

Interview With Lynnaire Johnston

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Trudy Rankin: Welcome to the Online Business Launchpad podcast. Have you ever looked at your LinkedIn profile and thought, that is just so out of date. I should really update it. I don't even know where to start.

Now, LinkedIn is no longer the place where your online CV or your resume goes to live a quiet life, drinking tea and looking out the window. It's a vibrant, active place where you can share the projects that you're working on, the difference you're making in the world. and connect with other like minded people.

And even more importantly, it's a place where you can find the people you want to work with and who want to work with you. So today, I've asked Lynnaire Johnston, the founder of LinkAbility, to join me on the show. And Lynnaire is a LinkedIn strategist, a trainer and marketer, [00:01:00] and she's regarded internationally as a leading expert on LinkedIn, the platform, and helps clients globally leverage the power of LinkedIn to achieve professional success.

Now coming from a journalism and a broadcasting background, Lynnaire has been a reporter, a feature writer, a magazine editor, and a copywriter for the majority of her career. You ask her what she's written a lot. So, she's the author of two books about LinkedIn, and she's written for industries as diverse as automotive, beauty, local authorities, and not for profit.

And she founded her copywriting business, Word Wizard, in 2000, and began specializing in writing for LinkedIn in 2016. And Lynnaire, I just want to say welcome to the podcast, and thanks for joining me.

Lynnaire Johnston: Well, thank you so much for having me, Trudy. It's a pleasure to be with you.

Trudy Rankin: So I'm intrigued by your background a little bit because years and years and years and years ago when my children were small, I used to do a bit of writing for a little bit of cash, as you do when you have small children and can't do much else.

And it was [00:02:00] really lovely feeling being paid for writing, which is something I enjoyed. You have to learn how to be good at it, but I did enjoy

doing it. I still enjoy doing it. And so I'm curious with your writing career, How have you gone, what, just tell us a little bit about your journey of going from a copywriter, writing for a bunch of different industries, through to what you do now, which is just to help people with their LinkedIn profiles.

Lynnaire Johnston: Well, in 2014, Trudy, I discovered LinkedIn. So I'd been on the platform for six years by that stage, but like you said in the intro, I really disregarded it somewhere to put my CV and just forgot about it. And then I realized that LinkedIn was actually a publishing platform as well, which was music to the ears of a writer because all of a sudden I could write my own content and not be writing for clients with all that implies.

And so I began writing about writing on [00:03:00] LinkedIn and what I was finding out and what I was learning and the mistakes I was making. And then in 2019, I woke up one December morning and discovered that the social media marketing Of Australia had ranked me in the top 20 LinkedIn experts, Asia Pacific, and number one in New Zealand.

Well, the fact that I was an expert in LinkedIn came as a huge surprise to me. I was just writing about what I was learning about and really enjoying the process. So I decided at that point, the one thing that or an expert absolutely has to have is a book. So, I set to and wrote Linkability, which came out in 2020, which was very good timing because in 2020, as you will remember, there wasn't a lot to do.

We were all stuck inside for the majority of the time, and it was a really good opportunity to get a book written and get it out [00:04:00] there. And it's amazing, once you have a book in the market. Place, even if you've published it yourself. But if it's available on Amazon and in other major online stores, it confers instant credibility.

So not only had somebody said I was an expert, but now I've proven that I'm an expert by writing a book about it. And from there was a second book, a co-authored one about LinkedIn company pages. And it has been an amazing journey and one that I've. Absolutely loved. I am not sad to see the back of copywriting, Trudy

Trudy Rankin: Well, it does keep you busy, that's for sure. And I've just, for those of you who are watching this on YouTube sometime in the future Lynnaire's got her two books just back behind her, and I'm intrigued by obviously both of them, but the one that intrigued me the most is the one that talks about business gold, because business pages are something that not

everybody has on LinkedIn, and not everybody knows that you can have them, and you can have more than [00:05:00] one, and I have them, I have more than one, but I know I do not use them to the full extent that they could be used to help build a different arms and branches of my business.

And so I'm gonna, I'll ask you to talk a little bit more about it just in a minute, but I'm just curious about the whole, writing process and not so much about the writing process. You talked about how you did it during COVID when there wasn't so much to do, but how did you come up with your ideas for your two books?

Lynnaire Johnston: I decided with LinkAbility that I wanted to concentrate on the main things that I did on LinkedIn myself. And so that's where the four strategies came in. Four powerful strategies to maximize your LinkedIn success, to be official about it. And so they are of course connecting. So that's networking, posting, direct messaging, and also company pages.

