

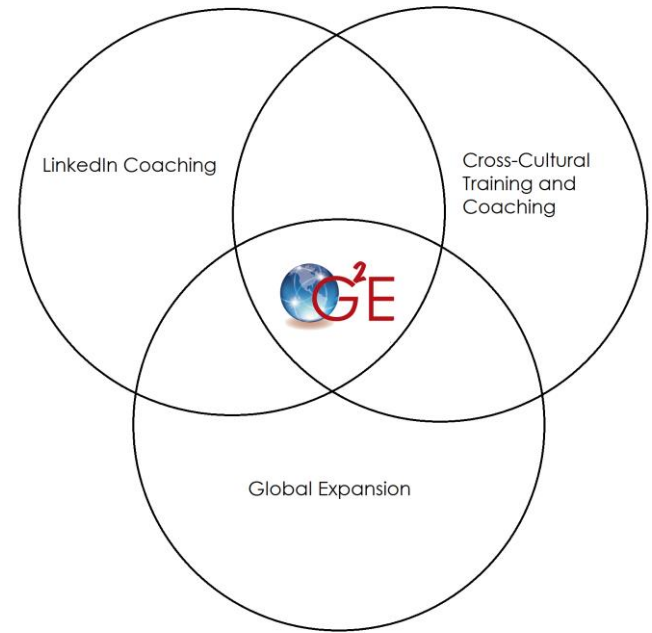
How to Get the Highest ROI on LinkedIn

Sophie Lechner

ACES Buzz Call

June 1st 2021

My Bio In Pictures



The LinkedIn MAGNET Method

- Individual Coaching
- Group Coaching
- Online Course

Excerpt from **Forbes** interview of Sophie Lechner:

"Lechner [...] calls upon select individuals from her **global network** located in the Americas, Europe and Asia, who can share knowledge with [her] clients."

Entrepreneurs / #ScalingUp

NOV 23, 2017 @ 10:52 AM 3,558

The French-Pakistani Entrepreneur Training Companies For Business Expansion Abroad






 **Nina Roberts**, CONTRIBUTOR
FULL BIO


Opinions expressed by Forbes Contributors are their own.

the balance | How to Compete More Effectively in Foreign Markets

Report/Expert Business

How to Compete More Effectively in Foreign Markets

An interview with Sophie Lechner, president and CEO of Global Commerce Education

by  **Sophie Lechner**

In a recent *Forbes* interview, Lechner says that if your company is entering a new foreign market, you need to have the skills to do so successfully. The G2 Experience accelerates the global expansion of companies by giving their leaders intercultural and market savvy competencies through action learning, deep immersion and targeted networking in global business hubs. Sophie Lechner is president and CEO of Global Commerce Education Inc., which oversees the G2 Experience.

I had the privilege of interviewing her on how the G2 Experience will enable leaders to compete more effectively in foreign markets.

In conversation with **Sophie Lechner** on **The Worldly Marketer Podcast**

by  **Sophie Lechner**

by [Verbaccino.com](#)



Yrittäjät



10.2017 | 17:02

Yrittäjät, kun laajennat Amerikkaan – "Suomalaisiksi yksi iso etu"

Yrittäjienä Sophie Lechnerin mukaan suomalaisyrityksen suunnitelma laajentaa toimintaa ulkomaisiin markkinoihin on yksi merkittävä etu.


TEP CONFERENCE • INTERNATIONAL WEEK

The Master Key to Cross-Border Business Success? A Global Mindset!

By *Sophie Lechner*

So you think you are ready to go international. You are likely not. Consider this: Research shows that 50% to 70% of all deals fail because of culture and communication issues. It's the silent killer because it is rarely diagnosed, even after the deal is closed.

The issue comes from underestimating the role of cross-cultural understanding in the successful development of global markets. Preparation, of course is critical, but so is having a global mindset.



Just because you are right, does not mean, I am wrong. You just haven't seen 11% from my side.

Finpro @FinproFi

Following

Sophie Lechner, founder of Global Commerce Education, speaks about the relation of culture and commerce.

AmCham Latvia

Access Networking Visibility

WEBCAST

Testimonial from Expert Sophie Lechner followed by Q&A

Marketing Your Product to a U.S. Audience!

June 12th 12:00 PM ET (US & Canada) 6 PM GMT + 2 (Paris)

WEGG webinars

NEXT UP - 5/4/16 @ 11am (CST)

Seven ways you can turn cross-cultural understanding into a competitive advantage with Sophie Lechner

REGISTER NOW!

AmCham Latvia

Access Networking Visibility

WEBCAST

Testimonial from Expert Sophie Lechner followed by Q&A

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REGISTER NOW!

WIGA NYC

in collaboration with SUNY's Global Affairs Program

Workshop Series!

TOOLKIT FOR POWERCHARGING WOMEN'S US JOB SEARCH WITH SOPHIE LECHNER

VERS LUI BE SIENU

Communication

Customer Understanding

Segmentation

Finding Great Partners to Grow Your U.S. Operations

Our Guest Today: Sophie Lechner

A production of **Globalcity Radio**

Your host: Doris Nagel

GLOBALCITY



- Webinar invitations
- Guest podcasts
- Speaking abroad
- Partnerships
- Forbes Interview
- Interns
- Friends

Agenda

- In the Feb buzz call we covered
 - Establish your brand
 - Settings
 - Profile
 - Expand your base
 - Deepen your base
 - Increase your visibility
 - Follow
 - Post
- Today I will cover
 - Curation (best ROI)
 - Engagement (Return)
 - The 30-day Experiment (Investment)

<https://education.mirasee.com/aces-club/2021/02/linkedin-for-leads/>

ACES Portal

- Buzz Call Recordings
 - Generating Leads at Scale
 - LinkedIn for Leads

ACES Special



- Critical Settings
- LinkedIn profile checklist
- Best "About" in 7 points
- Daily Routine Checklist



- Annotated Profile Examples
- Template Header
- 30-day 15mn/day calendar

To receive the toolkit,
email me at slechner@gceemail.com

or

type TOOLKIT in the chat

or

Message me on LinkedIn

Quick Question

How often do you post something?

- A = Never
- B = Rarely
- C = Daily or weekly

Quick Question

If you post never or rarely, is it because...

- A = you're not sure what to write
- B = it takes too much time
- C = another reason

This is for you if...

