

The background of the slide is a complex, abstract network diagram. It features numerous nodes of varying sizes, some solid black, some solid blue, and some white with black outlines. These nodes are interconnected by a dense web of thin, light gray lines. The overall composition is dynamic and suggests a global or digital network. A large, solid black rectangular box is positioned in the lower right quadrant, serving as a backdrop for the text.

# ELEVATE YOUR BRAND WITH LINKEDIN

---

Starting Your Journey to Building a Winning Personal Brand

# JESSICA L. CLARK

- President of JLC Consulting, Inc.
- Over 20 years of experience in marketing and branding
- Frequently attend LinkedIn and personal branding seminars
- Have over 5900 LinkedIn connections



**Jessica Clark, PMP**

Startup and SMB Guru ● Public Sector Savant ● Design Thinker ● Business...



# WHO IS THIS TRAINING FOR?

# YOU

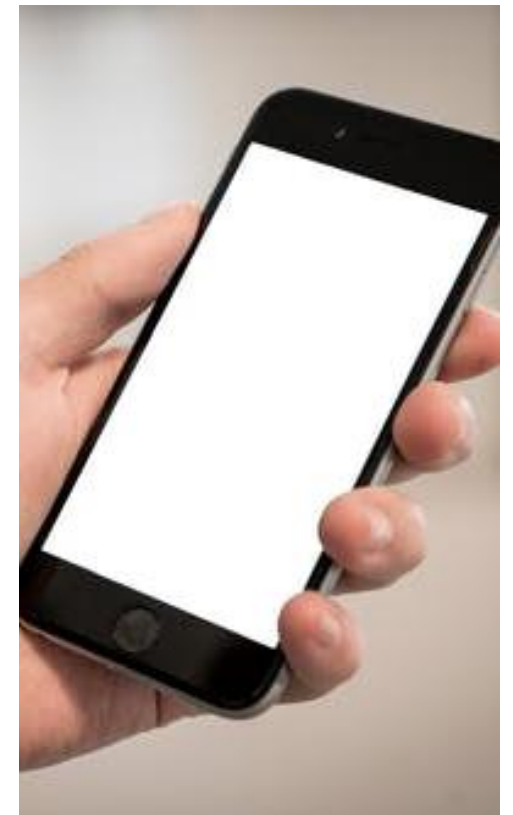
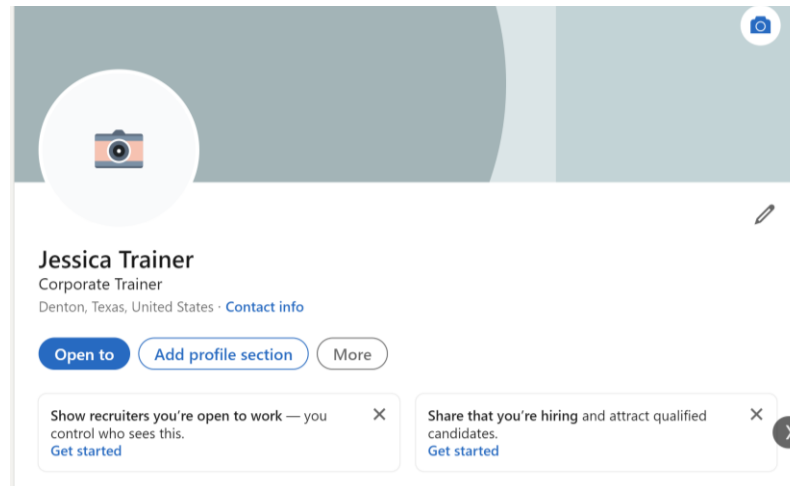
- **Students**
- **Business owners**
- Employees
- Freelancers
- Looking for a job or internship
- **Seeking a promotion**
- Want to build a network
- Love learning & gaining new skills (LinkedIn Learning)

