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Nicole Osborne - From Best-Kept Secret to Kunden-Magnet - Unlock Your LinkedIn Superpowers

[00:01:20.140]

Hi everyone, I'm super excited to join you today for the Page Builder Summit. Before I start, huge thank you to Nathan and Anchen for inviting me to all the fabulous event sponsors. Come on everyone, let's give these people a shout out on social because it takes a lot to pull together a great event like this. Now I am excited to be here today to be talking to you about LinkedIn, clearly one of my favourite topics. So I want to show you today how you can turn on LinkedIn from the best kept secret to a kunden magnet by really unlocking your LinkedIn superpowers.

[00:02:04.310]

Now I know you might be thinking oh my God Nicole, LinkedIn, it's so cringe vibey. It's so spammy. I don't know what to say. And I've come across all of these LinkedIn Berlin Walls of fear and I will do my best today with throughout the 30 minutes we have together to inspire you to feel braver, to inspire you to take action and to really invite you to take advantage of everything LinkedIn has to offer for your agency. So how are we going to do that today?

[00:02:36.430]

First of all, let's have a little bit of fun, a little bit like an icebreaker. Please tell me where are you dialling in from today? Now I am based in London. I'm originally from former Eastern Germany but I love the idea of being

part of this global event. So come on guys, tell me where you are dialling in from.

[00:02:55.180]

That would mean the world to me and hopefully I'll be there in the comments as well, helping you with questions and cheering you on while we go through this presentation. A quick introduction to myself. I'm Nicole. I'm the founder of WunderStars. I specialise in helping digital agency founders across the world turning their LinkedIn into their agency's most effective marketing assets.

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On the right hand side you can see some of my amazing clients ranging from Atarim to Celador to Buildup. I've also been featured in Forbes. I am a qualified M-Code coach because I really know with LinkedIn, yes it's about building up the LinkedIn know how but it's really uncovering what truly motivates you, what is going to help you build those valuable LinkedIn habits. So I'm a qualified coach. I'm a LinkedIn top voice.

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I was actually chosen amongst 30,000 applicants for the UK's first LinkedIn content creator programme a couple of years ago. So I had coaching directly from LinkedIn. I am a Chartered Marketeer. I am a member of the Bureau of Digital. Some of our clients are members there as well.

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And I've been speaking across some amazing stages for agency founders and I'm super excited to be here today. In the middle is a small picture of my immediate family. You know, being a mum and not wanting to be that stressed out marketing director, rushing from one meeting to the next was actually one of the reasons for me why I founded Wunder Stars about eight years ago. But enough about me.

[00:04:31.130]

Let me tell you exactly what you are going to get out of today and I want to make sure I offer you lots and lots of value throughout the session. So we're going to start on really considering what you can do to transform

your LinkedIn mindset. What are some of the hidden fears you are feeling? Let's just get them out in the open, the elephant in the room and let me help you transform them so that you can show up for your audience being much braver than you have been to date. I want to help you design your personal brand because particularly I know that there's so much AI content out there.

[00:05:08.310]

I want to show you how you can use your own personal brand as agency founder, as business founder, as to stand out from your competition, to get noticed by the right people for your agency. Then I'm going to show you the commenting strategy because LinkedIn is really placing more and more emphasis on your ability to not only attract comments onto your posts for more engagement so more people stay on the platform for longer, but also how you can use comments to be seen by a wider audience. LinkedIn nowadays is already showing you how many impressions your comments get, so that's really, really helpful. But also how many of your page views have come from comments. So really, really important component of a well rounded LinkedIn strategy.

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And then in the final section, I've got a goodie for you, something free to download which will be super helpful. And I want to share with you my wonder content model to really help you build a solid content strategy which will help you to attract your right audience for your audience, which will help you to figure out who's interested in your service and to really get married and build those value relationships on LinkedIn. Now, I hope you're feeling ready for that. Let me know in the comments as well. So, first of all, your LinkedIn mindset.

[00:06:24.070]

Now, I know you probably are thinking, oh, Nicole, I don't know what to say. I am not needed on LinkedIn. I'm much more at ease being a quiet contributor. I really worried what my peers will say or LinkedIn is funny or LinkedIn hasn't worked for me before and I get those, you know, I felt all of these fears myself and I've worked with my clients to help them through. I just want to share a small story with you, first of all, which I hope will give you a little bit of encouragement.

