

## CONNECT: Leverage your LinkedIn Profile for Business Growth and Lead Generation in Less Than 7 Minutes per Day

Jane E Anderson, Kylie Chown

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Leverage your LinkedIn profile for lead generation and business growth.

LinkedIn has given businesses and consultants unprecedented opportunities. Never before has there been such a strong platform allowing businesses and consultants to identify, engage

and connect with their ideal audience.

We are in the world of "Digital First" and LinkedIn is leading the way.

Before LinkedIn, businesses and professionals needed big budgets, strong contacts and a dedicated marketing team to get results, but now all you need is one platform — LinkedIn.

#### "I know I need to use LinkedIn, but I don't know how!"

By the end of this book, you will understand the strategies needed to generate leads and grow your business via LinkedIn. You will be armed with practical steps that can be easily implemented for immediate results. Your outcomes will be stronger and you will be leading the competition in this new playing field...



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