

# Leveraging LinkedIn to Establish Your Authority

LIVE  
WEBINAR



How Board Candidates Elevate Themselves Through Effective Content Strategy



with Rocco Luisi

moderator Mark A. Pfister

Webinar Start Countdown



M. A. Pfister  
Strategy Group



Leveraging LinkedIn to Establish Your Authority - How Board Candidates Elevate Themselves Through Effective Content Strategy

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# WEBINAR REMINDERS

*a few points to mention*

- **Purpose**: Share knowledge of **how to add to your ideal Board Candidate profile and stand out from your competition.**
- **Questions**: Write your questions in the Q&A section. Our goal is to answer all questions at the close of the presentation. Otherwise, we will follow-up with you via email afterwards.
- **Materials**: Yes, this entire webinar is being recorded and you will receive a link via email shortly. This link will also include the ability to view & download the presentation deck in its own separate file.
- **International Board Director Competency Designation**: IBDC.D certification holders will receive 1 CPE credit by attending (be sure to follow proper CPE credit submission guidelines).



# YOUR SPEAKER



## Rocco Luisi

Owner & Chief Strategy Officer

Rocco Luisi, LLC

- Rocco helps coaches, consultants and experts with LinkedIn lead generation, thought leadership and effective content strategy.
- He is an accomplished attorney specializing in preventing, mediating and litigating disputes between business partners.
- He is the author of the book *Strengthening Business Partnerships: Achieving Success Through Trust, Communication & Fairness*

# YOUR HOST



## Mark A. Pfister

Non-Executive Director, CEO,  
& Chief Board Consultant

M. A. Pfister Strategy Group

- Governance & Strategy expert, Non-Executive Director, & Chief Board Consultant having consulted & advised hundreds of public, private, and nonprofit Boards.
- His book, *Across The Board: The Modern Architecture Behind an Effective Board of Directors*, is a bestseller with circulation in over 70 countries.
- He is the creator of the International Board Director Competency Designation (IBDC.D), a globally-recognized Board Director education & certification program.



# Leveraging LinkedIn to Establish Your Authority



# I. What Is a LinkedIn Content Strategy?

- ▶ Definition
- ▶ Type of content
- ▶ How often
- ▶ Who is target audience
- ▶ Where to post content



# What Is a LinkedIn Content Strategy?

- ▶ A LinkedIn content strategy is a plan for creating and sharing content on LinkedIn that will help you achieve your business or personal goals.

# Types of Content

- ▶ Original posts
- ▶ Articles
- ▶ Newsletters
- ▶ Blog posts
- ▶ Industry news articles
- ▶ Infographics
- ▶ Slideshows
- ▶ Videos
- ▶ Updates
- ▶ Surveys



# Examples of Content



**Rocco Luisi** • You

I help Coaches, Consultants and Experts get a constant flow o...  
10m • 🌐

Mastering the sales funnel is the key to unlocking your business's full potential.

From leads to loyal customers, every step in the funnel contributes to your long-term success. It's not just about getting people to know your brand, but turning them into advocates for your products or services.

But how do you do that? 🤔

🎯 Start by identifying your target audience and understanding their pain points. This way, you can craft compelling offers that resonate with their needs.

🔧 Optimize every stage of the funnel. Make it easy for potential customers to discover your brand, engage with your content, and complete their purchase.



#### WE SPEAK PARALANGUAGE WHEN

we gasp, sigh, clear our throats, change our tone, whisper or shout, emphasize certain words, wave our hands, frown or smile, laugh or cry, string vocal identifiers like uh-huh and ah-hah between our words, or speak faster or slower.

#### WHEN PEOPLE SPEAK TO US,

we absorb a mere 7% of what they are saying through the words they use.



Words

we derive 55% of the meaning from their body gestures and posture and physical clues, and 38 percent from the tone and inflections of the words they present.



Body Language

Tone & Inflections

We cannot trust our bodies to speak as one with our words. They will betray us, with breathless gasps, with hurried words that depict our nervousness, with incredulous expressions even while we nod agreement.



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#### IN OUR EVERYDAY COMMUNICATIONS,

most use shortcuts to delivering messages. We ask people to come closer to listening with our fingers, we nod our heads up to tell others to look out, and we shrug to indicate we don't know the answer.



