



5 Ways to Leverage LinkedIn 2020 NEW Features



Business Accelerator

JUDIFOX™

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www.JudiFox.com

Your Golden Nuggets

1. How YOU make people FEEL
2. **5** New LinkedIn 2020 Features
3. “Pop-Up” Fast Action Tips



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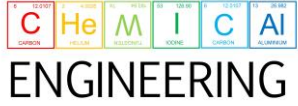
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Business Accelerator

1994 – 1999



2008 – 2009



2010



2011



2012

2014



2016



2018

2019

2020

2000

October 30, 2010

2013



Toastmasters Humorous Speech Winning the Area Contest
18,337 views



Simple LinkedIn Tips

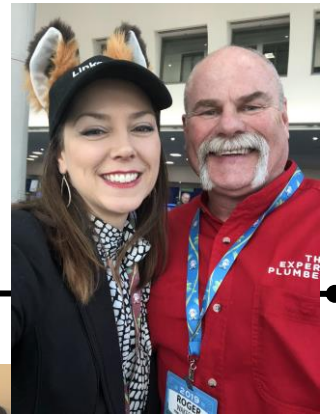
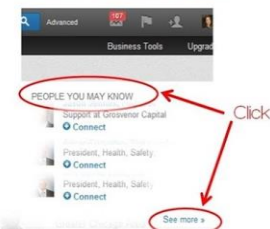
Posted on Wednesday, August 28, 2013 by Judi Fox

Like 10 Tweet 0 Share 0

I have recently been spending more and more time on LinkedIn. It is such a great resource and I love how it can connect you with people you might never have crossed paths with. I am excited about some of my recent connections and hopefully I will be able to collaborate with several of them in the near future.



Start with "People You May know"



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LinkedIn is Business Insurance



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~~LinkedIn is Professional~~



LinkedIn is for Leaders

Be the Leader, You Wish to See In the World



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Why Post on ?



500 Hours video uploaded per MINUTE (2019)



95 Million photos and videos uploaded daily



350 Million photos uploaded daily



1% Active accounts are posting & they share...

9 BILLION Views per WEEK



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Businesses... Want VISIBILITY

Judi Fox #FoxRocks • LinkedIn Video & Content...
3w • Edited

Do you take full advantage of your Profile Cover Image? Here are examples of 5 ways you can get your cover photo to sell for you! ...see more

5 Ways Your LinkedIn Profile Cover Phot... · 8 pages



1,441 Likes • 540 Comments • 152 Shares • 558,931 Views

Like Comment Share

558,931 views of your post



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Tim Schmoyer ▶ YouTube

5 hrs • [Profile icon]

When Judi Fox tags you on LinkedIn... haha

Who viewed your profile

948 profile viewers in the past 90 days -75% since last week



Hide trends

Creators & Brands... Want VISIBILITY

Casey Lynn Hancock • 1st
Artist & Custom Artwork Designer - Visit caseypaintings.com fo...
5mo • 🌐

👍👍 Finished! Taking my LEGO #batman and #joker to get measured for their acrylic shadow box! I hope everyone has a great Friday! If you're not following me on Instagram, be sure ...see more



👍👍 2,270 • 137 Comments

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Artist & Custom Artwork Designer - Visit caseypaintings.com fo...
3mo • 🌐

Lexus reached out to me recently because they were inspired by how my passion for art is a true testament to believing in yourself! Here's a little "behind the scenes" action! I will be posting the final video tomorrow @caseypaintings on instagram!

#artlovers #lexus #teamwork #passion #lovewhatyoudo #artwork #art #artist #collaborations #goals #inspiring #inspirational



👍👍 1,353 • 81 Comments • 50,721 Views



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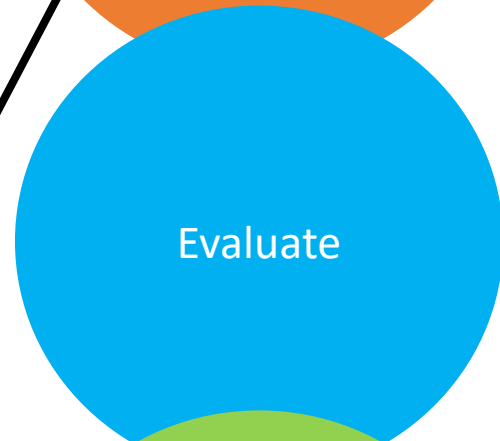
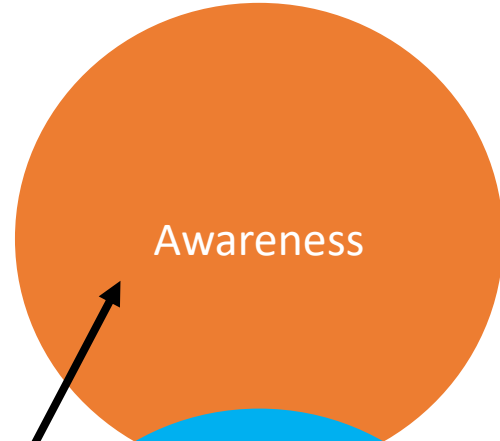
If you wouldn't say it in a business meeting with a new connection ... then don't say it in the comments on LinkedIn! ...see more



3,457 Likes • 564 Comments • 126 Shares • 138,008 Views

Like Comment Share

138,008 views of your video



We **KNOW** you Exist



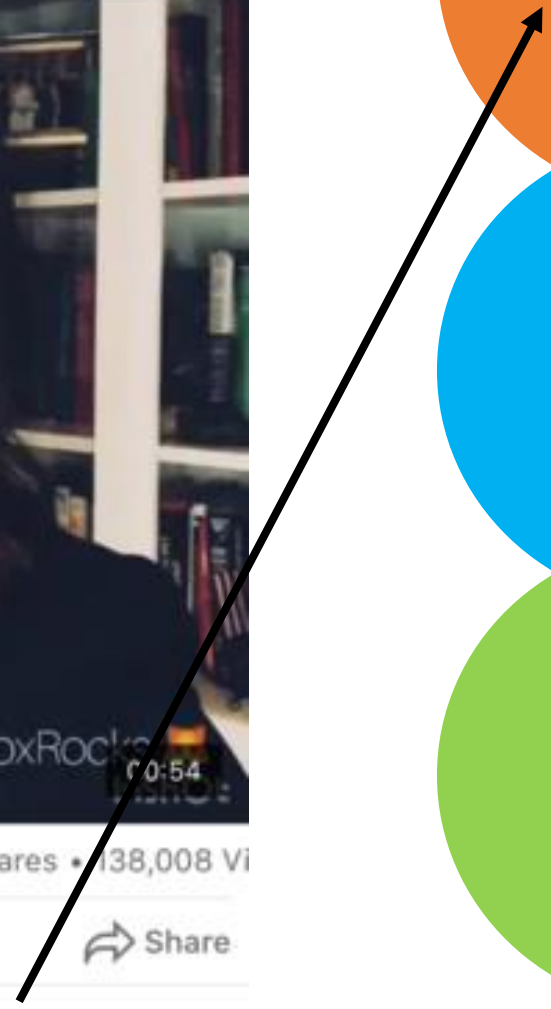
Checks out  Profile



We decide we **LIKE** you



We **TRUST** & invest time, finances, resources, etc...





