

Who Are You on LinkedIn? Showcase the Best You!

Think of LinkedIn as your online résumé? Think again! It's the conversation you have with someone *before* having a conversation—unless she doesn't like what she sees and never bothers to reach out.

You'll learn *more* than the 10 biggest mistakes most professionals make on LinkedIn (so they don't attract the right people or actually turn them off). We'll spend time *strengthening* your profile *during* this session—so bring a tablet or computer and be ready to work. Then you'll walk away at the end of the night with a clear idea on what to do next.

Lynne's Bio:

After a boy threatened to kill her with a machete, Lynne Franklin decided to learn everything she could about persuasion. That led her to study how the brain works, how this affects the choices people make, and how to communicate in a way that moves them to action.

As principal of Lynne Franklin Wordsmith, she shows executives, business owners, communication and health care professionals how to apply what she discovers. Clients who work with her as a consultant and coach see faster career advancement and lead more profitable and caring companies.

Lynne is a member of the National Speakers Association and president-elect of its Illinois Chapter. She wrote the book *Getting Others to Do What You Want*. She also ghost-wrote *Sustainable Negotiation™: What Physics Can Teach Us About International Negotiation*.