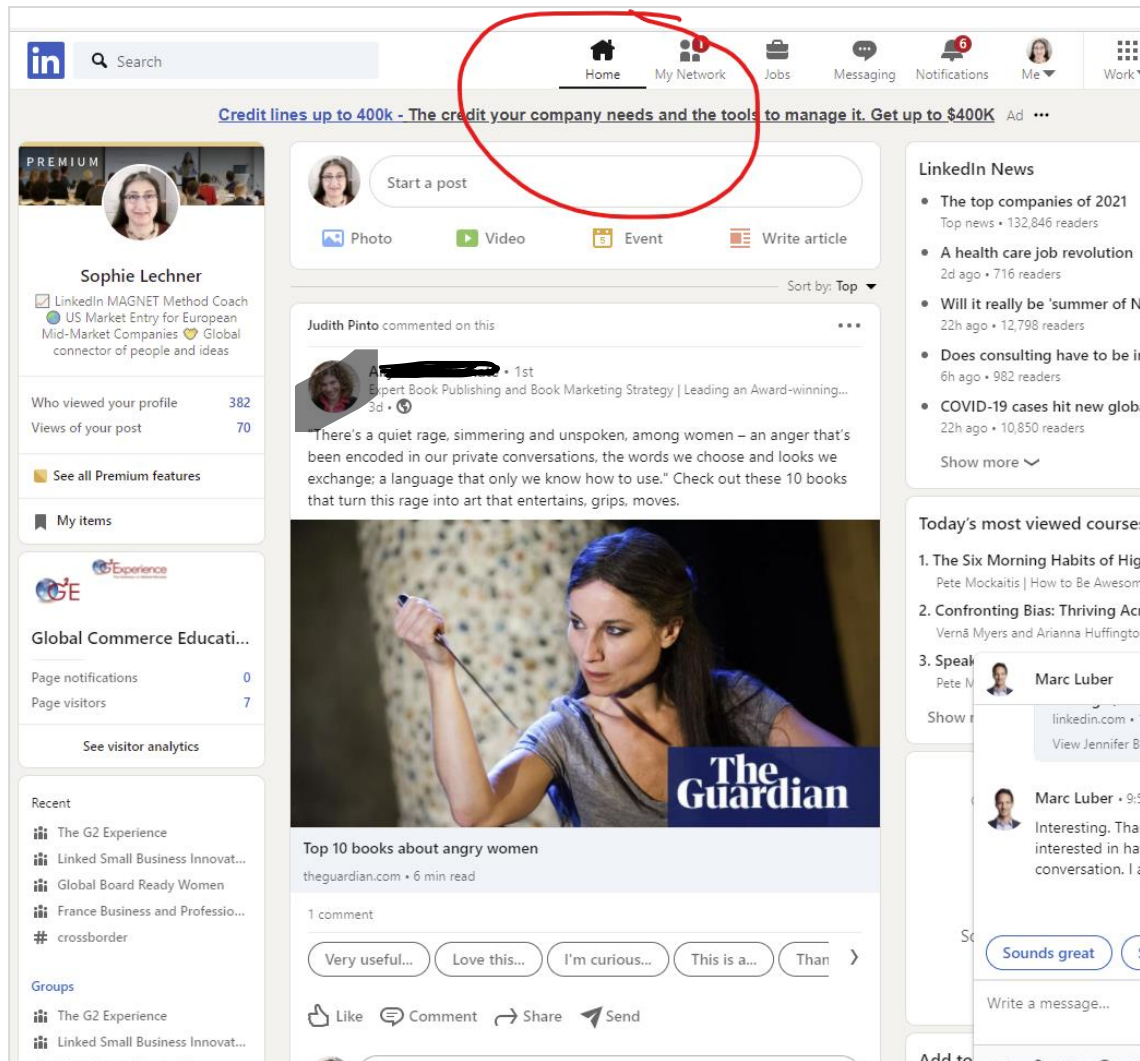
- You're not sure LinkedIn is for you & not much time
 - Experiment before committing
- OR
- You are on LinkedIn but not seeing much result
 - Try this and see your engagement take off
- OR
- You already have good engagement on LinkedIn
 - Boost it even more

Curation has the best ROI

- Takes only a few minutes
- Creates engagement & visibility
- Displays thought leadership
- Starts conversations
- Curation = carefully selecting & presenting
 - Share existing LinkedIn post
 - Share link to external website