And so all of those things are really important when you are [00:06:00] building a business, building a brand, or really just getting your personal brand out there on LinkedIn. But you're right, a lot of people don't understand how company pages actually work, but my belief is that if you are in business for yourself, Trudy, and you are in the B2B business, So you are providing services or products for other businesses, then you need to have a LinkedIn company page.

It begs the question, why not? It's free organic real estate. It's indexed by Google. It will help people find you. And there's an excellent vehicle to promote who you are and what you do. And I think that a lot of people don't know that when someone Googles their name, I'm talking about their personal name here, their LinkedIn profile is going to come up in the top three results, which means that your LinkedIn profile, good or bad, is going to get looked at.

So my argument is start there. That's the thing you [00:07:00] should be concentrating on because that's at the basis of everything you do on LinkedIn.

Trudy Rankin: I think that's a really good point. And I think it's possibly something that people might not realize that, yeah, if somebody searches for you online, especially, on Google, there's so much stuff about you that's there that you might not realize is there.

And LinkedIn is one of the very top things. In fact, it's really useful. If you're looking for somebody, you can do a quick search and find them that way, or you can even search in LinkedIn as well. But sometimes in LinkedIn, it can

sometimes be difficult to locate people because there's lots of people with common names and you get, 6 bazillion people with Jones as their last name in several different countries.

And it's just well, which one? So it's, it can be really helpful to be able to use that. Do you want to talk a little bit about for the benefit of somebody who might not have a business page yet, and they're still going, okay I hear what you're saying, Lynnaire and I get it I, what should I do to get [00:08:00] started with my business page and what should I be thinking about before I set one up?

Lynnaire Johnston: I think the most important thing to realize with a company page is that it builds over time, a bit like your LinkedIn network in general. It's not a quick fix. If you want to make a really big impact online, a LinkedIn company page is not the way to do it. but it is something that you can build over a period of time.

You build your followers, you build your content, you build the different kinds of features that are offers like newsletters. And over time, you'll find that people start to see your content. You gain visibility. The brand becomes more obvious and better known because Most people, as you've just said, don't know that you can do this, and they don't know where to start, and they don't know how easy it is, or that it's actually free and it probably will take you half an hour to set up [00:09:00] a business page, and you'll need to think about having a banner which is very similar to your profile banner. You'll want a logo. Most businesses have already got one of those, and you'll need a decent length introduction. It's around 2, 000 characters. So really, once you've got those things and a tagline, you are up and running with your company page. And I know it sounds simple, but really, it actually is.

It's a lot simpler to set up a company page than it is to do a LinkedIn profile really well.

Trudy Rankin: Yes that's definitely true. I've had my profile, my personal profile has been up on LinkedIn since, I think, 2009 and over the years, it has morphed and changed a lot. And, and I've done a lot to it, but I'm pretty sure there's more that I could do it.

But the thing with the business profile, the company profile pages that you can have there, it's is that you might, well, I'll just tell you my own experience. I've, as I said, I've got several and I set one up with the intention of coming [00:10:00] back to it and doing something with it in the future.

It was one of like staking the real estate out.

Lynnaire Johnston: Yeah. Good idea.

Trudy Rankin: And then I forgot about it, completely forgot about it. And not that long ago. I got this little notice from LinkedIn saying, Hey, people are looking at your, at this business profile. And I'm going, Oh, really? I think I need to do something with it because that's missed opportunities when you don't have a strategy for your business page.

So, so can you talk just a little bit about that aspect of it is so somebody's convinced, yeah, I should have a business page, a company page. What kind of a strategy do you tend to see people developing for those pages that's going to bring returns of whatever kind that is, awareness, or even money or whatever from having a page?

Lynnaire Johnston: I wish I could tell you that people have a strategy. Usually, Trudy, they don't even bother. Somebody just says to them, you've got to have a company page and they go at it. Like a bull at a gate and all of a sudden they go, now I've got a page on my, what am I going to do with it [00:11:00] now? So you need to start with the end in mind.

What is it that you want your page to do? Do you want it to bring you in new business? Well, that's the general idea for most of us, but not all organizations have that in mind. They might be a not for profit, for example, and want to be educating potential donors. They might be an arts organization and want to amplify the message about the arts or individual artists.