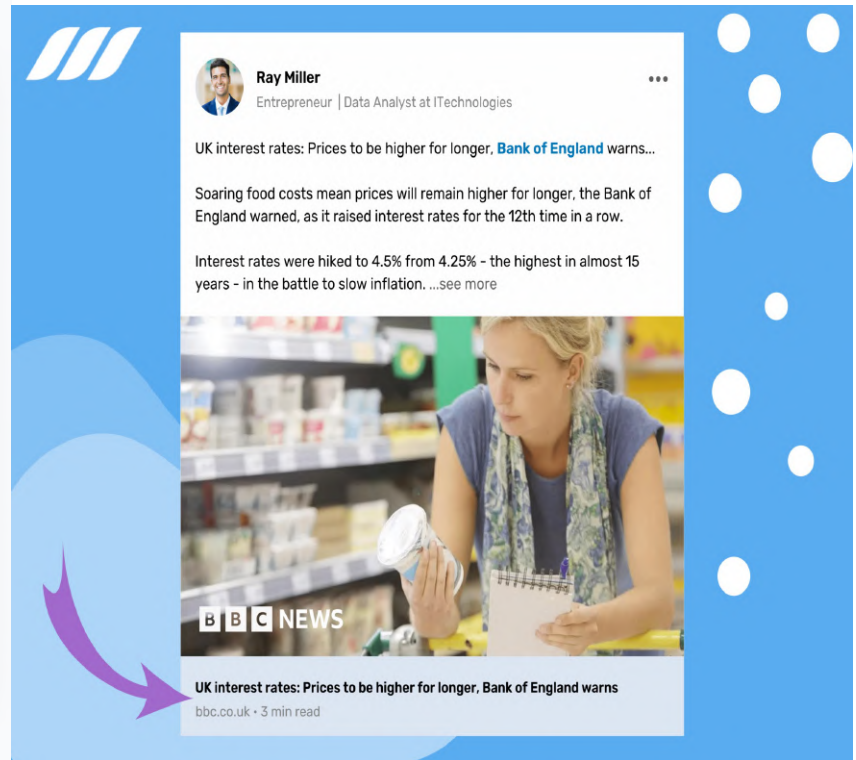
#### BEHIND THE CULTURE GREAT,



**NO**  
Sitting in person considered a sign of disrespect and insult in the Arab, American and European cultures.



**YES**  
But the culture of Japan is known for its politeness, and the Japanese are known for their politeness.



**Ray Miller**

Entrepreneur | Data Analyst at ITechnologies

UK interest rates: Prices to be higher for longer, [Bank of England](#) warns...

Soaring food costs mean prices will remain higher for longer, the Bank of England warned, as it raised interest rates for the 12th time in a row.

Interest rates were hiked to 4.5% from 4.25% - the highest in almost 15 years - in the battle to slow inflation. ...see more



**UK interest rates: Prices to be higher for longer, Bank of England warns**  
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# How Often Should I Post?

- ▶ Once a day
- ▶ Multiple times per day
- ▶ Five times per week M-F
- ▶ Weekly
- ▶ Bi-weekly
- ▶ Monthly



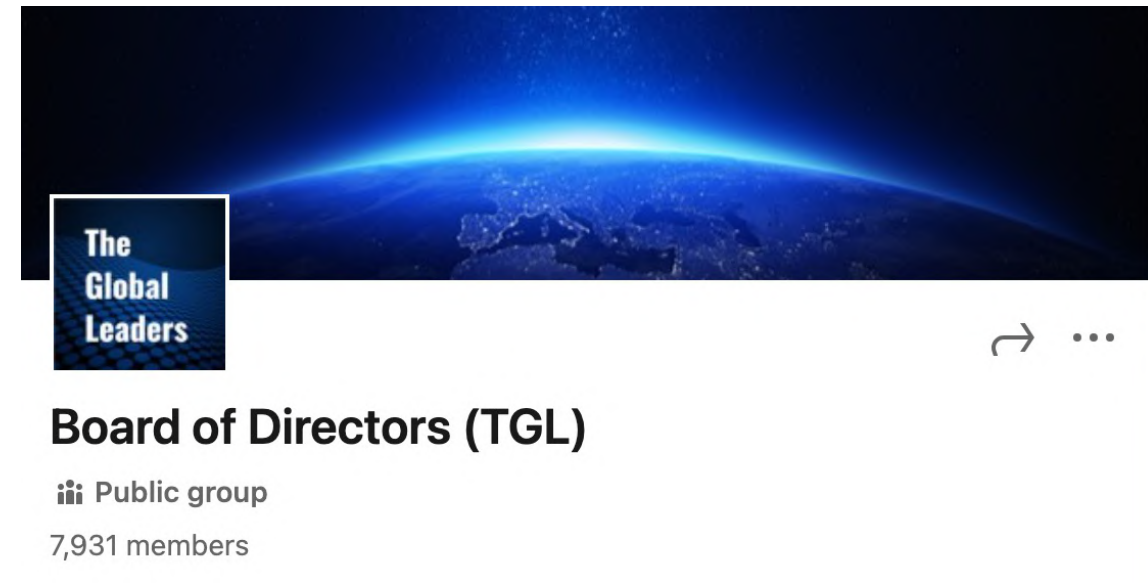
# Who Is Your Target Audience?

