

# LINKED OPTIMIZATION WORKSHOP

## DAY I



- An Introduction to LinkedIn
- Basics of LinkedIn Profile Optimization
- Case studies of some of the relevant profiles on LinkedIn

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## DAY 2



- Content Writing tips on LinkedIn
- Tips to get better engagement
- How to target the right audience

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## DAY 3



- Communication tips (Do's and Don't on LinkedIn)
- Art of cold messaging on LinkedIn
- How to approach a recruiter/law firm Partner on LinkedIn

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## DAY 4



- How to get freelancing work from LinkedIn
- Types of freelancing services
- How to grab the client's attention

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## DAY 5



- How to play with LinkedIn algorithm
  - How to get a recommendation
  - Revision and doubt clearance
- \*Individual profile review of attendees based on the five day's discussion.  
(\*Separately chargeable)**