So there are a lot of reasons to have a company page. But in the main, most of us are in business and most of us need to be able to have a way to reach out and to get in front of potential customers. I tend to liken a LinkedIn company page as like your website. only a little bit more constrained, really.

You should always have your own website. I'm a firm believer in websites, but I do believe that if you have your own business, you should have your own company page as well. Now, most people don't realize that a company page needs to run [00:12:00] off a personal profile. So, for example, if I want to invite people to follow my company page, they have to be connections of mine for me to be able to invite them.

And so you get 250 invites. A month and it goes back to zero every month. And if you invite 250 people every month to follow your company page, then you'll

find that builds up very quickly over a period of time. But to your point about strategy, you wanna make sure that when people come to your page, there's something for them to see.

You want 'em to see that you've got content, you want them to see some featured material there. You want them to see that you've got a newsletter, or that you've got events, or whatever else it is that you might want to put on your company page. Mainly, you can sum that up as being active. You want your company page to be active so that when someone goes to visit it, they don't go, oh, Trudy's not been here for a while, not much going on here.

You want [00:13:00] people to see the up to date things and to know that what the business is doing and I think that keeping that in mind in terms of a strategy is a good idea as it start with the end in mind. What do you want for your objective and work backwards from there?

Trudy Rankin: Okay and I think that's a really good point.

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Trudy Rankin: I want to ask you a sort of slightly more technical question that's related to that. You mentioned that you can invite 250 people a month to follow your company page. What process do you use to do that?

Lynnaire Johnston: You can invite Anybody that shows up in the drop down menu, that's when you go to invites, LinkedIn puts in front of you.

Or you can be specific about who you invite and I'll just tell you my process so that you can see what we do. Whenever somebody connects with me, that's with my personal profile, I reach out, ask to connect and I say [00:14:00] yes. The first thing I do once I've sent them a thank you for connecting message is I invite them to follow my company page.

I believe in striking while the iron's hot, Trudy, and people get a lot of invites to company pages, and they are more likely to accept your invite if you have just connected with them because they know who you are. you're top of mind and it's all just put into one kind of like experience if you like.

So that is my number one tip is invite the new people that you connect with to follow your page. But the other thing is to make sure you fill up that 250 connections every month. Now you won't want to invite everybody to follow

your page and when you're going down the list. There's a ton of options on there.

Just don't include those in the ones you're sending out. You can be very specific, you can invite people by location and there are other filters that you can add in to make sure that you're [00:15:00] inviting people too. So, one of the tips that I use, and I don't know if anybody else does this, but when I'm inviting someone to follow my page, say they've just connected with me.

Then, when I type their name in, then all the people who've got a very similar name will also come up on the drop down menu. So I use that as a good excuse to invite a whole bunch more people, because I don't have 250 people who connect to me every month, but I certainly have enough to be able to make that drop down menu a really good idea to use.

Now when somebody connects with you or they accept your invite to follow your company page, then you get that credit back again. So if in fact you invite 250 people and they all said yes, then you can invite another 250 people. Now in reality it doesn't work like that unfortunately, but that's why it's a good idea to use up all those invites so that you can get more and invite more people to follow your page. Because the more people who [00:16:00] follow it, the better the visibility of your page.

Trudy Rankin: That's interesting because one of the things that I've, and I confess, I haven't been lazy about it, but it's one of those things where I think about the task of finding people to invite and going there's, because I have a lot of followers and a lot of connections, this is and I haven't been inviting people, have not been inviting people to follow the business page, which is something I shall rectify, but you basically look at it and you think, Oh, I don't have time to ask all these people to join.

Is there a way to do it? Can you do it in blocks of people or do you have to do it once at one at a time?

Lynnaire Johnston: Yes, but it's just ticking a box. Okay. It's really simple. It could not be more simple. If you've got a list of people, you can just go tick tick, no, tick tick, and then invite.

It's as simple as that. Really.

Trudy Rankin: That's good to know. That is good to know. So, and so you can do that [00:17:00] separately for each business page that you have, correct?

Lynnaire Johnston: Yes. 250 connection invites for each page. Can I suggest that people start with one, Trudy? People mainly find it hard to come up with good content ideas for their page because you want different content on your page than your profile, of course.

And so it's probably best to stick with one and to build one and do that. I like that really well because there are other kinds of pages that you can add too. You can add showcase pages and product pages. All of those have, and others. But those are the two main ones that you can also have that run off your main company page.

So there are other options to choose. But like you. I do have more than one company page but I tend to put all my focus onto one because everybody else, there are only so many hours in my day.