- ▶ Business Owners
- ▶ Board Members
- ▶ Board Chairs
- ▶ CEOs
- ▶ COOs
- ▶ CFOs
- ▶ C-Suite Members
- ▶ Particular industry verticals



# Where to Post Content

- ▶ Profile
- ▶ Groups
- ▶ Company Page



## II. Best Practices for Sharing Content

- ▶ Add value
- ▶ Teach don't sell
- ▶ Keywords
- ▶ Visual content
- ▶ Brevity
- ▶ Call To Action
- ▶ Proofread
- ▶ Analytics





## III. How LI Content Strategy Works

- ▶ Strategy on Types of Content
- ▶ Building Relationships
- ▶ Lead Generation



# Strategy on Types of Content

- ▶ A sound LinkedIn content strategy has three main goals: build relationships, create a strong LinkedIn presence and elevate yourself as an expert. Also, remember that each piece of content should have a different purpose.
- ▶ For example, some posts might be designed to increase brand awareness, while others might be meant to showcase your subject matter knowledge. It's important to clearly understand your goals before creating any content.
- ▶ Once you know what you want to achieve, you can create a strategy to help you reach your goals. A good LinkedIn content strategy will include a mix of different types of content, such as posts, articles, infographics and videos. It's also key to post regularly and vary the content types you share.



# Building Relationships

- ▶ Content strategy is the process of planning, creating, and distributing content to achieve specific business objectives. As a business professional, you know that relationships are the key to success in the business world.
- ▶ That's true whether you're trying to connect with prospects or other companies or professionals in your industry. Content strategy on LinkedIn is all about building relationships — with leads, prospects, clients or existing customers; with other businesses; and with influencers in your industry.



# Lead Generation

- ▶ LinkedIn is one of the best platforms for generating leads because it allows you to target your audience with laser accuracy. When used properly, LinkedIn can help you generate more qualified leads than any other platform — including Facebook, X, and Google+.
- ▶ A strong presence on LinkedIn starts with optimizing your profile and company page. Once that's done, you can begin sharing relevant, high-quality content that will attract your ideal prospect.
- ▶ As you continue to post valuable content and engage with your audience on LinkedIn, you'll start to generate leads naturally.



## IV. Benefits of a LI Content Strategy

- ▶ Establish thought leadership
- ▶ Establish expertise
- ▶ Personal brand building
- ▶ Brand Awareness
- ▶ Generate leads



# Establish Thought Leadership & Expertise

- ▶ A strong LinkedIn content strategy can help establish yourself as a thought leader in your industry. If you can consistently produce insightful and valuable content, your prospects will begin to see you as an expert in your field.
- ▶ This is a great way to differentiate yourself from competitors and build trust with prospects. And it is sure to provide great ROI.





# Personal brand building

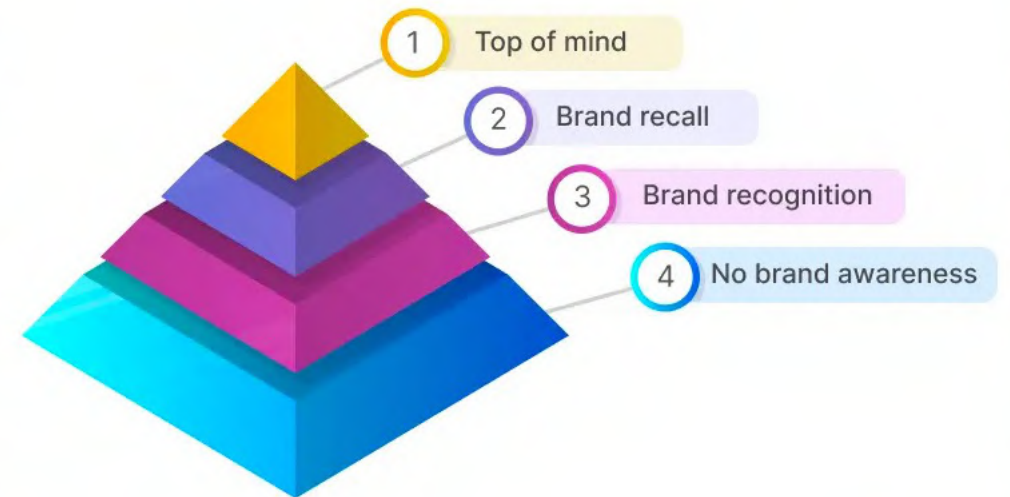
- ▶ Becoming a well-trusted name on LinkedIn takes planning, skill and consistent posting. But if you want to differentiate yourself from your competition, a LinkedIn content strategy for personal branding is essential.
- ▶ You can include regular posting, articles and other methods to your content strategy for impressive results. Once your standing in your professional network is built, you'll get more leads and Board opportunities.