Now let's get to it:
7 Steps to share an existing
LinkedIn Post

Step 1: Go to your home feed and scroll down



- Step 2: Find an interesting post your audience might like

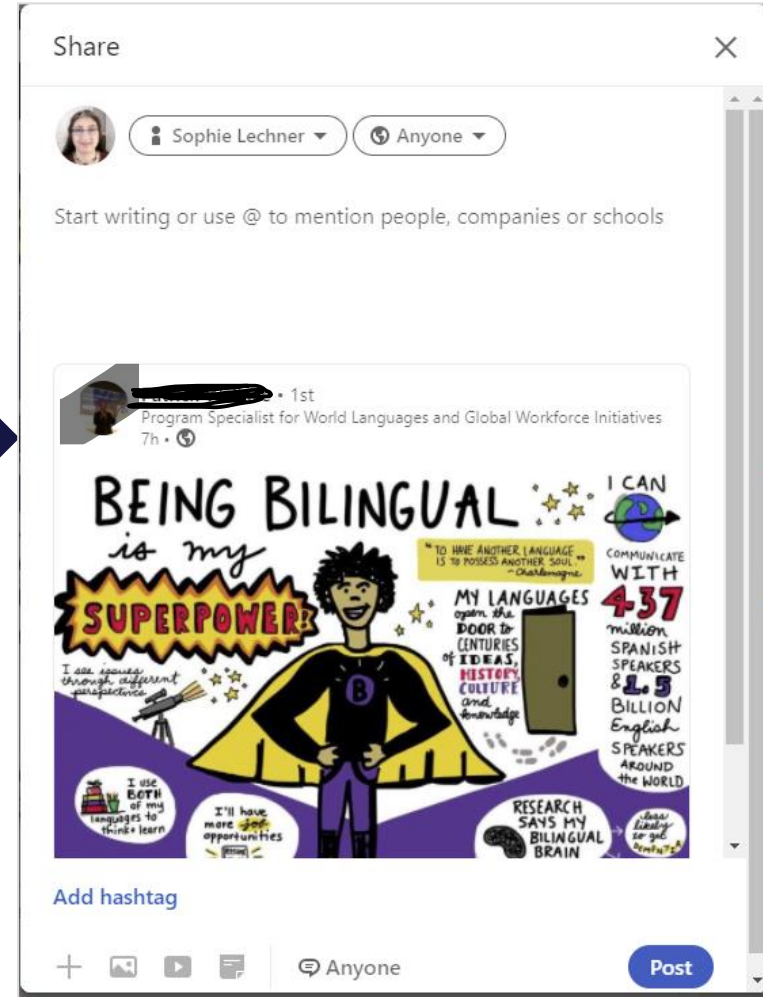
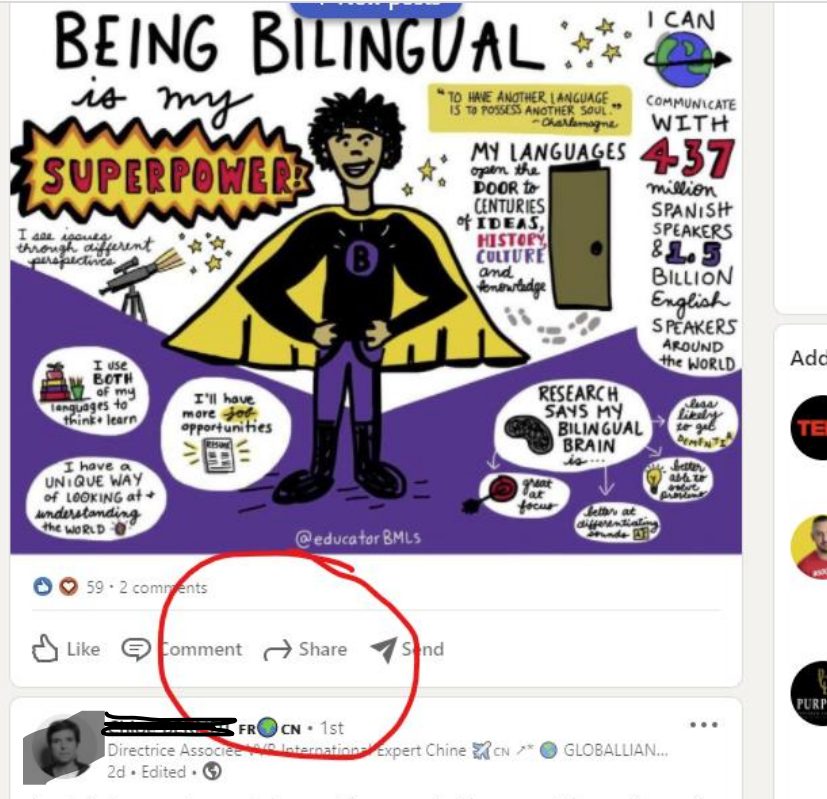
The screenshot shows a LinkedIn feed. At the top, there are navigation tabs: Home, My Network (with a notification badge), Jobs, Messaging, Notifications (with a badge), Me, Work, and Ad. A search bar is located on the left. Below the navigation, there are sections for 'Recent' (with links to 'The G2 Experience', 'Linked Small Business Innovat...', 'Global Board Ready Women', 'France Business and Professio...', and '#crossborder'), 'Groups' (with links to 'The G2 Experience', 'Linked Small Business Innovat...', 'Global Board Ready Women', and 'Show more'), 'Events' (with links to '5 Steps to Your First US Clients' and 'The Future of Work - What Do...', and 'See all'), and 'Followed Hashtags' (with links to '#crossborder', '#leadershipdevelopment', '#networking', and 'Show more'). A 'Discover more' button is at the bottom of the sidebar.

The main feed shows a post titled 'Optimizing Global Communications – A Study of Success' from 'rapporttranslations.com' with 41 likes and 28 comments. Below it, a post by 'Mehdi Lazar, PhD' is highlighted with a red circle. The post content includes:

- Text: 'BEING BILINGUAL is my SUPERPOWER!' (with 'SUPERPOWER!' in a yellow starburst)
- Text: 'I CAN COMMUNICATE WITH 437 MILLION SPANISH SPEAKERS & 1.5 BILLION ENGLISH SPEAKERS AROUND THE WORLD' (with a globe icon)
- Text: 'TO HAVE ANOTHER LANGUAGE IS TO POSSESS ANOTHER SOUL' - Charlemagne
- Text: 'MY LANGUAGES OPEN THE DOOR TO CENTURIES OF IDEAS, HISTORY, CULTURE and knowledge' (with a door icon)
- Text: 'I use BOTH of my languages to think + learn' (with a book icon)
- Text: 'I'll have more opportunities' (with a document icon)
- Text: 'RESEARCH SAYS MY BILINGUAL BRAIN' (with a brain icon)
- Text: 'I have a UNIQUE WAY OF LOOKING at + understanding the WORLD' (with a magnifying glass icon)
- Text: 'I can use my focus' (with a target icon)
- Text: 'I'm able to communicate' (with a speech bubble icon)
- Text: 'I can differentiate' (with a speech bubble icon)