Trudy Rankin: Yeah, no, that's exactly right. I have a follow up question about that, the content. For the, when you're thinking about the content and your [00:18:00] content strategy for your business page or your company page, do you have some tips for what type of content to, to use on those pages?

Lynnaire Johnston: Sure. I think the main thing to remember is that you are writing as your business, not yourself. So on your profile, you'll be sharing your experience and your opinions and your ideas that are personal to you and your professional experience. On your company page, you are representing the company, the entity.

So therefore, for the very beginning, everything's going to be in the third person. It's not going to be I, it's going to be the company. So that's a very basic thing to remember, but a lot of people forget to do that. And they need to talk about different things. They need to talk about what clients. And customers want to hear about.

They don't want to hear about your products and services. I am very sorry to say they want to hear how you can solve their problems. And a really good way to do that is by telling them what other companies [00:19:00] problems you've solved. And so sharing case studies sharing client testimonials, recommendations feedback, all of that works really well.

The other thing that works really well on company pages is stories about team members, and everybody wants to know who else is on the team and what they're up to and. Because we do business with people, Trudy. We don't do

business with companies. We do business with people. So consequently, the more that you can make the business human, the better.

So tell stories about your team members. I think is another really good strategy to adopt for your company page.

Trudy Rankin: That's really interesting. That's really interesting. I'm collecting up all these tips and I think that'll be interesting to, to see how they go really, because I already create quite a lot of content and it's about understanding how I can repurpose some of that in a very meaningful way so that I can share that with [00:20:00] people.

Lynnaire Johnston: Can I give you a suggestion around that? Yes, please. One of the really good ways to repurpose your content is to put it into a different format. So, for example, if you have done a video post on your profile, which I highly encourage, then if you were to take the text out of that, and that's just taking the transcript off it, you can turn that into a post that's suitable for your company page.

And the same with the reverse. If you do a video for your company, talk about the video on your company page, on your personal profile, but also you can repurpose some of the assets as well. So a video that goes well on your page might do very well on your profile. And here's another tip, which I think a lot of people never think to do.

And that is when you put up a post on your company page, write a post about that. post on your profile, including the link to that. [00:21:00] post on your page, so that, because you'll get more views on content on your profile than you will on your page. But if you send people to your page from your profile, then your page is going to benefit too.

Now I've seen that done really very well, and it is not something I'm doing nearly enough of myself. And so just to be clear about that, you do a post on your page, first of all, and then you talk about it. as another separate post on your profile and include the link so that people can see the post underneath your own post on your profile.

It's a great way to get people to see your page.

Trudy Rankin: Yeah, no, that sounds like a really good tip. Really excellent tip. I want to just talk just a little bit about something specific. And that is, is that for those of who are listening, who've been listening for a while, know that one of

my projects late last year was to purchase an existing website, a content based website and with a list, and basically a newsletter [00:22:00] that goes out on a regular basis, and then take that whole setup, the newsletter, the website, and grow it, basically improve it, grow it and turn it into a another branch of the business, basically.

And this particular website is for freelance writers. And one of the things that I've been writing about for the freelance writers has been how they can actually use LinkedIn to build their writing portfolio and how they should be setting up their profile as a writer. And because A lot of, like I said, a lot of writers are going they just don't realize that the value that's there in LinkedIn, they think of it as just another social media place where you, there's too much going on and too many people talking about what they had for breakfast and it's not really like that.

Lynnaire Johnston: Not in LinkedIn.

Trudy Rankin: Not in LinkedIn. And so, partly after I just discovered you by listening to another podcast was I had a look at your profile and [00:23:00] realized that you were actually doing everything that you were talking about. Plus and I was looking, well, have I done that?

Have I done that? Have I done that? And I discovered a couple little things that I hadn't done before. Now, can you just talk a little bit about some of the things that most people might not realize that they could use? on their LinkedIn personal profile to benefit the people who are trying to figure out if you are the person that they want to work with.

Now you mentioned a couple of things, there's the showcase, and you mentioned the product pages, but can you just either talk about those or anything else that you think most people don't know about but they should be using?

Lynnaire Johnston: I hope you've got another half hour, Trudy, because I talk about this all day.

All right, the showcase pages and the product pages are to do with company pages. So let's just park those over there and talk about profiles. So the main thing that a lot of people don't understand about LinkedIn profiles these days is that they are very visual. They used to be all about [00:24:00] text, but now they're very visual.

