

Building Your Online Presence through LinkedIn

Define & Share Your Message
with your Network

INTERNATIONAL
INSOLVENCY
INSTITUTE



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**Creating
Opportunities in a
Digital-First World**



David J.P. (D. Fish) Fisher

Showing Sales Professionals and Leaders How to Leverage Digital Influence to Create More and Better Opportunities - Sales Hall of Fame Inductee, Speaker, & Author



David J.P. Fisher

Showing Sales Professionals and Leaders How to Leverage Digital Infl...



Of job holders in the United States, 58 percent—the equivalent of 92 million people—say they can work remotely at least part of the time.

Availability of remote-work options, % of employed respondents (n = 13,896)¹

Offered remote work on a full-time basis

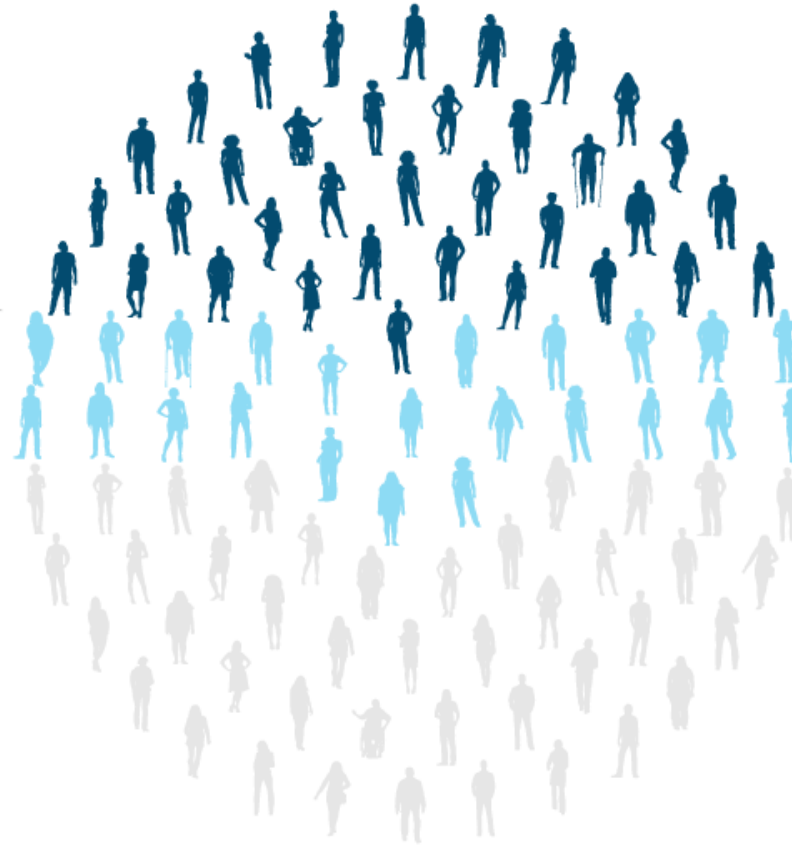
35

Offered remote work part-time or on occasion

23

Not offered remote-work opportunities¹

42



Number of workers, extrapolated²

55 million

36 million

66 million

Note: Figures may not sum, because of rounding.
¹Includes respondents who answered "I don't know" (1%).
²Of 158,105,000 employed people; US Bureau of Labor Statistics, Apr 2022.
Source: McKinsey American Opportunity Survey Spring 2022

Kick Start Your LinkedIn Presence

- 1 Integrate the Online & Offline**
- 2 Create a Buyer-Centric Strategy**
- 3 Build Your Profile Now**

Leverage Your LinkedIn Presence

1

Integrate the Online & Offline

Why LinkedIn is Key

- **900+ Million Members**
- **76% of users outside of US**
- **55% ↑ in conversations/ 60% ↑ in posts in 2020**
- **9 billion+ content impressions per week**

82%

of buyers are more likely to consider a brand if their salesperson has an informative LinkedIn profile.

LinkedIn State of Sales 2021



The Sales Sherpa Path™

Helping your partners make decisions more easily, more quickly, & with less risk.



Nick Oates · 1st

IMI IMI Hydronic Engineering

Head of Sales - Country Manager - Australia & New Zealand
Melbourne, Victoria, Australia · [Contact info](#)

500+ connections



2 mutual connections: Maciej Bomba and Deepak Selvaraj

[Message](#)

[View in Sales Navigator](#)

[More](#)

About

Experienced in the ground up strategic approach of developing and managing sales, dealer development, key accounts, operations management including product and teams throughout ANZ region. A dedicated self-starter, enthusiastic, positive, hardworking and very loyal person who works well in a team environment as well as on my own. Adaptable and having enjoyed key change management processes within previous organisation's has created many challenges, but importantly also delivered many positive, exciting opportunities and outcomes over my career. I enjoy complex situations combined with challenging goals both at work as well as in my personal life. Others see my technical capabilities and attention to detail as a strength and a testament to my character.