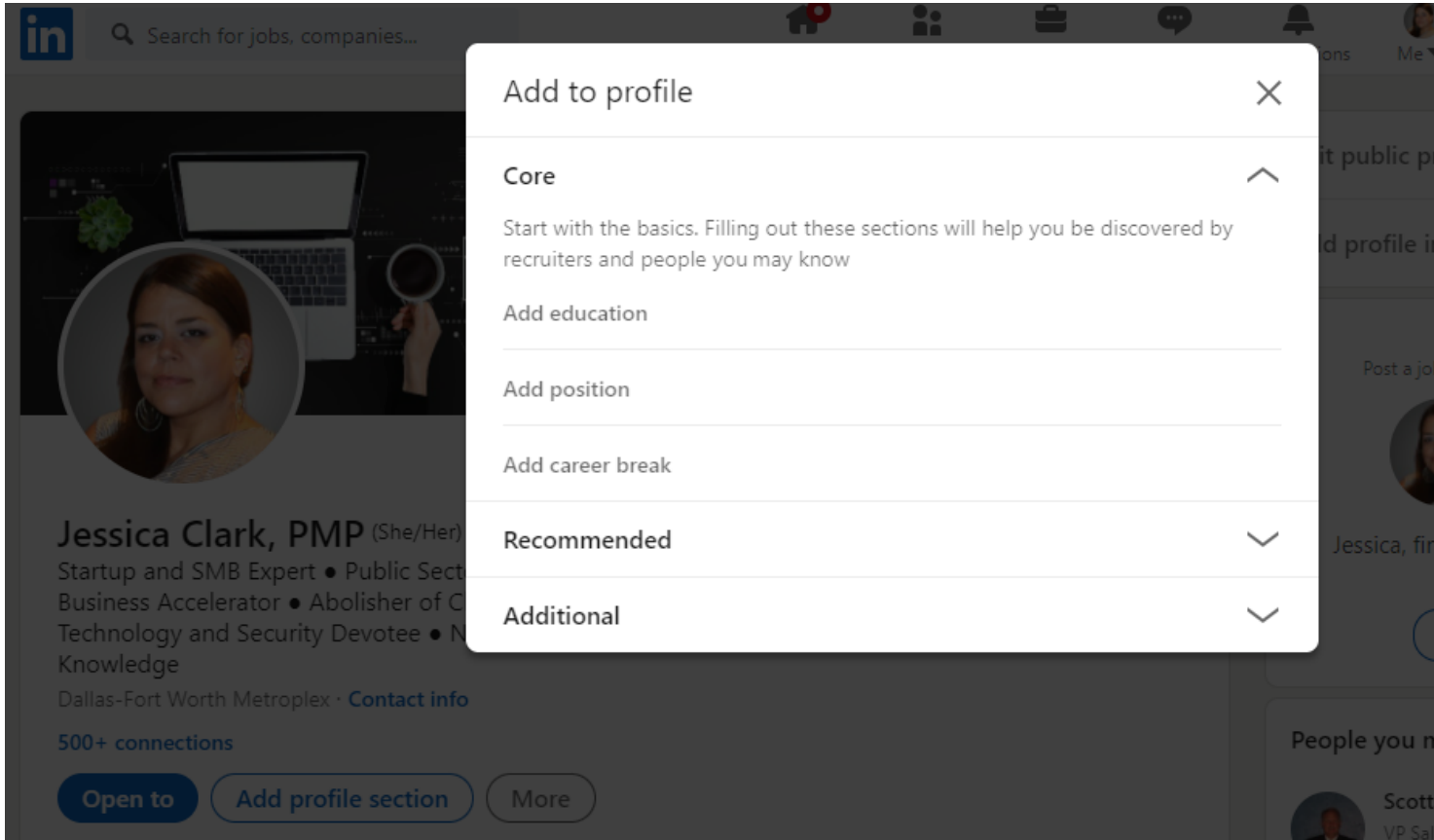
# LINKEDIN IS THE WORLD'S LARGEST PROFESSIONAL NETWORK



# WHAT YOU NEED

- A Laptop, tablet or cell phone
- A LinkedIn profile
- Your resume
- A picture for your profile.
- An image for your banner.
- Your creativity