And even for writers, that's an enormous because most of the things we write do have visuals in them in some way, shape or form. Now there is a section on profiles called Services, Providing Services, that LinkedIn is in the process of really, Revamping and doing it in a much better way. It used to be hidden in behind your profile.

So you would click in to it from your profile intro and you'd go into a services section where it would list all your different services for, sorry, for writers, all the different kinds of writing that you do. And then you would be able to add reviews, which I just love, reviews and media. So that's links.

That's videos and images and presentations, so all of that can sit in that services page. Now because it was hidden until recently, nobody used it, but now [00:25:00] it is being brought to the front and it is sitting right there. And some changes LinkedIn is making next month is putting the about section right back at the top of your profile again, which is where it should always have been and the services sit right underneath it.

So I have made sure on my services Section that I've got some really good visuals there that are really eye catching because even though I'm a professional writer, have been a writer all my adult life, I know that visuals grab the eye and stop the scroll. So having things that are visual in that section, so high up on the profile is a really super good idea, and it is something that's brand new.

So a lot of people don't know it's there. Don't know that it's going to be there if they haven't yet. Got it. Now, I do need to point out one thing that, to get it looking as good as that, you need to have a premium account. Now a lot of people do LinkedIn on a free account, and it's perfectly fine. You can do a lot with LinkedIn [00:26:00] on a free account, but you get so much more when it is paid for.

Now, I'm a late convert to recommending people pay for LinkedIn. I always maintained that a free account was fine, but now I think there are so many new features for the premium accounts and above that it's worth having a look. I know it's not cheap, but I think that for people who are using LinkedIn on an ongoing basis and really serious as a business tool. It does make sense to do that now I am a writer. That I've seen it and I have, I am in a good example of someone who was just writing about myself, about writing originally on LinkedIn. And it is morphed into a whole new business for me, one I didn't actually expect. So what I'm trying to say with that is that as a freelance writer, LinkedIn is a no brainer for you. You might be wanting to do some LinkedIn writing for yourself, for other people, but having a really good [00:27:00]

profile where you've got lots of different things on it, in terms of examples of your work is a really sensible move. Now the, another thing that LinkedIn has put a lot of time and attention into this year well actually started last year, is your Skills and you can now have up to 100 skills listed on your profile.

And you can also list them in other areas apart from the skills area. So that's all changed and it means that LinkedIn is really playing. Paying a lot more attention, is the right phrase for that one, to skills, so definitely use a lot more skills, and I couldn't finish this section without mentioning collaborative articles, which aren't really part of a profile as such, but last year LinkedIn launched collaborative articles, which are AI generated articles, where we as members make contributions, right, and we can, if we write enough contributions, which are just comments, we on enough collaborative article [00:28:00] topics, we will be given a Community Top Voice Badge to show that we are a leader in a particular topic or a particular skill.

Now, I wasn't a fan, I got a badge for writing simply because I needed to see how the process worked, but recently I found out that they are a lot more useful. Full than that. And in fact, more people will visit your profile if in fact you have a at least one community voice badge and that you are contributing to collaborative articles because they're indexed on Google.

And that is a really good way to be found for your writing skills.

Trudy Rankin: That is really good to know, that is really interesting, because I have been I, because I do post a lot, or I have a newsletter, and so I do put a lot of material up on LinkedIn, and I was recently asked to contribute to one of those things, and I looked at the topic, and I go, why are you asking me?

Lynnaire Johnston: That's the problem. Remember the words AI that I mentioned in there? Yes, I've [00:29:00] been asked to contribute to all kinds of crazy things. The real key to that is to choose the topic yourself and then to write article to write, to contribute on articles that make sense for you, and also that don't have a lot of contributions altogether already. You want ones that are relatively new, that have only got a few contributions, so you stand out.

Trudy Rankin: So just out of sheer curiosity, where, how do you find them?

Lynnaire Johnston: Well, that's not that easy, to be fair. There is a hub, there is a hub for those that you can go to, there's just a URL. So what we'll do is we'll put that into the description of this podcast, so that people can just go to it and have a look.

There's, it's A to Z and there are thousands, there are Absolutely thousands of topics, well probably hundreds of topics and thousands of articles truly, the range is truly enormous. There's no reason for anybody not to be able to add add something. But can I go back to your newsletter for a minute?

Because [00:30:00] you did mention that and that is a really good content tactic. And if you've got a newsletter that you already produce off LinkedIn, so either via your website or via email Putting it onto LinkedIn is another really good idea. And the reason for that is that the first issue that you ever put out is sent to every single one of your connections with an invite to subscribe.

