door Prizes!



Survey Prize

Complete the survey to be entered to win...





Thanks for watching!