Dee Hutchinson • You

Learning & Development DEEvotee 📄 Using

I'm a home based entrepreneur and I've
lovely walk on the beach in Marbella, Sp
came up with two new business ideas a
convinced that taking time out to priori
wellbeing is not just good for my health

👍 · 3 Likes | 💬 · 2 Replies



Arianna Huffington **Author**

Founder and CEO at Thrive Global

Sounds like an amazing trip, Dee
write a piece for Thrive about how
your well-being and helped you
returning! <https://thriveglobal.com/thrive-global-contributor/>



Arianna Huffington · 2nd

Founder and CEO at Thrive Global

New York, New York · 9,471,586 followers ·



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Dee is for Digital masterclass series attracts over 1 million viewers

SHAREFIL GAILLARD

CREATED : 12 MAY 2020

BUSINESS



Businesses feeling the pressure of the global pandemic can now learn a thing or two about going digital to earn revenue.

· Following

ive Global



roclaimed "willing workaholic" Dee
integrated her health and creativity
ustainable work-life integration.

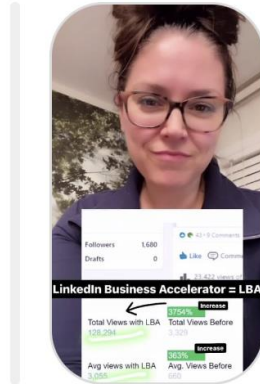
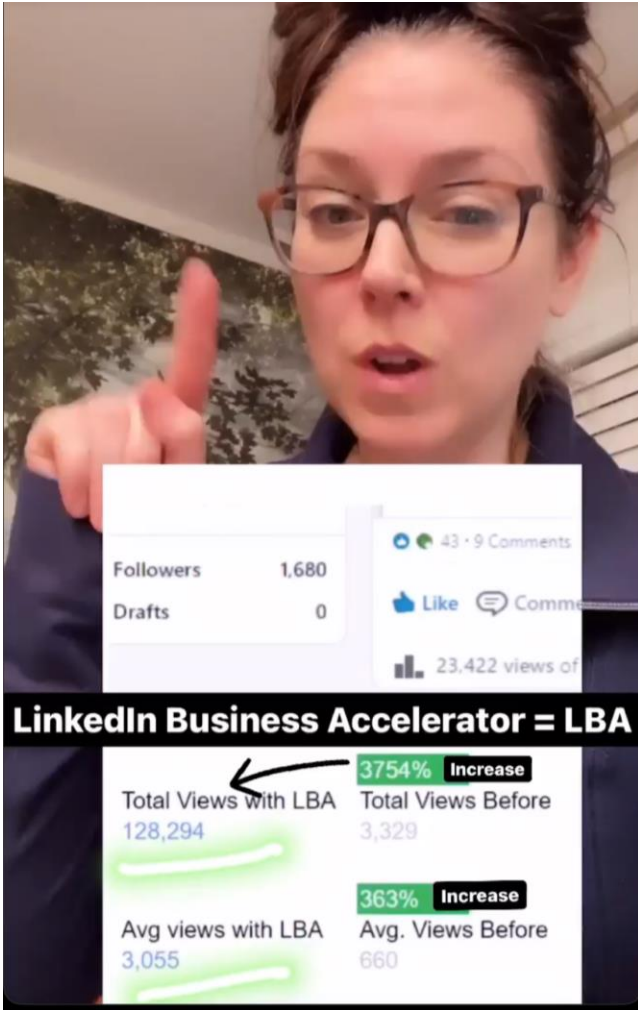


imate Guide to Healthy Living



DEEvotee I Create Digi... 3m ...
crazy **Judi** And alot of thank
eat LinkedIn Accelerator

VISIBILITY = News, Podcasts, Interviews...



Ok. I can commit to posting once a week.



1:10 AM

Yes!!!! Once a week is awesome!!!!
This is the results from 41 posts spread over 40 weeks ❤️

Clients Featured In:



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“People will forget what you said,
people will forget what you did.

But people will never forget
how you made them **FEEL.**”

Maya Angelou

How you makes people **FEEL**

- Empowered
- Happy & Smiling
- Comfortable
- Encouraged
- Ready to Take ACTION



Bonus How People Describe You:

- Fun
- High Energy
- Intelligent
- Simplifies the Complex
- Approachable & Hilarious



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Grab Your Feelings



How You Make People FEEL
(and how people describe you)

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LinkedIn - www.linkedin.com/in/judifox

| | | | |
|---------------|---------------|--------------|---------------|
| Bold | Warm | Stoic | Professional |
| Helpful | Healthy | Spiritual | Corporate |
| Serious | Worldly | Liberal | Sophisticated |
| Adventurous | Glamorous | Rebellious | Silly |
| Imaginative | Old-Fashioned | Strong | Young |
| Neat | Sweet | Childish | Witty |
| Youthful | Cosmopolitan | Goofy | Confident |
| Dependable | Gentle | Angry | Chill |
| Friendly | Humble | Hipster | Experienced |
| Authoritative | Energetic | Bohemian | Flamboyant |
| Quiet | Serious | Modest | Honest |
| Encouraged | Caring | Fashionable | Bookworm |
| Smiling | Light-hearted | Empowered | Resourceful |
| Strong | Rational | Activist | Creative |
| Whimsical | Witty | Handy | Zen |
| Masculine | Altruistic | Effective | Daring |
| Feminine | Tough | Peaceful | Expert |
| Cooperative | Comfortable | Flexible | Eloquent |
| Edgy | Rugged | Weird | Quirky |
| Conservative | Sexy | Blunt | Trendy |
| Innovative | Leader | Vigilant | Smart |
| Mature | Relaxed | Secure | Joyful |
| Calm | Quirky | Over-the-top | Reliable |
| Luxurious | Intellectual | Party Animal | Charitable |
| Humorous | Clever | Discrete | Intelligent |
| Mysterious | Feisty | Exclusive | Fun |
| Elegant | Dry | Artistic | Responsible |
| Approachable | Hilarious | Fast | Outdoorsy |