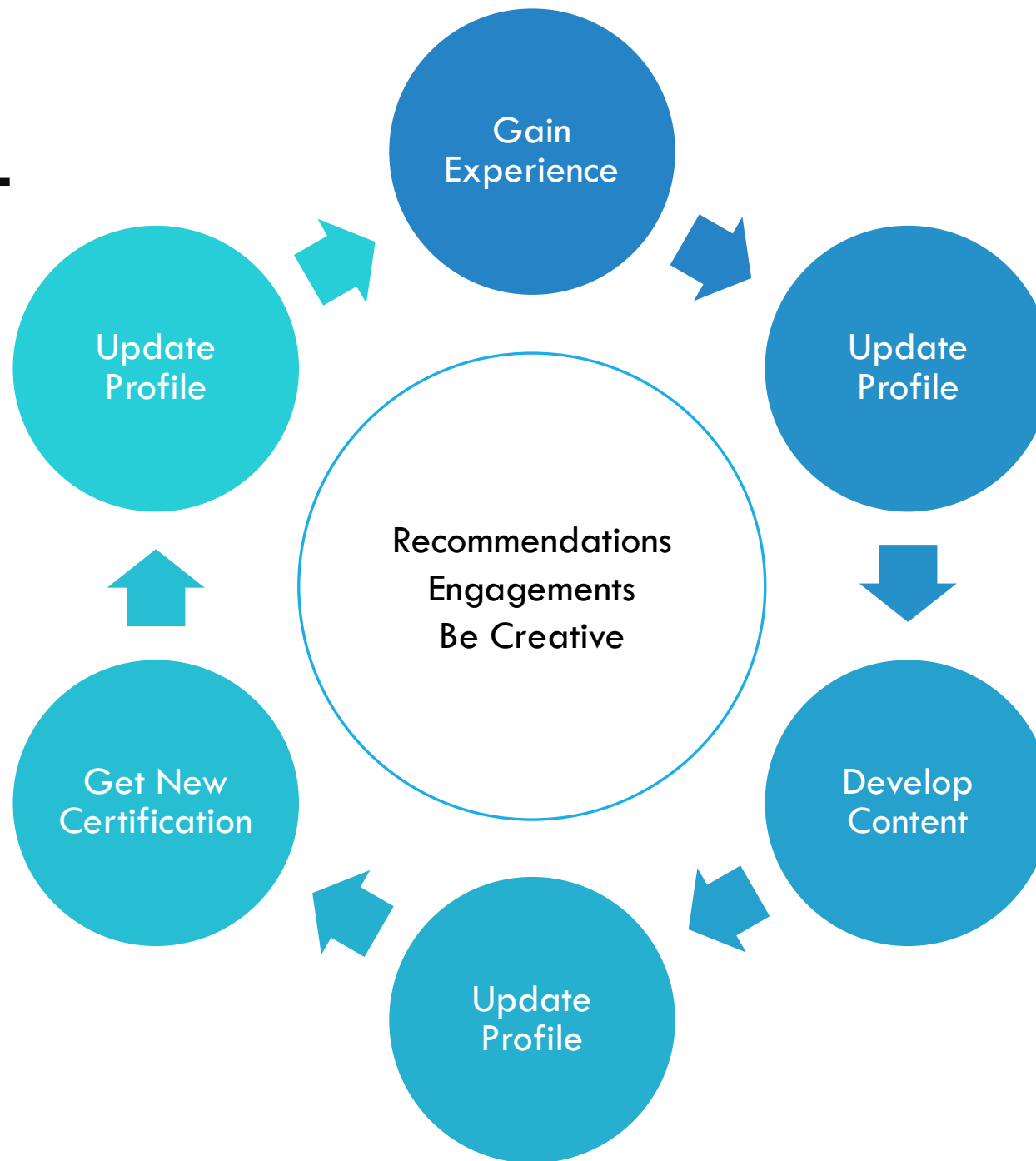


- Profile picture
- Creative banner
- Compelling headline
- Vanity Link
- Education
- Job Experience

# ADDING PROFILE SECTIONS



# KEEP WORKING ON IT



# ADDITIONAL RESOURCES

Scan this QR code and bookmark the training we page to access additional resources such as:

- A recording of this training
- A copy of the presentation
- A printable brochure w/ tips and tricks
- Links to articles and resources
- Schedule a 1:1 coaching session

And sign up for updates on when we will be hosting additional training sessions such as our advanced LinkedIn.

<https://www.jlcconsultant.com/linkedin-training-resources>





# WE VALUE YOUR FEEDBACK

Scan QR Code and Take Evaluation