And thereafter, everybody who has Subscribe to your newsletter gets a notification to tell you there is a new episode or issue out. Now that is way higher than you will ever get on any other form of content. Plus there's a newsletter signup form. sitting in your featured section that you don't even need to put there yourself, that LinkedIn will put it there for you.

So newsletters are a really good thing to be doing on LinkedIn because they allow you to add links, add images, [00:31:00] put in video, you name it. I love newsletters. I think they're a fabulous idea. You can have them for your page and for your profile, up to five from each.

Trudy Rankin: I didn't realize that you could have that many newsletters, and I'm sitting here thinking, oh my goodness, one of them's, is plenty to be going on with.

But you could, if you had a team, or if you had people who could help contribute to the creation of more than one, you could actually it could be quite beneficial. That's a, that's an interesting point.

Lynnaire Johnston: That's different strategies. I think that can be a really useful, a useful idea.

Trudy Rankin: Yeah, no that's really good. Now, I'm going to ask a cynical question because I know there's going to be some people who are going to be thinking, I know you said that you can get these badges, and you did mention that one of the benefits was, being ranked in Google when people do searches.

Are there any, are there other benefits that you are aware of? that make it more than just simply what do they call them? A vanity metric or whatever?

[00:32:00]

Lynnaire Johnston: Yeah, so, in your own metrics on your profile, you'll see something called search appearances, and also profile views. You can see how many people have viewed your profile in the last 90 days.

So, it's one of those free free analytics that you don't have to pay for. And it will tell you, How many people have visited your profile in the last 90 days? Now, recent research from Richard Vanderblom has shown that if you have a Community Top Voice badge, you'll get between 30 and 40 percent more profile views.

Plus, you're likely to come up in those search appearances for those topics that are, as I say, ranked on Google. So there's a lot of benefit, and that's why I've had a change of heart. about collaborative articles. And you also get more views, another 10 percent more views, profile views, if you have more than one badge.

Now I don't have more than one badge, I'm working towards that. It is more competitive [00:33:00] now than it was. And I too was cynical. I really thought that having one of those community top voice badges, which I got mine for contributing to just five articles. I thought that was just nonsense and that there was no, not much kudos attached to that.

It looks pretty but I didn't really think that people were going to take it seriously. But now, there is more use than rather just the vanity of it, as you say. So I do think that they are a good idea and something that people should think about. But, that's like a running if you're thinking about you've got to walk before you can run, That's a running tactic.

Start with what you need to walk, and that is really making sure your profile's the best it possibly can be.

Trudy Rankin: That is really good advice. Lynnaire, it's been really great talking with you. I've got quite a few ideas in my head to take away and think about and see if I can apply some of the things that you've talked about.

If people are interested in connecting with you or finding [00:34:00] out more about you or even in, in seeing if they can work with you because you have a community as well. Where would they go?

Lynnaire Johnston: This will surprise you greatly, but they'll find me on LinkedIn.

Trudy Rankin: And just share your, the URL.

Lynnaire Johnston: It's just my name. It's for all the LinkedIn beginning, but Lynnaire Johnston. It's great to have an unusual name because my URL matches my actual name. So that really helps. But in all seriousness yes, do connect with me on LinkedIn. I've just recently changed my follower button back to connect because I like to connect to people.

To me, LinkedIn is all about getting to know people. It's all about networking and building relationships. So I prefer people to connect to me rather than just follow me, but please do follow me if you feel inclined to do that. And then once you are connected with me, I can send information to you that talks about the resources that I have, and as you say, one of those is my LinkAbility community but that is a paid community.

And I like people, [00:35:00] truly, to get to know me first to see my content, to see if they really think I know what I'm talking about. And to then perhaps decide that might be a suitable way for them to learn a bit more about LinkedIn. But it's a very big beast, it's very complicated, and my aim with that community is to get rid of the overwhelm, is to make it simple, because it really is terribly complex these days, if you want to do it really well.

But I can't stress enough how important it is, and this day and age to really have a good profile on LinkedIn, a good presence, and to really do your personal brand great service on LinkedIn.

Trudy Rankin: Fantastic. So once again, Lynnaire, thank you so much for being on the podcast. I really appreciate it.

Lynnaire Johnston: It's a pleasure. I've enjoyed talking about LinkedIn with you, Trudy. Thank you for the invite.

[00:36:00]