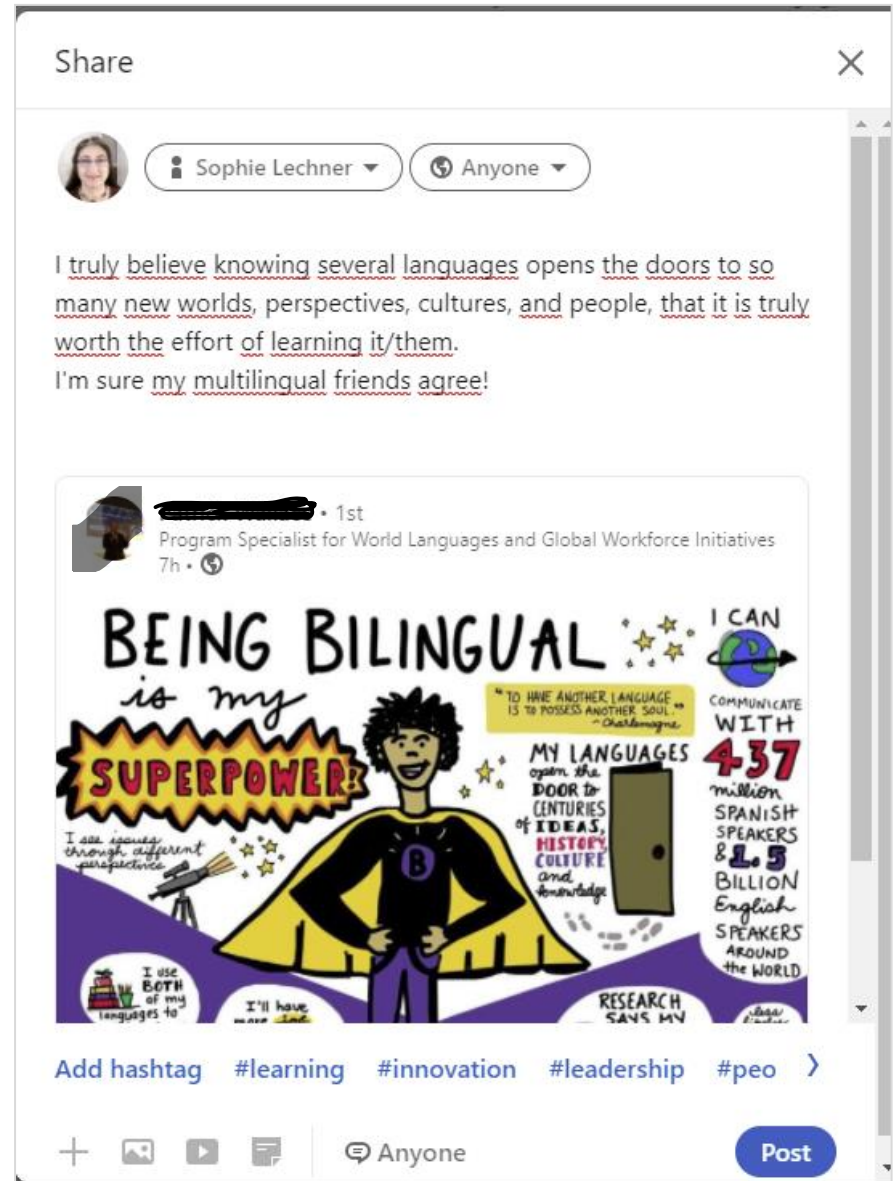
The post has 59 likes and 2 comments. Below the post, there are more posts from 'Directrice Associée VVR International Expert Chine' and 'Directrice Associée VVR International Expert Chine'. The right sidebar shows a job post for 'Sophie, SmartFinancial is hiring!' and a section 'Add to your feed' with recommendations for 'TEDx', 'Daniel Disney', and 'Marc Luber'.

- Step 3: Click share – it will open a window



Step 4: Write a short comment (this is your value add)

- Why do you think your audience will find it interesting?
- What are the key points made?
- What do YOU think about it?
- Ask a question to spur a conversation




Step 5: Use tags

- @ sign followed by person's name
- Tag people who may be interested
- Tag the poster/author to thank them

... Sabaliauskaite Michael Gates and many more!

Thanks for sharing this [redacted]!

#[bilingual](#) #[crosscultural](#) #[worldculture](#) #[culturalintelligence](#)


 [redacted] • 1st
Program Specialist for World Languages and Global Workforce Initiatives
7h • 🌐

BEING BILINGUAL is my SUPERPOWER I CAN COMMUNICATE WITH 437

Add hashtag #culture #diversityandinclusion #innovatic >


+ 📷 🎥 📄 🗨️ Anyone Post

Share

 Sophie Lechner ▾ 🌐 Anyone ▾

I truly believe knowing several languages opens the doors to so many new worlds, perspectives, cultures, and people, that it is truly worth the effort of learning it/them.
I'm sure my multilingual friends agree!

Steve Maggi Aline Sara Anne-Grethe Mortensen Pascal BRU Deborah Smith Cook Mudassir Iqbal, PMP, PMI-DASSM, CBAF, CPP Michiel van de Watering Wendy 🌐 Pease Onaiza Jilani Cadoret-Manier Volker Knappertz Kay Xander Mellish Xuefei Lu Yvonne Bendinger Zivile Sabaliauskaite Michael Gates and many more!

 [redacted] • 1st
Program Specialist for World Languages and Global Workforce Initiatives
7h • 🌐

BEING BILINGUAL is my SUPERPOWER I CAN COMMUNICATE WITH 437


Add hashtag #innovation #learning #people #leaders >

+ 📷 🎥 📄 🗨️ Anyone Post

Step 6: Use Hashtags

- General topic
- Your/your audience's topics
- Your own hashtag


Share




 Sophie Lechner ▾ Anyone ▾

I truly believe knowing several languages opens the doors to so many new worlds, perspectives, cultures, and people, that it is truly worth the effort of learning it/them.
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Sabaliauskaite Michael Gates and many more!

#bilingual #crosscultural #worldculture #culturalintelligence

 [redacted] • 1st
Program Specialist for World Languages and Global Workforce Initiatives
7h • 🌐

BEING BILINGUAL is my **SUPERPOWER!**  **I CAN COMMUNICATE WITH 437**  **MY LANGUAGES open the door to**  **TO HAVE ANOTHER LANGUAGE IS TO POSSESS ANOTHER SOUL. -Chalmers**

Add hashtag #innovation #learning #people #startup >


+     Anyone **Post**

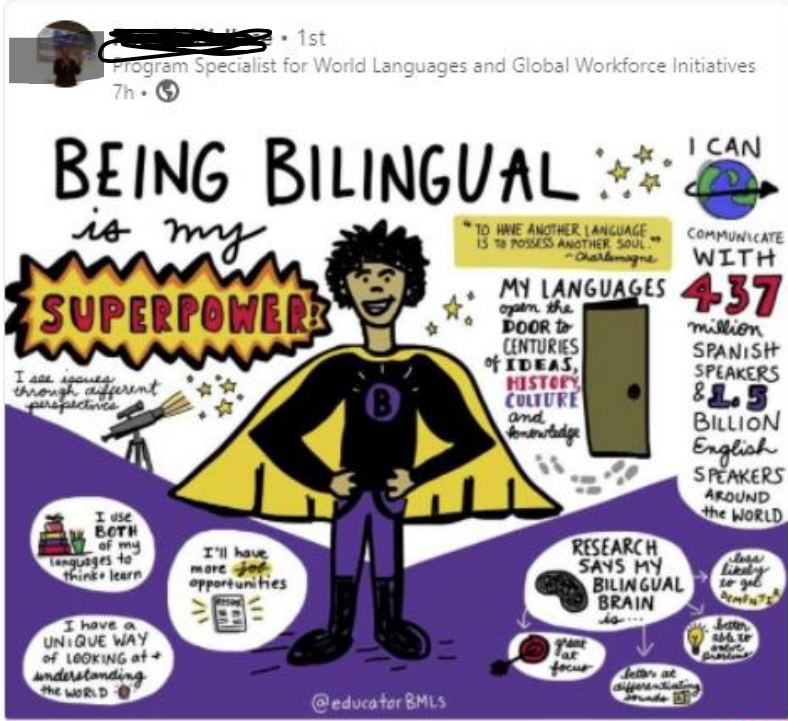
Step 7: Post

Share ×

Thanks for sharing this ~~██████████~~!