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5 New Features



1. LinkedIn Stories
2. Featured Content
3. Say Your Name
4. Polls
5. YouTube Video's Play in Newsfeed



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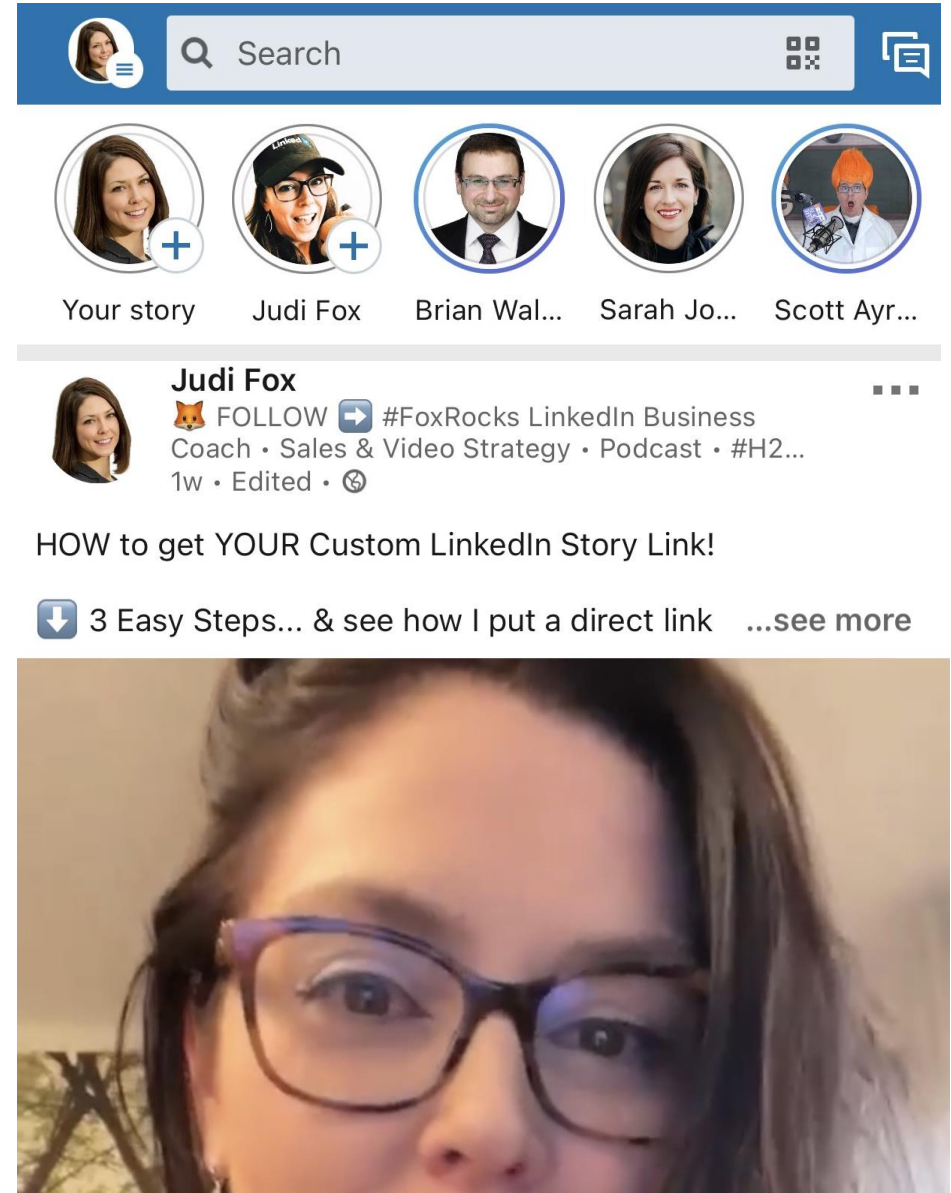
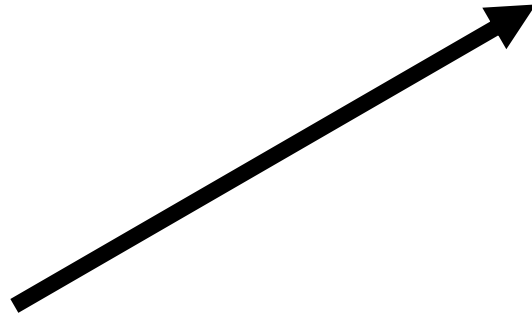
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LinkedIn Stories

Fast Facts

- Mobile App
- Personal Profile (+)
- Company Pages (+)
- 20 Seconds



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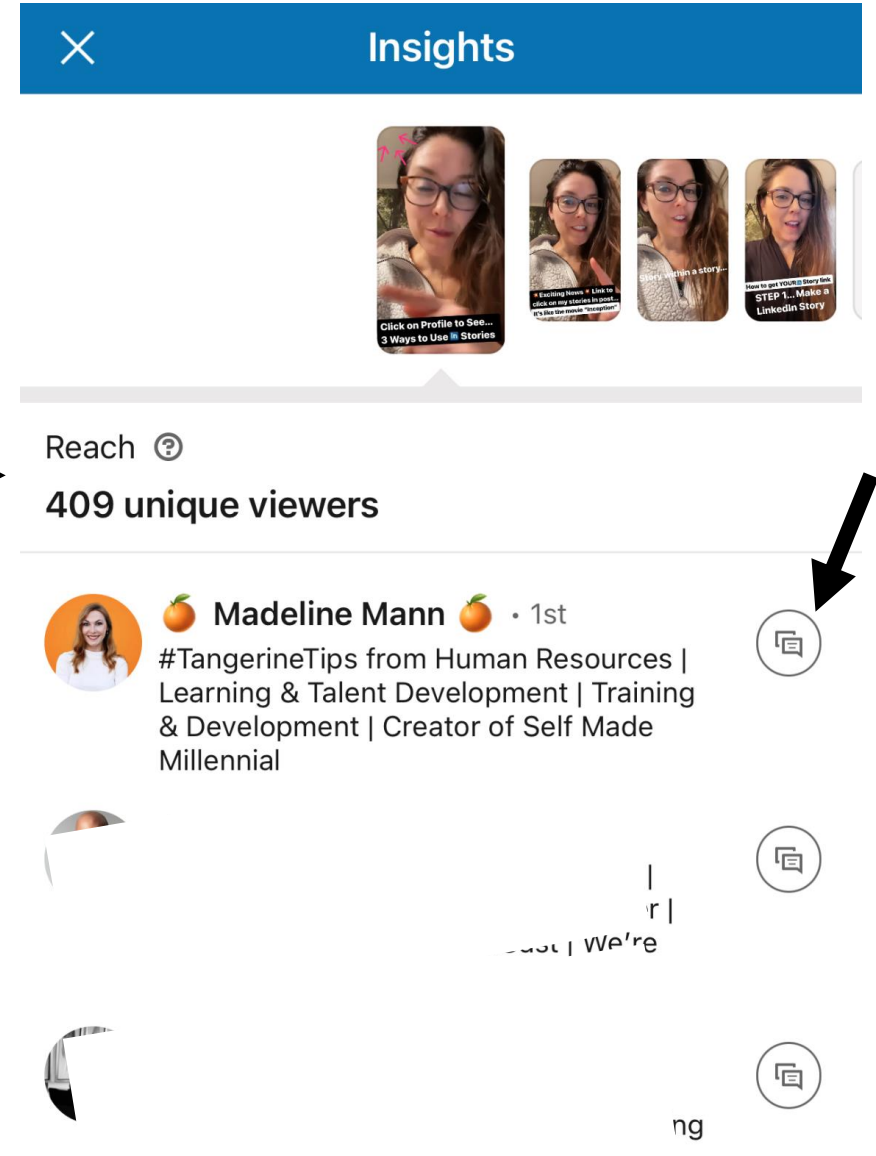
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LinkedIn Stories

