

## **LinkedIn Glow-Up HIIT Training**

HIIT is all about quick, short-burst activities that get you from where you are to where you want to be. In this HIIT session, we will go through:

### **Warm Up**

A quick few minutes at the start of the session to get you in the zone! Here, you will establish your goals and the impact of your training. We will also cover the equipment checklist to make sure you have everything you need to get your LinkedIn profile set up and looking its best.

### **Main Session**

Time to get to business. We will guide you on how to create and optimise your LinkedIn profile, but it's down to you to do the legwork during the session.

Using the best practices and design inspiration that we provide, you'll build a professional, on-brand LinkedIn profile that enhances credibility and attracts connections, clients, and opportunities.

### **Cool Down**

In the final few minutes, we'll reinforce the impact of your refreshed LinkedIn profile. You'll leave the session feeling accomplished, knowing you've transformed your LinkedIn into a powerful marketing tool, positioned yourself for more opportunities and visibility, and strengthened your professional brand. It's important to note that having a great LinkedIn profile (which we recommend you do have) also comes with its shortfalls. You will be made aware of the potential risks that your new LinkedIn profile could bring.

### **What's Next?**

Now that you have your LinkedIn profile ticked off your to-do list, it's time to look at your digital growth strategy. We have dedicated training available for you and your team.

**This training session is designed to be interactive and practical, providing immediate benefits by enhancing the professionalism and effectiveness of your LinkedIn presence.**