[00:06:59.430]

Now, I was born in former eastern Germany. And this summer I went back and I was delighted to see one of my relatives actually had a Trabant, this is where we chose this picture. Now, when the wall came down in 1989, it was a huge occasion in my life. I was 13 years old. We were absolutely elated because suddenly we had all this freedom to travel where we wanted to, to talk our own about our political opinions.

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But, you know, there was this one occasion then we had the opportunity to actually travel from eastern Germany, from our small town to Western Germany to Hamburg. And at first we were like, yeah, yeah, really excited. But then we got really scared because we were worried about what would the people think at the other end of that journey? How would they perceive us? You know, we had all these western Germans, fancy clothes, fancy cars, and we were worried about would we look stupid in front of them.

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So much so that we were actually considering not going. It's crazy, you know, for years we wanted to have that freedom and when we were considering not going. But, you know, my mum was really brave and she made us go. We packed a picnic, we loaded up our blue Trabant, it was the blue beige one, and we made our way to western Germany. As we approached the border, you know, we were getting excited, we were getting fearful, sweaty palms, all of it.

[00:08:29.040]

But what we actually found once we crossed, we were welcomed by hundreds of hundreds of people from Western Germany. They were so elated to see us. They shared their joy, they sang songs, they gave us presents. And you know, it was such a key moment in realising that sometimes you have these fears and you expecting one thing, but you're actually getting this really positive outcome. And I know we would have really missed out had we not taken that journey on that day.

[00:08:56.770]

Because whenever I go back to Germany every year, this is always A story my family remembers because it meant too much, so much to us. So I really hope you take courage and you find your own strength to go into that blue Trabant and find your way of really tackling your LinkedIn mindset. Because people are going to be more positive on the platform than you expect and it's going to be really worth for your business. So I invite you today to overcome your LinkedIn burning rules of fear so that you can really attract high value clients and opportunities for your agencies. And particularly in a way which helps you to stand out from AI because there's so much content out there.

[00:09:36.720]

I want you to do this in really interesting and memorable way. So stick around for all my tips because they're really going to help you now. Mindset wise though, come on guys, let's aim high. Let's embrace this feeling of fear. Let's figure out where is my comfort zone, how can I step out of it?

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Because when you feel this being uncomfortable and you accept that as part of growing yourself, growing your business, it becomes easier. And you know, the last time I did this, one of the examples was actually I was found myself at Newcastle and I was really, really nervous. It was at a party and some of the speakers there in particular, one of them who I absolutely adored, Chris Do. Now Chris Do, some of you will know he has got an amazing community of designers, design agency owners. He has a leading podcast called Future and if you haven't already tried it, go and subscribe.

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It's really, really good. So I was really brave and I approached Chris at this party, you can see it in his face. I looked really nervous. I didn't know what to say. I was so nervous.

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I said to him, Chris, could we take a selfie tomorrow? But you know, I did. And the very same night I sent him a message via LinkedIn and he checked up my profile and he invited me to become one of his guests.

And I was absolutely elated. But in terms of my business, you know, this video series had over 70,000 views on the Future.

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It more than doubled my email list. I had the biggest year in terms of revenue following its release and it led to more five star opportunities. And this is really typical. Once you find a way to break through your comfort zone, other opportunities will emerge and you will be so much more open minded to it. For me, one of the next big thing which came out of it, I got the invitation to speak at this event called KaboPress, which is an exclusive event for agency founders in Mexico.

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And I got to share my insights about LinkedIn in a really beautiful pool and it was so cool. Now, I don't want you just to think about me and having done really well with stepping out of my comfort zone and being braver, I know you can do the same. And I'm going to show you examples today of agency founders just like you who've done exactly that. Now, you just got to be willing to get out of your own comfort zone if you want to grow and really embrace that feeling of it. Feeling uncomfortable at first because you are training a new confidence muscle and that takes time.

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So every small action you take builds your confidence in the same way. I spoke to Chris at this event in Newcastle which resulted in this amazing opportunity which led to more opportunities. Just start with one small scary thing and it will make a huge difference.