Outbound Actions

- See who is viewing
- Start Conversations
- Watch other people's stories & message them...



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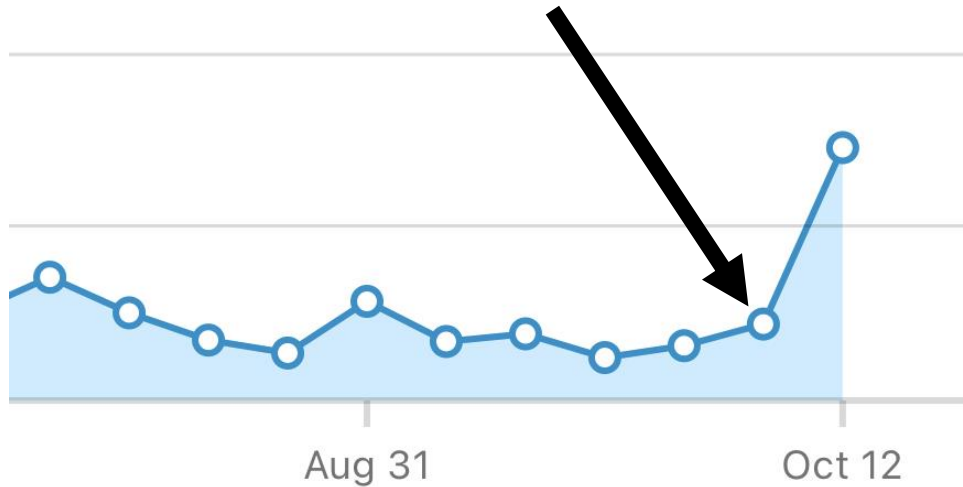
LinkedIn Stories

Inbound Actions

1. People Click on Your Profile

profile viewers in the past 90 days

+231% since last week



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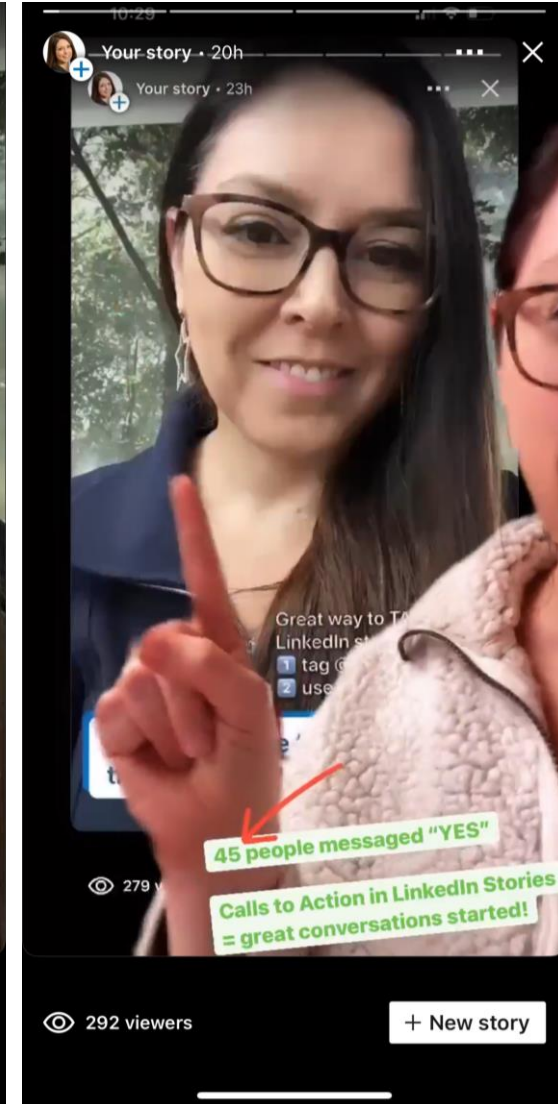
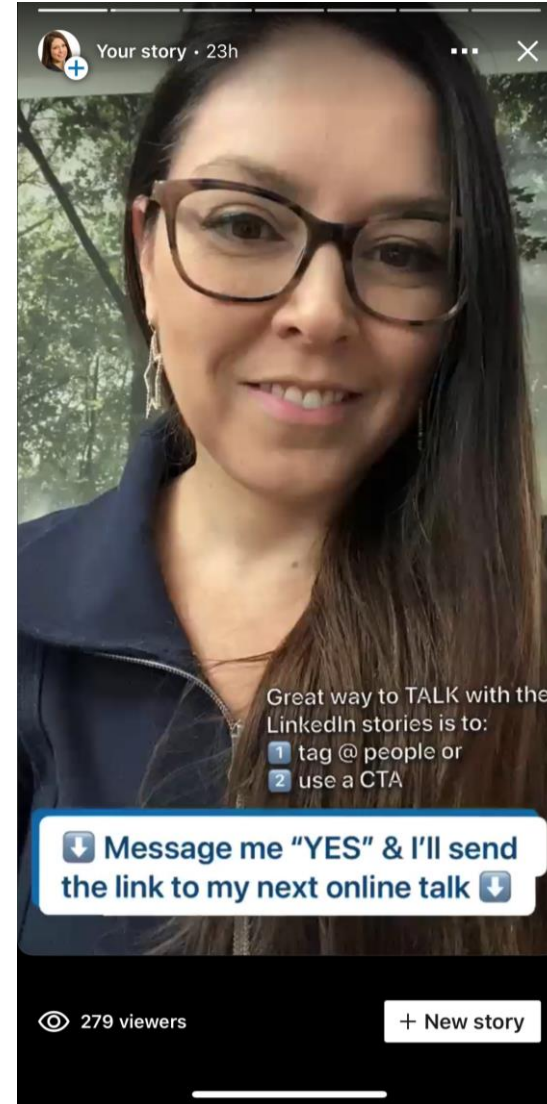
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LinkedIn Stories