I have extensive international business experience throughout my career, dealing with many cultures and working

**Would You Do Business
With Yourself?**

Leverage Your LinkedIn Presence

2


Create a Buyer-Centric Strategy



**What do they
need to hear?**

Simplified Personal Brand





Digital Influence Checklist



**What is my
business goal?**



**Who is my most
important audience?**



**How do I want
them to see me?**

Leverage Your **LinkedIn Presence**

3

Build Your Profile Now

The 4 Profile Pillars

1. Profile Images

2. Your Headline

3. The About Section

4. Experience





Your First, First Impression



Steve Golden (He/Him) · 1st
Partner at Pachulski Stang Ziehl & Jones LLP
Wilmington, Delaware, United States · [Contact info](#)



Pachulski Stang Ziehl & Jones
LLP



St. John's University

Profile Headshot



Steve Golden (He/Him) · 1st
Partner at Pachulski Stang Ziehl & Jones LLP
Wilmington, Delaware, United States · [Contact info](#)



Pachulski Stang Ziehl & Jones
LLP



St. John's University

Approachable, Polished, Consistent



Mark Bloom (He/Him) · 1st

Principal and North America Chair of Global Restructuring & Insolvency Practice at Baker McKenzie; Past Chair and President, American College of Bankruptcy



Baker McKenzie



Yale University



Profile Headline

Who I Help

1. ___
2. ___
3. ___
4. ___

What I Do For Them

1. ___
2. ___
3. ___
4. ___

Headline Worksheet

What Do You Do

out

I am a restructuring and insolvency lawyer with a strong finance background. I regularly represent debtor companies, court officers, creditors, DIP lenders, private equity groups and distressed purchasers in BIA and CCAA proceedings. I have represented US clients and worked on a number of cross-border matters in the US and the UK. I also provide strategic advice to debtors regarding the protection of their business and creditors in security enforcement scenarios. I have broad industry exposure, having worked with clients in industrial commodities, technology, retail, financial services, cannabis, facilities management, construction and education.

Your Differentiator

Something Profersonal™

Prior to my legal career, I worked in the financial services industry, which allowed me to develop my skills in data manipulation and financial analysis. I enjoyed leadership opportunities during my legal education, both in not-for-profit organizations and athletics. I bring the richness of these experiences to my client work, which helps ensure I offer practical problem-solving approach to business challenges.

Top skills

Legal Writing • Financial Analysis • Corporate Finance • Negotiation • Dispute Resolution

BONUS: Your Call to Action (CTA)

About: Why and How to Engage



President/Business Coach

RockStar Consulting

Jan 2006 – Present · 15 yrs 2 mos

Greater Chicago Area

I started RockStar to support people with their personal and professional development. In addition to 1-1 coaching for sales professionals, entrepreneurs, and small business owners, and I speak regularly to companies and associations on sales, communications, and networking.

I've written over 400 articles and 9 books, including the best-sellers *Hyper-Connected Selling and Networking in the 21st Century: Why Your Network Sucks and What to Do About It*.

RockStar Consulting is a professional development company dedicated to helping you become a Rockstar in your own life. We offer a variety of services to help people excel, from keynote speaking, workshops on networking and social selling, and one-on-one business coaching. [see less](#)



Amplifying Your Team's Brand

Short Description
(2-4 Sentences)

Company Description

Multimedia

Experience Section = Your Story



EDUCATION:

Include appropriate degree-providing institutions and programs. Certifications and other industry-specific trainings should be listed under in the Certifications section.



CERTIFICATIONS:

Include any university education, training, and licensure.



VOLUNTEER:

Include non-profit activities, civic organizations, and industry engagement. List your position in the organization (member, volunteer, board member, president, etc.). Write a 1-2 sentence description outlining your involvement as well.

The Details of Your Story

Optimize Your
LinkedIn
Profile
to Help
Attract
Your Ideal
Visitor



David J.P. Fisher
Sales & Business Academy

Next Time

- *Building your Network*
- *Engaging with Your Contacts*
- *Sharing Content*



Places to Start

- *Clearly Define Your Audience*
- *Craft a Client-Centric Headline*
- *Brainstorm Ideas for the "About Section"*



START



See You Online!

For More Resources

Visit:

davidjpfisher.com/sessions/iii

Or

[LinkedIn.com/in/iamdfish](https://www.linkedin.com/in/iamdfish)