#bilingual #crosscultural #worldculture #culturalintelligence

 ██████████ • 1st
Program Specialist for World Languages and Global Workforce Initiatives
7h • 🌐



BEING BILINGUAL
is my
SUPERPOWER!

I see issues through different perspectives

I use BOTH of my languages to think & learn

I'll have more opportunities

I have a UNIQUE WAY of LOOKING at + understanding the WORLD

TO HAVE ANOTHER LANGUAGE IS TO POSSESS ANOTHER SOUL
- Charlemagne

MY LANGUAGES
open the DOOR to CENTURIES of IDEAS, HISTORY, CULTURE and knowledge

I CAN COMMUNICATE WITH 4.37 billion
SPANISH SPEAKERS & 4.5 BILLION ENGLISH SPEAKERS AROUND the WORLD

RESEARCH SAYS MY BILINGUAL BRAIN
- better at multitasking
- better at focus
- better at differentiating sounds

Learn a language to get better at other languages!

Learn a language to get better at other languages!

@educatorBMLS

Add hashtag #culture #diversityandinclusion #innovatic >

+ 📷 📺 📄 | 🗨️ Anyone

Post

Sharing a link to an external website

- Steps 4 to 7 are the same:
 - Add your comments, tags & hashtags, post
- BUT Important differences in Steps 1 to 3: Finding and sharing
 - Find an interesting article on a website
 - Do NOT click “Share” from that page
 - Do NOT add the link inside your post!

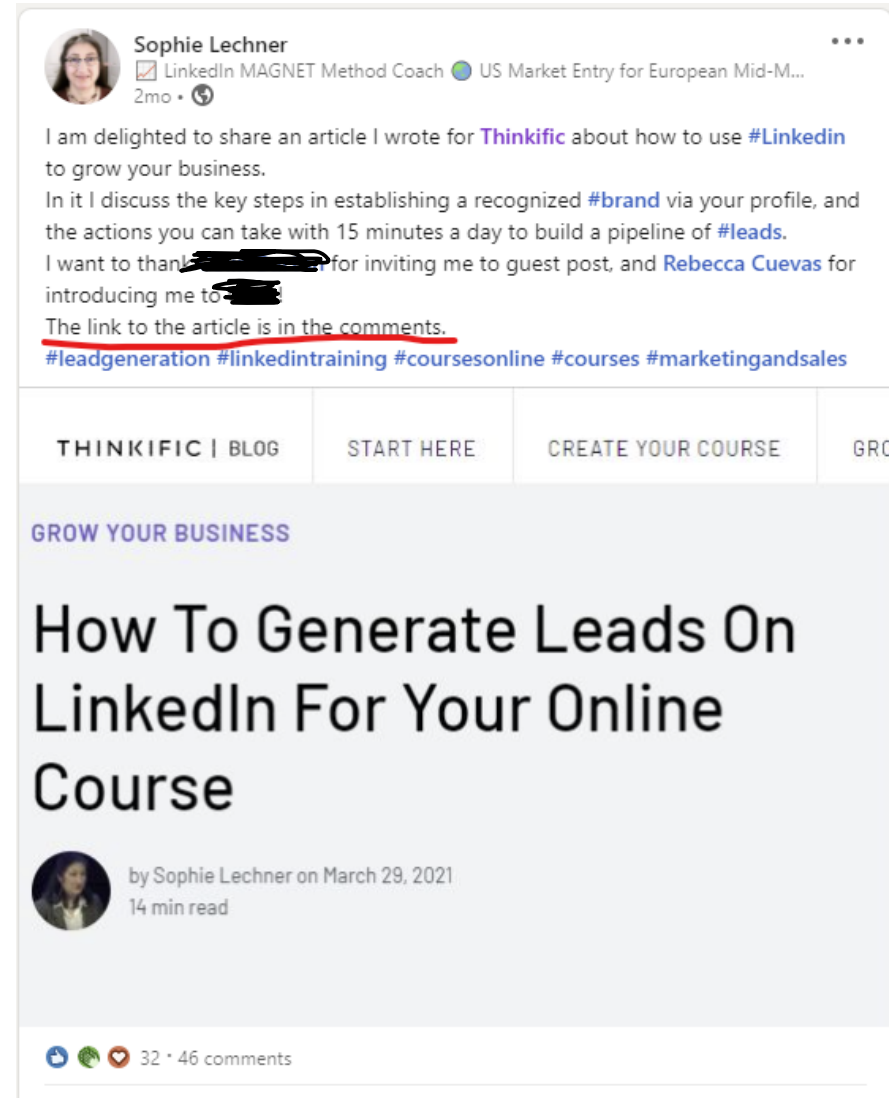
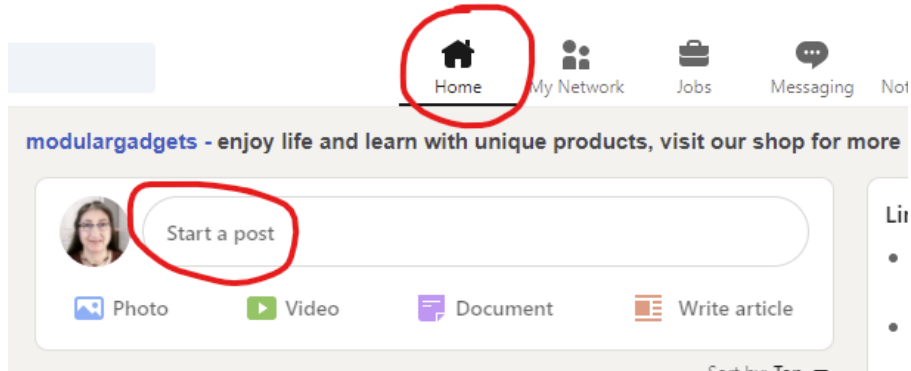
Sharing a link to an external website

- Steps 4 to 7 are the same:
 - Add your comments, tags & hashtags, post
- BUT Important differences in Steps 1 to 3: Finding and sharing
 - Find an interesting article on a website
 - Do NOT click “Share” from that page
 - Go to your LinkedIn home page, click on “start a post”

The screenshot shows the LinkedIn home page. At the top, there is a search bar and navigation icons for Home, My Network, Jobs, Messaging, Notifications, Me, Work, and Advertise. The 'Home' icon is circled in red. Below the navigation bar, there is an advertisement for AI models. The main content area shows a user profile for Sophie Lechner and a 'Start a post' button, which is also circled in red. Below the 'Start a post' button are options for Photo, Video, Document, and Write article. On the right side, there is a 'LinkedIn News' section with two articles: 'Cities spark natural gas debate' and 'Teens are in luck for summer jobs'.