Inbound Actions

1. CTA (Call to Action) to send Direct Messages
Total 70 "Yes"



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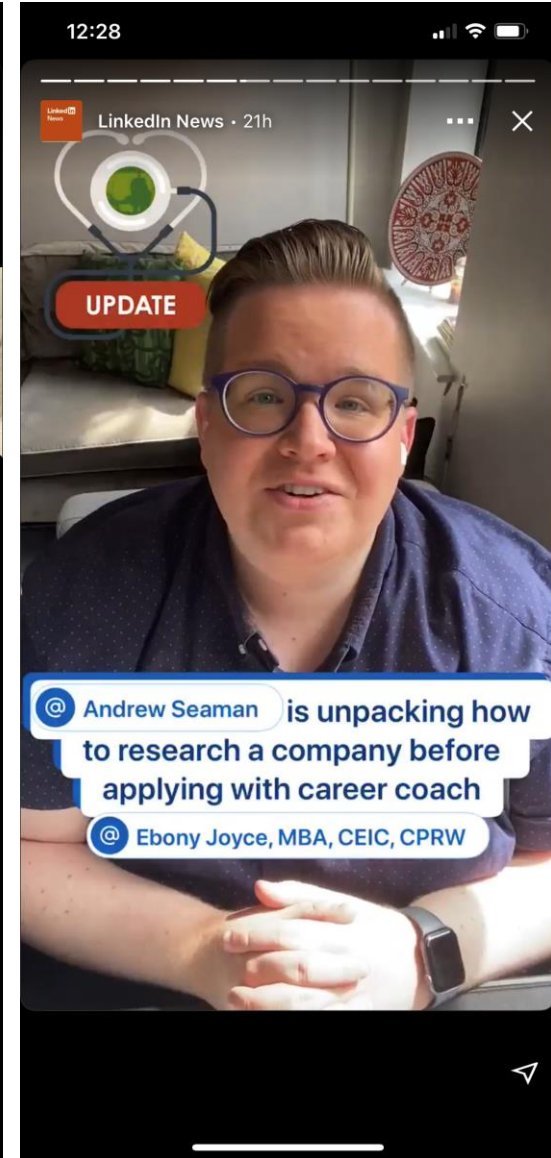
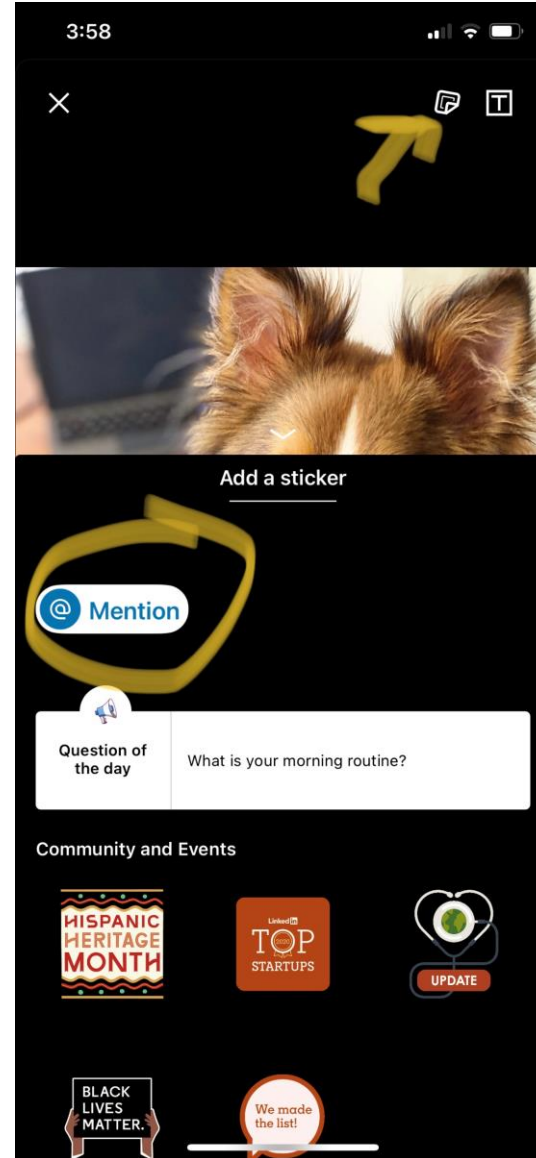


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LinkedIn Stories *Network / Community*

- Tag / Mention
- Notifications
- Question of the Day



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LinkedIn Stories – What to Post?

BONUS – Repurpose Stories into Posts



Kylee Lessard • 2nd
Product Marketing @ LinkedIn
5d • Edited •

Help me help you see what you want to see on LinkedIn?

Your poll can see how you vote. [Learn more](#)

| | |
|--------------------------------|-----|
| Info: News, events, products | 13% |
| Edu: Data/insight, tips/tricks | 56% |
| People: Employees, culture | 27% |
| Other (share in a comment!) | 4% |

198 votes • 2d left • [Undo](#)



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LinkedIn Stories – **Fast Action**

Make a LinkedIn Story About this Talk.



Judi Fox

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Featured — Focus on Converting


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Featured:





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CAREER JOURNEY - Started career as a chemical engineer in 1996... see more

Featured See all    


HOW to get YOUR Custom LinkedIn Story Link...









352 · 154 Comments


 WATCH LinkedIn Stories 
Judi Fox
Click to Watch Judi Fox #FoxRocks LinkedIn Stories 


Apply for a Co Accelerator w Calendly
We are going using Linkedlr


Add profile section  **More...**


- Intro 
- About 
- Featured** 
- Background 
- Work experience 


Posts 


 Show content posted to LinkedIn


Articles 

 Show articles published on LinkedIn

Links 

 Show links to web content

Media 

 Upload photos, documents, and presentations



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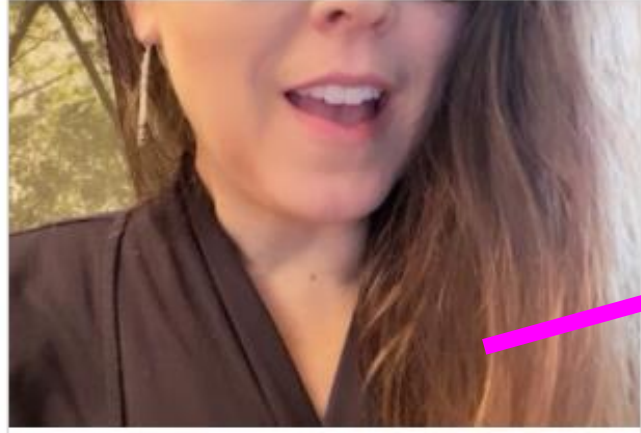
Feature your Content = Social Proof

Featured

See all



HOW to get YOUR Custom LinkedIn Story Link!...