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Here are some of my amazing clients who've done exactly that and it's really produced some brilliant branding opportunities for their agencies, some high quality leads and some packed order books. So Fabio on the left hand side then, from I have nothing interesting to say to actually being invited to estate in Dubai. And I'm going to tell you a little bit about his story in the following slides. In the middle, we got Steve. Now, Steve specialises in cybersecurity, a traditionally quite boring and dry sector.

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He decided to turn up brave and really show up with this very lovely human personal brand. And it's made such a huge difference to his leads pipeline, to him getting invited to events. You see here an example of a key conference where he's being featured. And then on the right hand side, we have Dale. Now, Dale is the founder of Fire and spark.

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He's an SEO specialist, also really into AI and with the LinkedIn Activator Playbook. His posts got attention from the right people, one of them being Rand Fishkin. And he actually, his post got featured, he invited Rand onto his webinar and it's produced some amazing additional opportunities for Fire and Spark. So it shows. Sometimes when you tackle your LinkedIn fears and you build your LinkedIn momentum by taking action, it makes a huge difference and it really has the potential to really excel your LinkedIn growth.

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So I hope you're feeling encouraged by that. The next section then. Especially in today's world where we have so much AI content out there, which frankly can be really boring and bland, you have to find a way of showing up uniquely for your own audience. And I know sometimes this can be tricky and this is an area I always work on with my clients, so I wanted to share these questions with you, which you can use to design your own personal branding approach. Your aim really is to stand out from your competition and to connect with your audience.

[00:14:39.720]

You know, connect with the kind of people who are really interested for your agency actually just showing up as yourself. So let's see how you do that. Now, the elephant in the room here again is probably what you're thinking, oh, Nicole, personal branding, not for me. It's all a bit naff, it's all a bit icky. I don't want to be boastful and I hear you.

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Again, this is a self limiting belief. This is a LinkedIn Berlin Wall of fear. Step out, out of it, be confident, take the first action that will make things

easier. So your first act on this are to simply go through these questions I'm going to show to you now.

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But I also want to say this, you know, if, if you think that you can do LinkedIn without being involved yourself, I'm sorry, you wrong. LinkedIn is designed to be a personal connection platform. So please, please don't, you know, delegate LinkedIn or your LinkedIn strategy for most junior persons on the team or the person who really doesn't have any time. If you really want to benefit from everything LinkedIn has to offer, you have to get involved. I would also encourage you to think about, is it really wise to work with an anonymous appointment setter?

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I know it's very tempting. They say we will do all the work for you, but they don't know you and they don't know what makes your agency so different. It really takes you as the agency founder to come up with a good strategy, you know, because you are the driver behind your agency's culture, your wonderful values, your, your purpose. You are really best placed to communicate this to a world and you don't want to miss out by not being involved yourself or by really remaining invisible. Your stories and your experience are unique and really engaging for your audience.

[00:16:33.750]

So don't let fear hold you back. Okay, so here are the seven questions to help you design your personal brand. How do you not want to come across? You know, how would you describe your antiversión in detail? This is such a good icebreaker in this exercise.

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So I'd really encourage you to take a pen out when you work on this and write out how you not want to come across. Here's some examples from clients. Apologies if you happen to be Sam, but the anti Sam, he's a fraud or she's a fraud. He speaks and writes in corporate clichés to hide the lack of his knowledge. You know, he's a cliché.

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He's a baffle. He's the reason why people don't like LinkedIn. He writes boring content that is impersonal, full of jargon. He steals and recycles other people's ideas and attempts to pass them off as his own. So this is all feedback to the question, how do you not want to come across another one?

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You know, he's always posing in front of flashy cars. You know, he always says, do this and save 10,000 hours or use his latest hack and times €1,000 revenue. Very aggressive. Mr. Know it all.

[00:17:46.630]

And LinkedIn's worst, Mr. Showboating. Now, once you have a really good picture of how you don't want to come across your antiversion, it's much easier to flip the coin and really consider how you do actually want to show up for your ideal audience. So ask yourself, what do you want to be known for and most importantly, who by? So your area of expertise and who can you help the most?