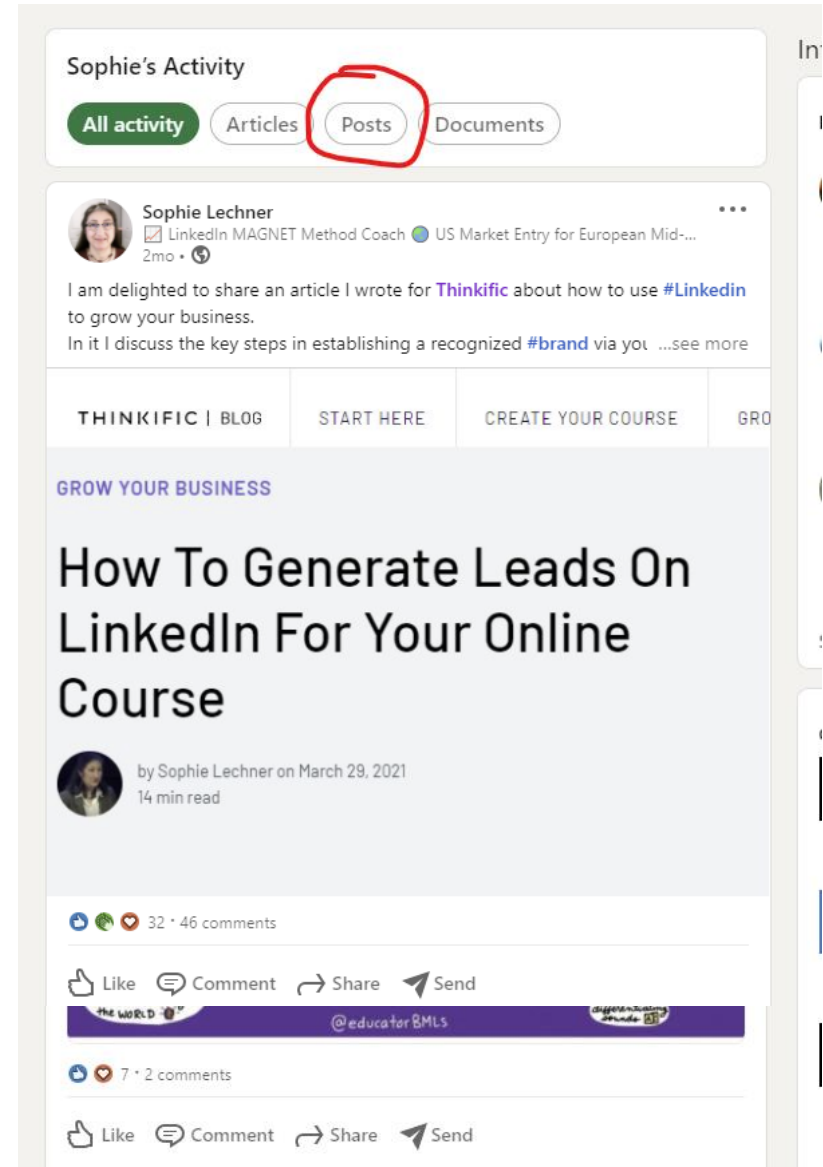
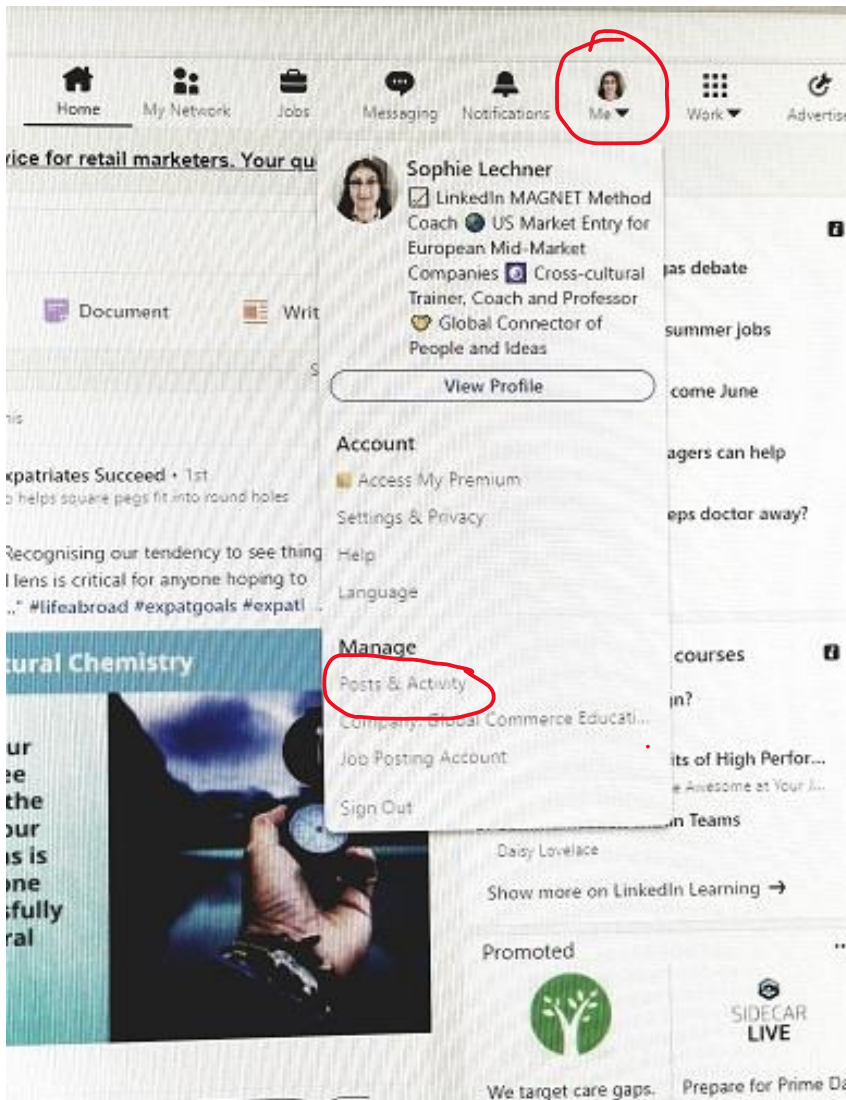
Important difference

- Go to your LinkedIn home page, click on “start a post”



- Add your comments, tags & hashtags
- Mention that the link in is the comments
- Use a screen capture
- Click post
- After you post, go and add link in 1st comment

After: How to find your post



- Paste the link in the first comment under your post

LinkedIn For Your Online Course



by Sophie Lechner on March 29, 2021
14 min read

32 · 46 comments

Reactions



Like Comment Share Send

1,163 views of your post in the feed



Add a comment...