352 · 154 Comments

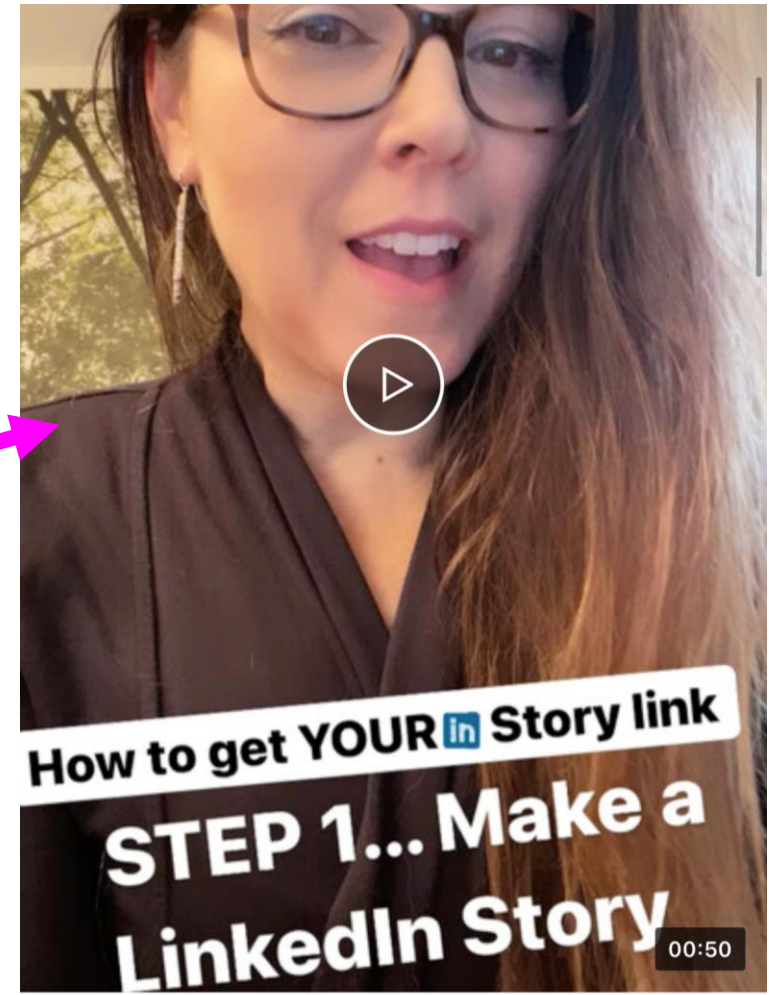
If you wouldn't say it in a business meeting with a new connection



3,351 · 539 Comments



Apply for a Ca Accelerator w Calendly
We are going using Linkedlr



How to get YOUR Story link
STEP 1... Make a LinkedIn Story

00:50

352 · 154 Comments · 19 Shares · 9,695 Views



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Featured Ideas...

- ✓ Calendar Link to Book a Call
- ✓ Website / Webinar
- ✓ Your Book to Purchase
- ✓ YouTube Video Link
- ✓ Podcast Link
- ✓ LinkedIn Stories (see post)



Apply for a Call - LinkedIn Business Accelerator with Judi Fox
Calendly

We are going to get RESULTS from using LinkedIn together - Explode...



👉 WATCH LinkedIn Stories 👈

Judi Fox

Click to Watch Judi Fox #FoxRocks LinkedIn Stories 🌟 DESKTOP



5 Tips for LinkedIn Video to Grow Business

YouTube

5 tips for getting started with video on LinkedIn to build your business...



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Before



Andrea Goulet · 1st CEO, Corgibytes • Keynote Speaker • Podcast • Transforming software with empathy and clear communication
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About

- ★ LinkedIn Top 10 Professionals in Software Under 35 (Oct. 2017)
- ★ Featured in TWO articles from the prestigious First Round Review
- ★ Regular keynote speaker at software conferences around the world... see more



After



Andrea Goulet (she/her) · 1st CEO @Corgibytes • Transforms tech debt into quality code • Keynote Speaker • Podcast Host • Chaos Calmer
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Click the links below to dig deeper and connect!

[Go to corgibytes.com](#) [Read my article on First Round Review](#)

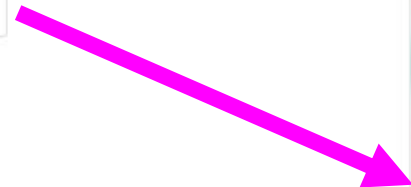
Featured



Website — We LOVE Paying Down Tech Debt
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If you've got a codebase that you want to modernize, let's chat! Corgibytes works in...



Turn Technical Debt Into Technical Wealth
firstround.com
Technical debt isn't just a technology problem — it's a communication problem....



