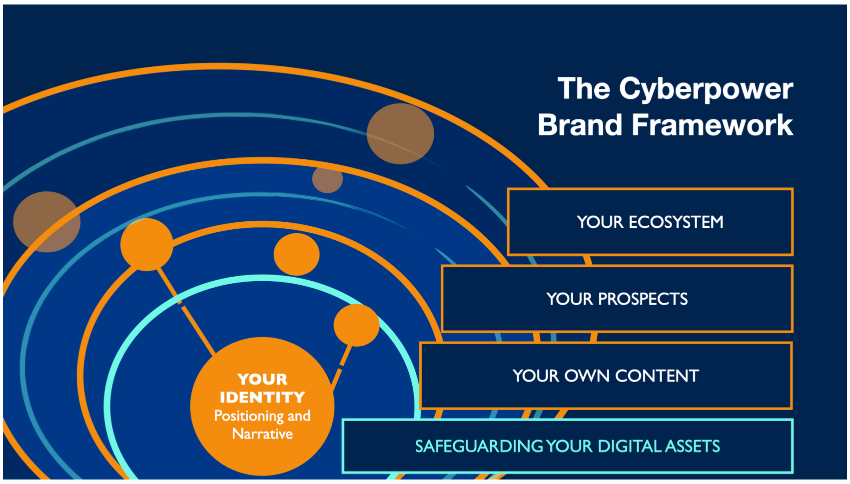
Your Cyberpower Brand Worksheets

Welcome to your Cyberpower Brand Worksheets!
This worksheets are designed to build on what you have to make your brand truly powerful and consistent with what you stand for. Throughout these worksheets, each activity is aligned with the Cyberpower Brand Framework.



By working through each activity, you will have a complete guide to building your powerbrand that you can implement step by step. Completing the tasks will help your learning. You may fill out the worksheets digitally, print the tasks or use the file as a template.

Good luck!

Take Your LinkedIn Profile From 0 To Hero

Step 1

- ☐ Do you have a profile?
- ☐ Do you have 500+ connections?
- ☐ Do you have a professional photo?
- ☐ Do you have a banner?
- ☐ Do you have a customer-centric headline?
- ☐ Do you have your contact information up to date?
- ☐ Do you have the maximum of 50 skills and endorsements?
- ☐ Do you have at least 5-10 recommendations?
- ☐ Do you have your ‘About; section written in the first person?
- ☐ Do you have rich media in your summary?
- ☐ Are you posting thought leadership daily?

Step 2

After completing the above, use the space below to make a note of 10 keywords relating to your business. These should be words, your ideal prospects would use in search terms when looking for you, so will be the breadcrumbs that lead them to you!

TIP 1: If you have a website, you can use that to find your keywords. They will most likely be in descriptions of your service, and when describing who you serve and how.

TIP 2: Identify some competitors in your niche that have good profiles and use their skills sections as inspiration!

TIP 3: In the LinkedIn search bar type out the search term you would use if looking to hire someone like yourself and see which top results come up! Take a look through these profiles as they've nailed the SEO and are coming up at the top (exactly where you want to be?)!

Step 3

Congrats on completing your LinkedIn hero profile! Take a well-deserved break before we carry on.

Tap Into 1000s of Leads Using Sales Navigator

Step 1

- [ ] Sign up to Sales Navigator: https://business.linkedin.com/sales-solutions/sales-navigator

Step 2

Configure your first few lead lists using the advanced search for leads option. Find the main fields you should complete down below but feel free to add any that are relevant to you finding the right group of prospects:

Search 1:	
Geography:	
Industry:	
Profile Language:	
Seniority Level:	
Company Headcount:	

Search 2:	
Geography:	
Industry:	
Profile Language:	
Seniority Level:	
Company Headcount:	

Search 3:	
Geography:	
Industry:	
Profile Language:	
Seniority Level:	
Company Headcount:	

TIP 1: Change one variable at a time to make the most of the search results. If you know anything about Facebook ads and split testing, you'll know that to be able to truly tell which ad is performing better and why, you can't change all the variables at once but rather one element at a time. Try keeping everything the same except for the Geography!

Step 3

Save the lead list, using unique names. You'll next start contacting your leads using a message chain known as the Content Outreach Funnel.

LinkedIn - Your Highest Converting Outreach System

The ECCC Method – Your Content Outreach Funnel

Touch 1: Enage

Like and comment on your prospects' content for 2 – 3 consecutive days. Don't leave a generic, 'bot-like' comment but rather a valuable insight or positive remark on what they posted.

Touch 2: Connect

Send a prospect a connection request and be sure to add a personalised note so you get noticed. (130 characters)

Touch 3: Converse

Have a conversation when your prospect accepts your connection request. Explain what you do, who you help and how. Find out what problem they are currently facing in their business to see if your solution would be a good fit.

Touch 4: Call or Referral

Ask your prospect when they would have availability for a 15-min. conversation to see how you could be a good fit for working together. If, from what you have spoken about so far, you think they are not a good match, then politely ask them if they have anyone else in their network who would benefit from your services.

Touch 5: Close

On the call run them through your sales script, make sure that you are a good fit for one another and close the deal.

LinkedIn Message Chain – Template

Step 1:

Write out a template for your connection request message below:
Example: Hi [first_name], I've been following your content for a while now and wanted to say thanks for sharing so much value!

Step 2:

Write out a template for your welcome message below:
Example: Hi [first_name], It's great to be connected :)

Step 3

Get into the habit of blocking out a certain amount of time per day on outreach. Your goal is to create a list for prospects you want to run through the ECCC method and start with 10 profiles today (just like and comment on a piece of their content), do the same tomorrow and then start sending personalised connection requests!