Most relevant ▾



Sophie Lechner **Author**

2mo ...

LinkedIn MAGNET Method Coach US Market Entry for European M...

<https://www.thinkific.com/blog/how-to-generate-leads-on-linkedin-for-online-course/>

Like | Reply





























Quick Question

Do you use LinkedIn to start conversations?

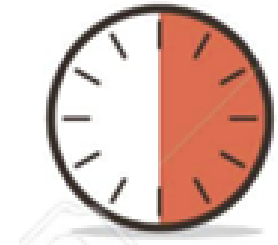
- A = Not really
- B = A little, but I could do more
- C = Definitely!

The 30-day experiment

- Invest 30 minutes on your profile
- Spend 15 minutes a day for 30 days

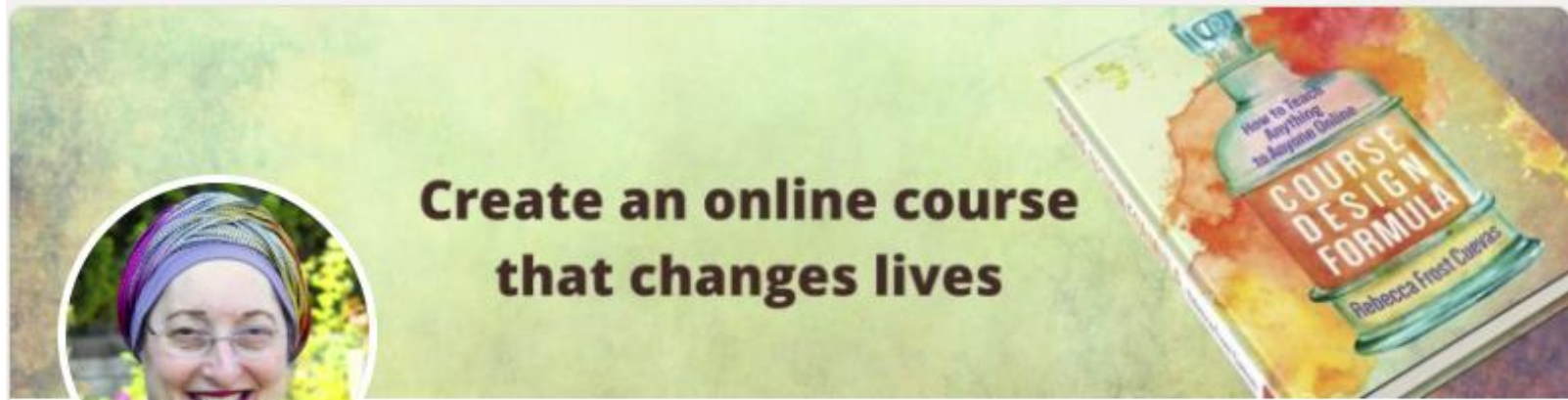
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						
						
						
						

Profile Checklist



- Header section
 - Headline - outcomes you provide for people
 - Professional Picture
 - Add a banner image
 - you in action or the outcome you deliver or your branding
- About
 - Instant Credibility Formula
 - List your ideal client titles and descriptors
 - Explain your differentiation
 - Include short testimonial
 - Add contact info or calendar link
- Job titles and descriptions
 - Name of companies so that their logo is clickable
 - List all companies, all colleges and high schools

Banner & Headline Examples



Create an online course that changes lives

Rebecca (Frost) Cuevas (She/Her) · 1st


I help creative experts and entrepreneurs design effective and engaging online courses using my research-based Course Design Formula®.


Riverside, California, United States · [Contact info](#)


500+ connections

You both know Sharon Richmond, Dave Howard and 61 others

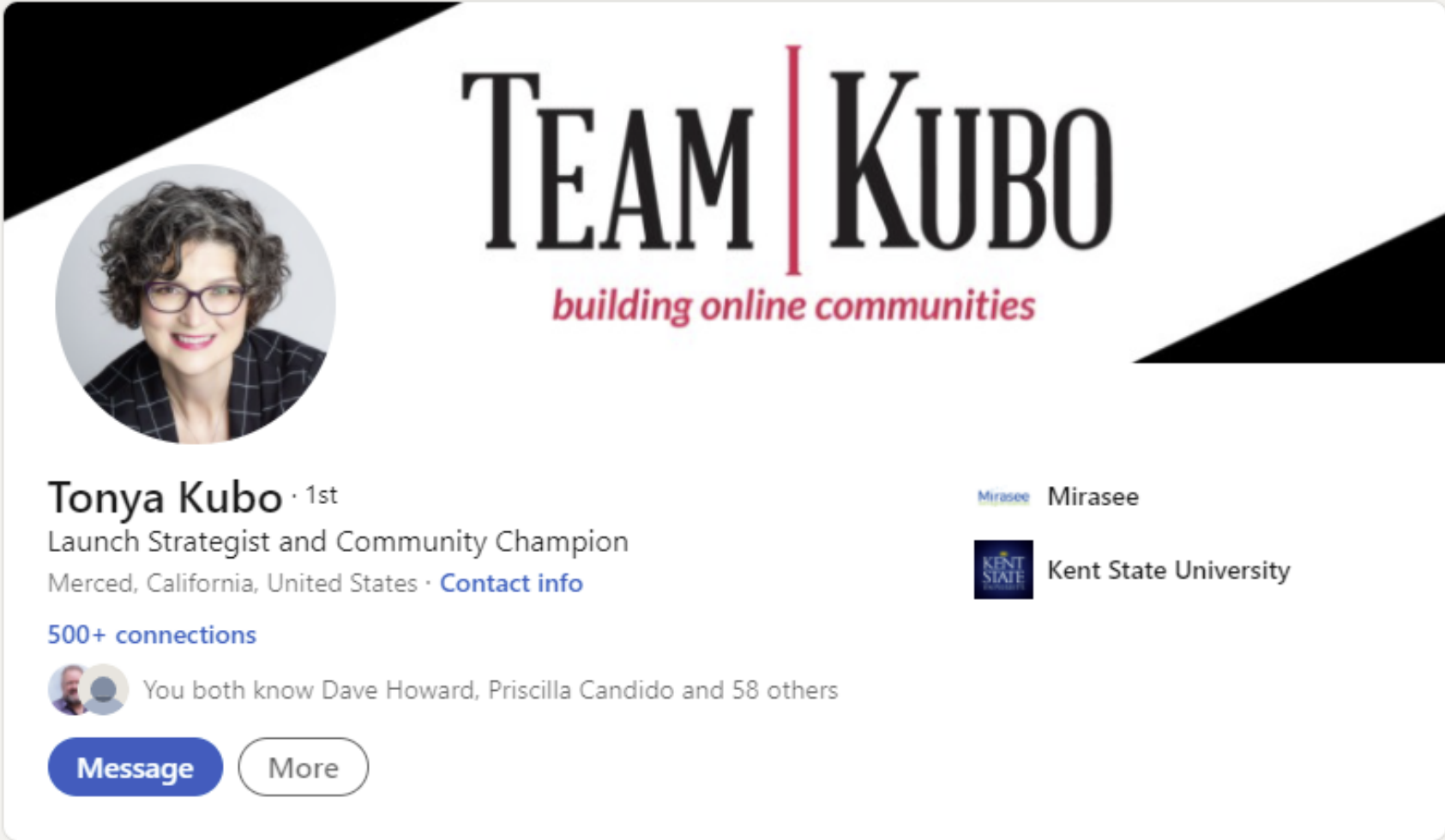
[Message](#) [More](#)