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Really define that upfront. You also want to think about, okay, what drives you, what makes you different? What are your guiding principles in life and business? And answering those questions alone will help you come up with lots of valuable content ideas. What are your relatable stories, your insights and your quirks.

[00:18:27.730]

How can you make your posts sound unique? Because yes, of course you can use AI to help you write posts, come up with ideas, but you want to make sure that you know your tone of voice, figures of speech you tend to use a lot to really help you make your copy sound more unique. Now, here's an example of one of my clients, Keith. He works for senior finance leaders. And look, you would probably expect him to be wearing a suit, but you know, he loves baseball caps.

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So in his photoshoot, he's had a baseball cap on. He's launched a podcast with his cousin called Beyond the Craft. You know, he loves

really going to fitness training. He loves his family, spending time with them. So these are the anchors he has used for designing his personal brand strategy.

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So what are your talking points? What are the key principles you believe in and how can you use them to really communicate your personal brand? Another example here, Chris Teitzel, one of my recent Playbook clients. You know, he heads up Cellar door. He's a tech nerd, but he says, actually, yes, I'm a tech nerd.

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I'm proud of it. But I also speak CEO. I'm also a travel addict. I also am a family man and a snowboarder. So what things can you use in your LinkedIn profile, in your content to create these natural talking points to show up as you and to build connections with your ideal audience.

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So I hope these two examples really inspire you. Now, I want you though, to stop playing small. We live in a world where we are saturated with AI produced content. Stop playing small. You know, aim two or three steps higher when you do that.

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Great things happen in terms of your positioning and how you are memorable to your ideal clients. And you can totally do this. So, yes, always aim three steps higher. You know, don't hold back because you don't want to blend in. You really want to show up for your audience in an authentic way.

[00:20:30.130]

So go back to this personal brand questions, answer them, and this is then how you can design your own personal brand. All right, the next section I'm going to cover is commenting and I alluded right earlier in the introduction that LinkedIn is really placing a lot of emphasis on encouraging people to stay on the platform. And it loves posts that really encourage that dialogue with the audience. So I want to look particular

into two areas which I believe all of you can turn into your LinkedIn superpowers. Now, a quick word.

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The elephant in the room in this scenario, a comment which just said, that's great, congratulations or well done. That is not a meaningful comment. Additionally, Anything written by AI, you know, you are on LinkedIn to build these personal connections. How much is a comment which has been written by AI going to help you to do that? I don't think not very much because we can all see through it.

[00:21:29.720]

I'm going to show you now what you're going to do instead with your comments going forward to make them much more meaningful and to create those opportunities for you. So we're going to look at how you can comment for creating more opportunities and how you can encourage comments on your own post. Elephant in the room. AI comments really suck. So do this instead.

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You know, acknowledge what was being said in the post you're commenting on. Add relevant insights for your audience. So don't make this just relevant for the author. Really think about the audience you're hoping to attract back to your profile and ask an easy question to continue that dialogue. A really easy way of writing meaningful comments.

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So show that you've read them. Carry on with a conversation and say something unique and super helpful for your audience. Almost like a mini post. When you are looking for comments for posts to comment on, I recommend that you make this super efficient by creating engagement lists. So you could do these as bookmarks, you could use third party tools, you could create these on LinkedIn, collect your hot leads, collect your clients, look up interesting contacts for your agency, use LinkedIn search, LinkedIn events or just old fashioned research to compile those lists.

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Have service providers who speak to your audience as well and industry influencers who already have the ear of your audience. Then regularly go back where you have engagement slots in your diary and you make yourself visible on those feeds because that's really going to draw people back to your profile in turn and helping you to connect with more of the right people for your business and your services. One example where I've used this is actually I've connected quite a while ago with Jodi from CoachVox AI. She was also interviewed by Chris Do on the Future and I've been following her on LinkedIn. I love her LinkedIn tips and I just think what she does working remotely is amazing.

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So recently when she did a post about hey, you know, I'm looking for stories when people were ready to give up and they're carried on anyway, I actually commented on that story with a really personal post and it meant that I got featured in Forbes, which end result in turn has delivered additional leads. I'm working through them at the moment. So yes, I've been doing this for years, but just starting will create new opportunities for you. So think about how you can use commenting as part of your LinkedIn strategy to create juicy opportunities for you and your agency. So the second area on this is then how can you really encourage more comments on your posts?