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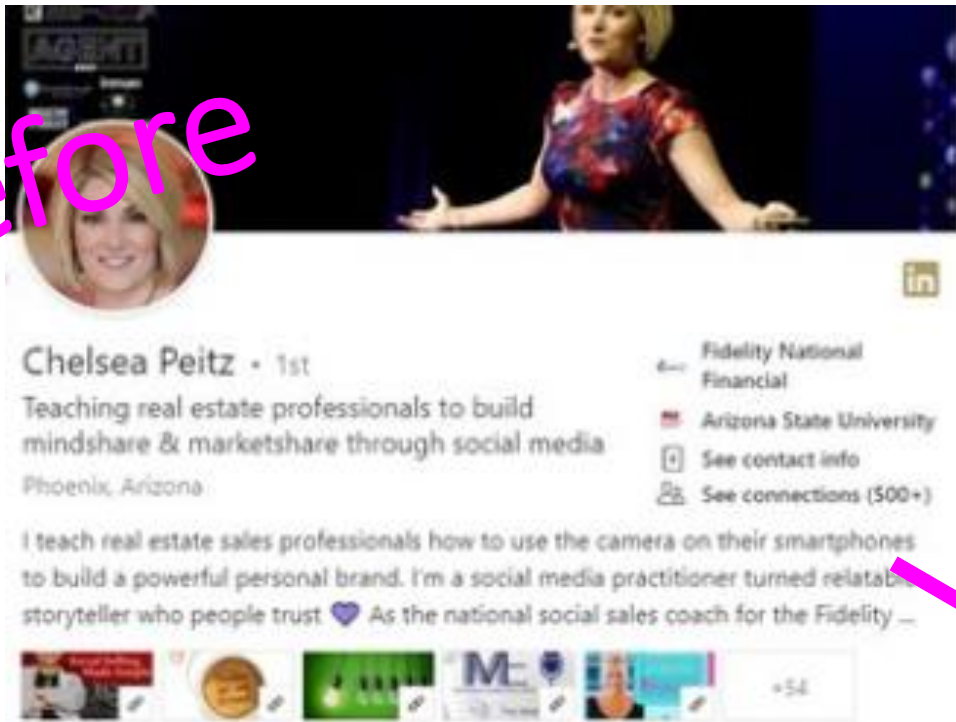
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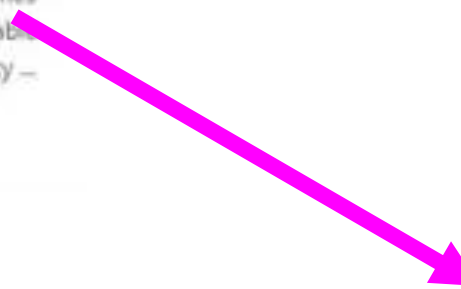
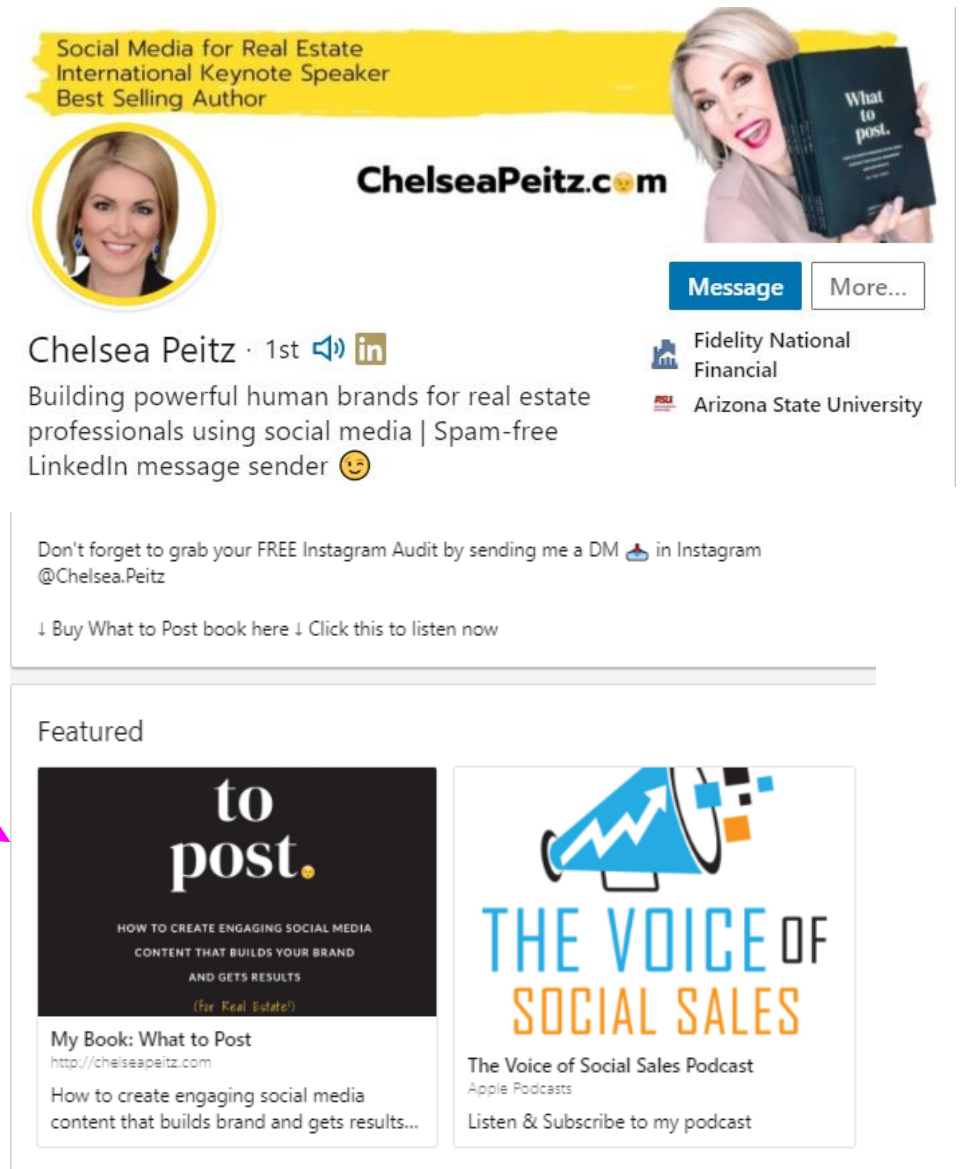
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Before



After



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- Surprise Info. – Discount Code, Bonus
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Judi Fox
 Virginia Tech

First Name * Last Name *

[Add former name](#)

Name Pronunciation

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Headline *



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POLLS

BONUS – AnswerThePublic.com

Sarah Johnston • 1st
I help high performers land amazing jobs 📁 Interview Coach |...
3d • 🌐

If your company let you choose whether to return to the office in 2021 or continue working remotely, which option would you choose? Remember, your colleagues' ...see more

The author can see how you vote. [Learn more](#)

| | |
|--------------------|--|
| Back to the office | |
| Remote work | |

10,819 votes • 3d left

👍👎❤️ 507 • 308 Comments



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I help high performers land amazing jobs 📁 Interview Coach |...
3d • 🌐

If your company let you choose whether to return to the office in 2021 or continue working remotely, which option would you choose? Remember, your colleagues' ...see more

The author can see how you vote. [Learn more](#)

| | |
|--------------------|-----|
| Back to the office | 32% |
| Remote work 🌐 | 68% |

10,820 votes • 3d left • [Undo](#)

👍👎❤️ 507 • 308 Comments



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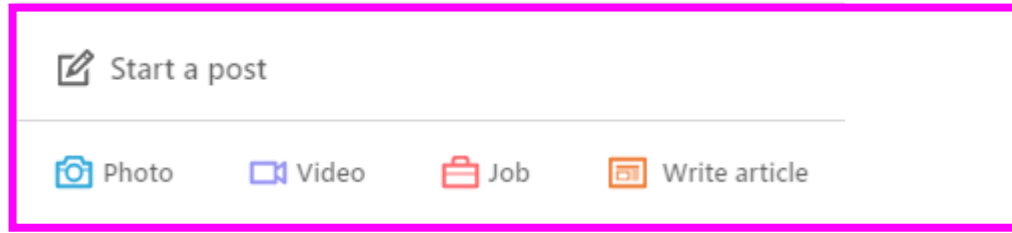


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POLLS



Create a post

Judi Fox | Anyone

What do you want to talk about?

