

# Elevating *Your* BUSINESS



## LinkedIn® 101 Extreme Profile Makeover

Do you have lots of free time to learn all this new social media technology? No? Attend this workshop and catch up! Finalize your LinkedIn profile so that it's working for you 24/7!

An incomplete or boring LinkedIn profile sabotages your networking, business, or career development efforts. Just like any marketing tool used incorrectly, it can also destroy the brand you've worked so hard to create.

Don't let this resource go to waste! Learn how to liven up your profile so that it's working for you and your business—even while you sleep! It all starts when you complete your profile.

### In this best practices briefing, you will:

- Discover who's on LinkedIn and why you want to be there, too.
- Learn 17+ ways you can use LinkedIn.
- Receive step-by-step instructions for creating an attention-getting profile.
- Learn how to avoid violations that could get your profile "shut down".

### About the North Kitsap Friends of the Library

The NKFOL is a volunteer group that supports library activities, staff, and customers both monetarily and with donated labor. NKFOL meets the first Monday of every month (except July and August) at 9:30 am in the meeting room at the Poulsbo Library. Membership is only \$5.00/year.

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## Sponsored by North Kitsap Friends of the Library

**When:** September 14, 2010

**Time:** 6:30pm - 8pm

**Where:** Poulsbo Public Library  
700 NE Lincoln Road,  
Poulsbo, WA 98370-7688  
360-779-2915

**What:** Comprehensive, high-  
impact learning and  
doing event

**For:** Professionals and  
Business Owners

**Cost:** FREE

**Register:** Not necessary. Ok to  
bring your laptop. Arrive  
early to set up.

### About the Trainer

**Maria Marsala** has been using computer since 1973 and created her first LinkedIn® profile in 2005. She runs a LinkedIn group and has appeared in a LinkedIn's training video. You'll find her answering business and marketing questions in LinkedIn Answers™.

Owner of Elevating Your Business she's a Master Strategic Business Coach, Speaker, Author and former Wall Street Trader. She works with high-achieving business owners committed to creating businesses that serve their lives.

Download your free three-part "Business Tune-up" Assessment and sign up for *FOCUS!* ezine with business and marketing tips at <http://www.CoachMaria.com>