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Because LinkedIn wants us to spend longer on LinkedIn. We are their product. So how can you do that as a content creator? Now first of all, really think about why people are on LinkedIn. You know, I had that stressful kind of picture there because people are busy, they scroll on LinkedIn, they want to be entertained, they want to learn something new.

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When you like many agencies are targeting a marketing audience, that's a particular stressful job. Maybe they just had their budget cut by their finance director and they're expected to still deliver the same. Or maybe they have a new CEO who's complained about the website or they have a new marketing director coming in who's just done competitive

research and they have like website shame show empathy for these situations. You know, it's a stressful job. So when you are posting, if you can show that you empathise and you understand what we're facing, it makes a huge difference.

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So bear that in mind when you are creating your posts and I'm going to share some more tips on that, but it makes a huge difference being able to show empathy with your audience. Also understand people are shy on LinkedIn. You know, there's a huge silent community. Don't ask people to reveal their challenges. We are on LinkedIn to make ourselves look good, to learn something new.

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So design your posts to allow users to get just that. Also avoid reposting and ghosting, by which I mean when you post, please try and be around for maybe first half an hour within 24 hours and acknowledge comments. You know, carry on with that conversation. And again, just bear in mind all your questions need to be specific, easy. If you can add a positive twist or maybe use sense of humour if that's appropriate for your tone of voice, that really works well for encouraging more engagement.

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And this is a particularly good point for when you are using AI tools because you really need that human judgement to know what would be easy to answer. I've yet to come across really good questions generated by an AI tool, so really watch out for that and always tweak what you get back so that to make it more successful and more relevant and easier to answer for your audience. Quick example here. I showed you Chris earlier the IT nerd who speaks CEO. He posted, you know, he had gotten this 3D printer for his boys over Christmas.

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He had really good reactions to it, as you can see from the numbers. But look, this question is super easy. If you got a 3D printer, what's your favourite print? And lots of people reached out to him and answered

that, which got his profile in front of a bigger audience. It's exactly what you want to achieve.

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While we're talking about commenting, I'm going to take a sip for my coffee and I want you to tell me in the chat, you know, do you like the look of this train station? Do you know it? I can't wait to read your comments. In this final section I have got the wunder content model for you. Now LinkedIn offers a huge opportunity, yet only less than 1% of users post regularly.

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We're even talking about just one post a week. So I know there's a huge opportunity for you to stand out and to make an impact for your agency using LinkedIn and I absolutely believe it's possible for you. And this Wunder content model I'm going to show you now is actually really going to help you shape all of your ideas and to help you take advantage of it. Again, I would encourage you to see this as a learning opportunity. Don't expect that every post has to go viral straight away, that it has to be absolutely perfect because again, those are typical LinkedIn Berlin walls of fear.

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So listen to what I have to say with the Wunder content model and start considering straight away how you can apply that. And let's just park all your LinkedIn fears, all these limiting beliefs and let's get straight into it. You know, just as a reminder, I have nothing interesting to say. I don't want to come across as boastful. What will my peers think of me?

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Those are some of the most common LinkedIn burning rules of fear and I hope you're ready to put them to bed because, you know, when I did this with my family, we actually went over to Hamburg and we had the best days. You know, we had always people welcoming us and we were so afraid that we would not be perceived well. And it's exactly the opposite that happens. So I hope you will have that blue Trabant moment. You can totally do it.

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So in terms of when we win the content model, there are four tracks. I always consider LinkedIn as your stage, like a virtual event. So we have the relatable expert track, the lead gen track for sales, we have the founder track and we have the agency track. And I'm going to talk to you through each of the tracks and give you some of the examples from my clients so you can see how this applies and give you some really good ideas. Now, in terms of applying the model, it will help you be more confident.

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You won't be staring at blank pages because you have structures for your ideas. It will allow you to create content that really resonates with your audience so that you can be seen as a relatable expert in your field. It will help you to generate leads, brand opportunities and build those valuable relationships which can lead to even bigger opportunities. So it really works and I've used it from my experience of working with agency founders since 2016. So a lot of learning has gone through this, a lot of practise over the years.

