
LinkedIn Mastery: How to Land Jobs and Generate Leads (8 Hours)

Session 1: Introduction to LinkedIn Power (1 hour)

- Why LinkedIn matters in today's job & business market
- Key differences between LinkedIn, other social platforms
- Case studies of successful job seekers & lead generators

Session 2: Optimizing Your LinkedIn Profile (1.5 hours)

- Headline, About section & keywords for visibility
- Building a recruiter- and client-friendly profile
- Crafting an achievement-driven experience section

Session 3: Content Strategy & Engagement (1.5 hours)

- Types of posts that work: text, visuals, polls, videos
- Using storytelling for professional impact
- Best practices for increasing reach & engagement

Session 4: Networking & Relationship Building (1 hour)

- Identifying & connecting with the right people
- How to message recruiters & prospects
- Building long-term professional relationships

Session 5: Job Hunting & Applying via LinkedIn (1 hour)

- LinkedIn Jobs tool – filters, alerts & applications
- Using “Easy Apply” vs. tailored approaches
- How recruiters use LinkedIn – insider insights

Session 6: Lead Generation & Sales Strategies (1.5 hours)

- Finding clients through LinkedIn search & groups
- LinkedIn Sales Navigator basics
- Turning conversations into business opportunities

Session 7: Putting It All Together (30 min)

- Daily/weekly LinkedIn routine for jobs & leads
- Action plan & Q&A