 Learn and Get Smarter, Inc.

 California State University-San Bernardino


Banner & Headline Examples




The image shows a Facebook profile banner for Tonya Kubo. The banner features a circular profile picture of Tonya Kubo on the left. To the right of the profile picture, the text "TEAM | KUBO" is displayed in a large, bold, black serif font, with a vertical red line separating "TEAM" and "KUBO". Below this, the tagline "building online communities" is written in a smaller, red, italicized sans-serif font. The banner is framed by black triangular shapes in the top-left and bottom-right corners.


Tonya Kubo · 1st
Launch Strategist and Community Champion
Merced, California, United States · [Contact info](#)

500+ connections


 You both know Dave Howard, Priscilla Candido and 58 others

[Message](#) [More](#)


 Mirasee

 Kent State University

Banner & Headline Examples




Wesleyne Greer
Chemist → International Sales Manager → Sales Coach


Follow me! 

I teach STEM companies to build killer SALES TEAMS.

Curious? Send me a message

www.transformedsales.com







Wesleyne Greer  · 1st

Build killer sales teams that hit monthly quota. Former chemist who coaches your sales managers to develop an actionable sales process. Within STEM (Science, Technology, Engineering & Manufacturing)

Greater Houston · [Contact info](#)

500+ connections

 You both know Scott MacGregor , Michael Ray   and 8 others

[Message](#) [More](#)

About

Often a company promotes a stand-out salesperson to the role of a sales manager but, coming from a salesperson role, they don't have the skills necessary to build & grow a top producing sales team.

Can you relate? If so, we should talk.

- 🔑 You have no action plan for your team to achieve the sales target
- 🔑 No Repeatable Sales Process documented - You need a Sales Process Map
- 🔑 Only 20% of your sales team is hitting their quota
- 🔑 Your Sales Manager is brand new & needs help getting started

The Solution?

This is where Transformed Sales, the experts, come in & help put a process in place where your Sales Manager is equipped to build & lead a dynamic sales team who reach their quotas every month.

The Key Benefits of the Transformed Sales Strategy:

- ▶ Starts at the heart of the problem by providing sales leadership coaching to the Sales Manager - Underperforming Sales Managers Lead to Underperforming Sales Teams
- ▶ The Sales Leadership Coaching System offers coaching strategies that improve sales team performance, mentors developing sellers, & offers ongoing best-practice reinforcement
- ▶ Helps Sales Managers improve their capability of holding productive conversations with internal sales team members, which creates a collaborative, dynamic environment in which sellers feel supported.

What sets Transformed Sales apart from our competitors?

- ▶ Proprietary 7-Steps Leadership Blueprint
- ▶ Highly Customized Training - No Cookie-Cutter Solutions
- ▶ Utilizes a consultative approach to selling
- ▶ Works alongside you to develop a Sales Process Flowchart that can be handed to salespeople on day one
- ▶ Transforms your sales by ensuring your salespeople are process-driven not people-driven

If you're looking for sales management coaching & training that will unleash your sales manager to build & mentor a top producing sales team that consistently brings in more repeatable sales, let's talk. Call or email me today.

📞 281-941-7272

✉️ wgreer@transformedsales.com

Client Problem

Client Problem in more detail





























Your Solution and Key Benefits

Differentiators

Clear CTA

The 30-day experiment

- Invest 30 minutes on your profile
- Spend 15 minutes a day for 30 days

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						
						
						
						

Your Daily Routine – Mond thru Fri

- Check invites and messages
 - Respond
- Check activity on your posts
 - Respond to ALL comments, engage in conversation
- Check Feed
 - Comment on 3 posts
 - Share 2 posts



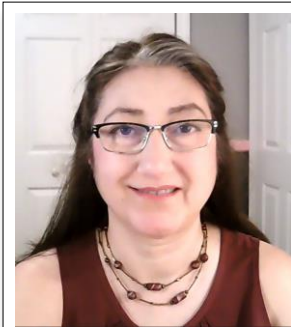
Your Daily Routine – Sat & Sun

- Saturday: Check notifications
 - Promotions, new jobs
 - Who's viewed your profile
 - View their profile (activity, role, company)
 - Decide whether to follow, connect or engage
 - View profile of those who commented on your posts
- Sunday: Write one post
 - An event, an observation, an abstract (can be from a blog post on your website)



Try this for 30 days

- Be curious
- Share generously your thoughts and opinions
- Let me know what happens!



Sophie Lechner

Slechner@GCEemail.com

+1 917 859 5268

LinkedIn Profile: [Sophie \(Ghani\) Lechner](https://www.linkedin.com/in/sophielechner/)

<https://www.linkedin.com/in/sophielechner/>

To receive the toolkit and/or join the ACES POD

email me at slechner@gceemail.com

or

type TOOLKIT or POD in the chat

or

message me on LinkedIn