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So let's start with the relatable expert track. You know, everyone wants to post on LinkedIn to show their expertise, but the key here is that you want to do this in a relatable way to your audience, to your ICP. You want to talk to their struggles, to their aims, to their goals, and you want to do this in bite sized chunks. This is not aimed at your peers, so make it really relevant to them. Don't pitch it at a too high level.

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We are not trying to attract fellow agency founders, you want your potential clients to feel heard and to be seen. Encouragement, engagement with easy questions and show empathy for your audience. You know we talked earlier about that stressed out marketing director, stressed out marketing manager. I was that one for years.

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And an agency which can show me understanding for the challenges I face and help me look good in my company is onto a winner. They'll

definitely make it onto my shortlist for projects, so keep that in mind. An example here. So when I met JP Holecka, an amazing agency founder, digital transformation champion, AI enthusiast and expert, he was really overwhelmed by all of the topics he could potentially talk about. He had no direction, he felt really overwhelmed.

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He almost given up on the platform. It didn't produce any leads for his agency. He didn't really enjoy it. So what he came for to me was more leads. He wanted to have a confident balance of all his topics, all his different interests and he wanted to create enjoying content again.

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And you know, if you want to find out about AI and how you can use it in your business, definitely go and see JP's profile. You know he's really experienced guy, so we worked through his audience that was a big part of his LinkedIn Activator Playbook strategy project. So who are his audience? What are their ambitions and their role? And how can JP relate what he's interested in and what his agency sells to what his audience needs to hear from him?

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So we created Personas, you know of his ICPs, we gave him some fancy names, something along the lines of Transformative Tony, Marketing Monica, Sceptic Sam. And we really worked out what this type of audience member needed to hear from him to really make his agency the first choice. It gave him so much confidence and enjoyment. He launched his LinkedIn newsletter, he launched a limited season brand experience show. Prospects and clients are now mentioning his posts and his stories and it's led to other brand building opportunities.

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And most of all, he's enjoying creating content again because he has that confidence now how he wants to show up for his audience. The next track in the Wunder content model is really the lead stand track. And I've mentioned this here already because often people forget about this and then they wonder why there has no sales opportunities. So you want to find a way to encourage your audience to raise their hands and to

engage with you. You want to make it easy with an optimised LinkedIn profile that they can find you.

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So you really need to clearly say who you're for, what you do so well and how people can get in touch. And you want to have all your keywords stuck in there because you want to be really searchable. Then you want to encourage your LinkedIn visitors to take that next step. You know, people often overlook this really important step. Polls work really well. You want to then follow up with interesting people to your agency in the DMs.

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And one small tip on here, voice notes in the LinkedIn app work really, really well because not many people are using them. So if you don't want to come across as spammy or really impersonal, use voice notes. You know, find something in common, be really smart and just sell to people how you like to be sold to yourself. So optimise your profile and I'm not going to talk about this today. There's lots of tips out there, but really think about potential clients.

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What would they be searching for? What do they need to hear from you? And then really promote across all the different features you have on LinkedIn, taking that next step with your agency. So quick example here. Fabio, who I showed you earlier, you're a really nice positioning and what he is about, but also what to do next.

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So he was booking a call in his featured section as well as discovering his portfolio. So you can see how every step is aligned to encouraging people to take that next step. Steve. I showed you Steve briefly earlier in his first banner version. It was all about getting people to know what they do, who they do it for and also to encourage them to go to their website.

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At the moment he's got a grant application, so this is in his featured section. So always think about what is the next step I need my audience to take and promote it across all the different features you have on LinkedIn. So in terms of a lead gen track, one of my favourite things to do is polls because people love engaging with them, then also sharing client success stories and then following up in the DM smartly and really selling like I like to be sold to. So the important bit here is, you know, don't go into sales mode straight away. Date first, you know, find out what you have in common.

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Are you really suited for each other? Can you provide value? Have an open dialogue, have some fun, use some humour? Yes, selling will follow, but it's got to start with building that relationship. So just remember this picture when next time you craft your commenting and your DM strategy.