Add hashtag Help the right people see your post

Post

Celebrate an occasion Find an expert

Create a poll Offer help

Create a poll

Your question*
E.g., How do you commute to work? 0/140

Option 1*
E.g., Public transportation 0/30

Option 2*
E.g., Drive myself 0/30

+ Add option

Poll duration
1 week

We don't allow requests for political opinions, medical information or other sensitive data.

Back Done

Cassandra Marcella Metzger
Virtuoso Luxury Travel Designer at Premier Wellness Travel

Followers 738

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Cassandra Marcella Metzger • 1st
Virtuoso Luxury Travel Designer at Premier Wellness Travel
1w • 🌐

What would make you feel safe to travel?

Vote 👍👍👍 Turns out 70% of leisure travelers want... ...see more

What would make you feel safe to travel?
The author can see how you vote. [Learn more](#)

| | |
|--------------------------------|-----|
| 1+ Standardized Hygiene Policy | 27% |
| Flexible Travel & Cancellation | 39% |
| Already Feel Safe to Travel | 27% |
| Other - Comment Below | 7% |

71 votes • Poll closed • [Remove vote](#)

10 • 26 Comments



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YouTube Video's



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Toastmasters Humorous Speech Winning the Area Contest

youtube.com

202 · 144 Comments

Like Comment Share

11,948 views of your post in the feed

Overview

Reach

Engagement

Audience

Revenue

Since uploaded (lifetim

Views ▲
19.1K

Watch time (hours) ▲
913.4

Subscribers ▲
+31

Shared
on
LinkedIn



Oct 30, 2010 Jun 9, 2012 Jan 19, 2014 Aug 30, 2015 Apr 9, 2017 Nov 19, 2018 Jun 29, 2020

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YouTube Video's

Madeline Mann • 1st
Award Winning Career & Job Search Advice from Human Reso...
1w • 🌐

Here are the top 10 job interview questions and answers, all in one place and RAPID FIRE. Such as did you know...
...see more



BEST Answers to the 10 Most Asked Interview Questions Interview Questi...
youtube.com

👍❤️🗨️ 159 • 25 Comments




 Video Plays in the Newsfeed on 

Top Tip – Optimize the Post Copy for LinkedIn

Madeline Mann • 1st
Award Winning Career & Job Search Advice from Human Reso...
1w • 🌐

Here are the top 10 job interview questions and answers, all in one place and RAPID FIRE. Such as did you know...
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BONUS Copy Formula

- **Hook – Headline – Stop the Scroll**
- **Intrigue – Leave on a cliff hanger to click “... see more”**
- **Body – Golden Nuggets of Wisdom**
- **CTA – Call to Action**



How to Write a Viral LinkedIn Post

Examples: **5 Ways** Your LinkedIn Profile Cover Photo Can Sell for You
How to Quit Your Job, Move to Paradise, and Get Paid

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| | | Additional Power Words | The Most Viral (X) Numbers |
|------------------|-------------------|-------------------------------|-----------------------------------|
| How to... | X ways to... | ... best ... | |
| The X... | Need to know... | ... data ... | 5... |
| X things... | X things you... | ... top ... | |
| X ways... | One of the... | ... world ... | 10... |
| Top X... | The future of... | ... million ... | |
| What is... | X reasons why | ... future ... | 3... |
| The best... | X tips for... | ... need ... | |
| X Reasons... | The X best... | ... global ... | 7... |
| This is... | X steps to... | ... change ... | |
| Why you... | X tips to... | ... billion ... | 4... |
| X Tips... | X habits of... | ... better ... | |
| The future... | These are the... | ... help ... | 6... |
| Meet the... | The power of... | ... real ... | |
| X Leadership... | How to get... | ... smart ... | |
| How the... | How to make... | ... team ... | |
| Why the... | Why you should... | ... successful ... | |
| The new... | The top X... | ... report ... | |
| Are you... | Want to be... | ... tips ... | |
| What to... | In X years... | ... build ... | |
| How a... | X tips for... | ... study ... | |
| Ways to | You want to... | | |
| This is the... | The X most... | | |
| How to use... | The end of... | | |
| How to answer... | X things... | | |

Credit: Steve Rayson 
Buzzsumo



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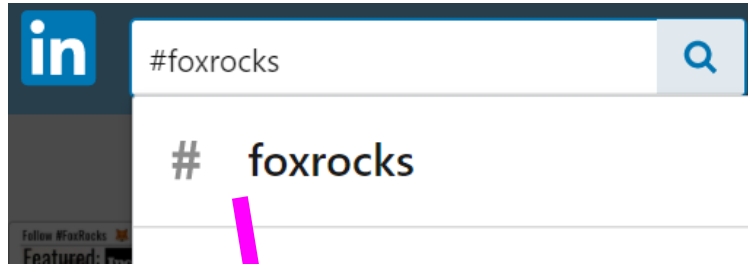
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Linked In Tips

For those of you who want extra help in getting better ...see more

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How to get STARTED on LinkedIn.

Many people start their activity on LinkedIn by focus ...see more

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LinkedIn Hashtag – **Fast Action**

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Action Creates
CLARITY



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LinkedIn – Fast Action

1. Record Your “Say Your Name” – 5 - 10 Min
2. Add a Link to your Featured Section – 5 – 20 Min
3. Make a POST – 10 – 30 Min

Fast Action POST Idea – Take a Screenshot from this talk, explain what you learned, & tag @Judi Fox #FoxRocks

**Find some examples under #FoxRocks*



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THANK YOU!!!

LinkedIn Profile Checklist
Inbound Lead Generating Tips

How to Write a Viral LinkedIn Post
#Examples: 8 Ways Your LinkedIn Profile Cover Photo Can Sell for You
How to Quit Your Job, Move to Paradise and Get Paid

5 Tips to Commenting on LinkedIn
(and build credibility, momentum)

8 Rules of LinkedIn Engagement and Etiquette

Call to Actions for LinkedIn Posts

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