[00:35:15.610]

Okay, so going back in again, don't know why we came out there but you know, obviously clicking buttons is always fun. Comments. I wanted to show you poll here, so I've asked You, how do you feel about your own LinkedIn routine? And with everyone who said, ready to transform my routine, I followed up and it led to engagements. So really think about what can I ask my audience to enable me to follow up and easily with them?

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You know, Joel did this, Fabio did this. So it's a tool which is really easy to adapt. So maybe once a week, have a poll as part of your whole posting strategy. Client success stories come and go. Encourage people to give you testimonials.

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When you get testimonials, share them on LinkedIn. Share a learning insight. You know, don't make this a typical boring testimonial post, but share something insightful. You know, I shared a picture of Imogen here, Imogen Allen. You know, she helps me on the LinkedIn Activator Playbook.

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Steven said we were like the best marketing investment of the year. So I shared that and I shared the joy I was feeling about that. And it opened up some new commercial opportunities for Wunderstars. Okay, next track then is the agency track. Now, on the agencies track, you want to showcase what your agency delivers.

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You want to highlight the unique return on investment, the processes you use, your culture. You really want to go behind the scenes and show how you make your work happen, particularly where there's so much AI content out there. This helps you to stand out from your competition and offer that little bit extra interesting content. Really talk about how you make your clients feel. Because, you know, when we book a digital marketing service, it's about the experience as well.

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Aaron, as an example here, he designs corporate hospitality spaces and has a manufacturing outlet as well in London. He really felt very LinkedIn shy, him and his whole team. He was shouting into the void whenever he posted. He was literally the best kept secret. And yes, they had amazing word of mouth because they're really talented like so many of you are.

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But it was very unreliable as a way to generate leads, so he felt ready to attract bigger projects. So, you know, here's some of his sample posts. So he got invited into one of the industry's leading podcasts. He talked about his clients, he talked about being a family business. He himself talked about being a family man.

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And all of this showing up with personality. As the agency founder, he is the interesting person. He is opening a lot more opportunities. This is why I wanted to show you the agency founder track. This is really where your personal brand shines, where you share your values, your journey and your personality, your stories, and they will really help you to connect with the kind of clients which are absolutely right for your agency.

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And these posts are really designed to grow your audience and to build that trust and build that human connection. You know Fabio, I mentioned Fabio earlier. Do you know he, he really had such big LinkedIn barriers of fears. I have nothing interesting to say, nothing wants to hear, no one wants to hear anything about me. Yes, I want to have clients outside Malta.

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Yes, I want to get noticed by influencers, but I have nothing interesting to say. So we worked through it together and I'm just so delighted for Fabio because he faced his fears. He shared a post about his having moved from Malta to London all these years ago. Do you know he had over 80 reactions, nearly 30 comments and he got noticed by the local press and influencers in his sector also noticed him. So he got invited to other podcasts.

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He even went live with me on LinkedIn to talk about his experience of becoming more confident on LinkedIn. So Fabio, if you are hearing this, super well done. You took so many actions and you really built your momentum and resulted in some amazing opportunities. Because I know every step on LinkedIn, every small action builds your confidence. So how can you unleash your inner confidence by taking some of these steps?

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I really hope with some of the examples you've seen today, some of the expert insights, you have a plan of action. Now tell me in the comments, how ready do you feel to level up your LinkedIn from 1 to 10? 10 being super ready? Tell me, I want to know. And the final thing I wanted to share with you is you might still be stuck.

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For post ideas, go to this page on my website wunderstars.com/summit. You will get over 30 content ideas. I will add the Wunder content model to it and also a copy of the presentation. I hope you enjoyed today. You

got lots of value out of it, you know. I showed you how you can stand up from your competitors, particularly in the face of AI content.

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I presented the Wunder content framework to you to help you get more leads and brand opportunities. I encourage you to beat your own LinkedIn burning walls of fear. You can do it. Using commenting as your superpowers, your personal brand as your superpowers, and showing you how LinkedIn actions, even when they're really small, to start really build your confidence and your momentum, go to our website, download the freebie. I just want to say thank you so much for joining me today.

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I can't wait to meet you on LinkedIn and really enjoy your Page Builder Summit experience.