# Brand Awareness

- ▶ When you publish high-quality content on LinkedIn, you have the potential to be seen and noticed by millions of people. If you can get your target audience to read and share your content, your brand's reach on LinkedIn will significantly increase.
- ▶ As your content reaches more people, your brand awareness will grow. This will help draw decision makers to you and boost your opportunities to land board seats.

## Stages of brand awareness



# Generate leads

- ▶ By regularly publishing high-quality content on LinkedIn, you can attract the attention of potential decision makers in the Board space.
- ▶ Once you have established yourself as a thought leader in your industry, people will be more likely to connect and discuss board opportunities with you. This will help you generate more leads and referrals to other decision makers.



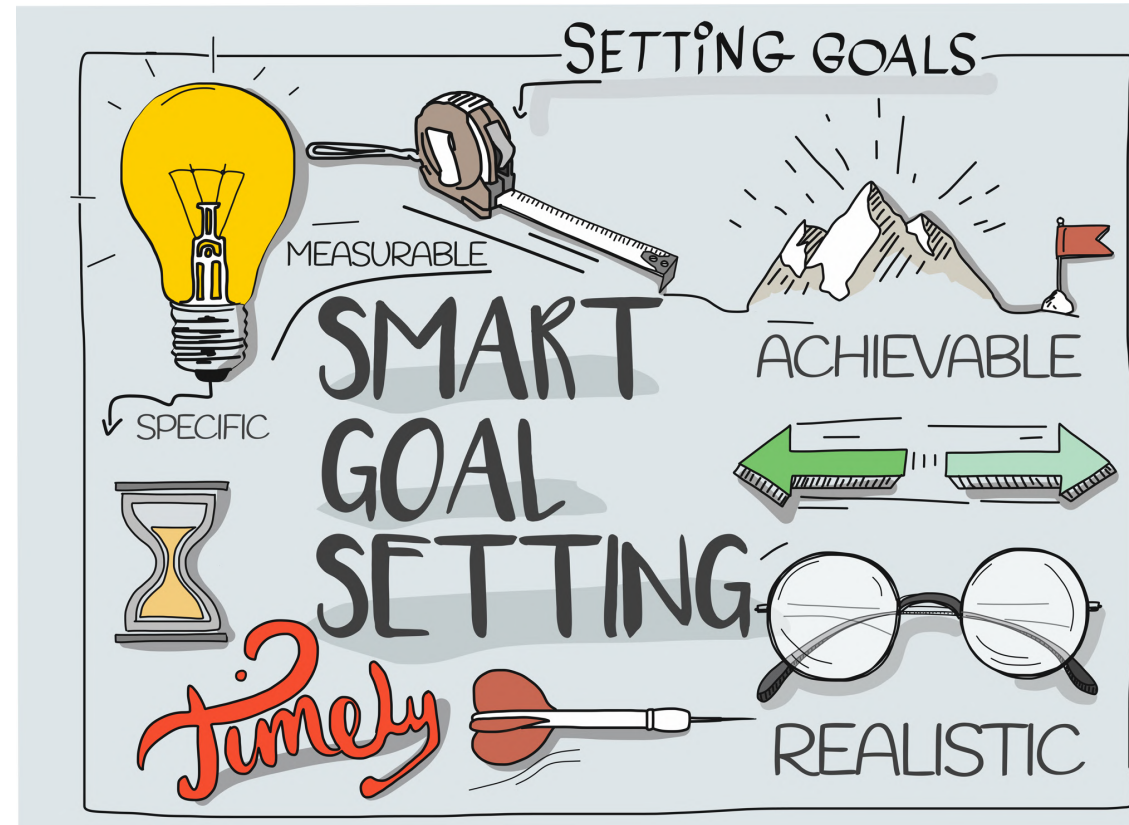
**LinkedIn**  
**Lead Generation**

## V. Key Factors Comprising a Great LI Content Strategy

- ▶ Set clear goals
- ▶ Consistent posting
- ▶ Mixture of text/visual

# Set Clear Goals

- ▶ Like most people, you probably set goals for yourself all the time. Whether it's a New Year's resolution to exercise more or save up enough money to buy a home, having a clear goal is essential to achieving success.
- ▶ The same is true regarding your LinkedIn content strategy – to ensure your content has the desired effect, you must start by setting a clear goal.
- ▶ Here are a few ideas: Increase brand awareness among LinkedIn users; enhance your reputation as an industry thought leader; and generate leads to connect with Board decision makers.
- ▶ Regardless of your specific goal, it's important to remember that it should be **SMART**: **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**imely.





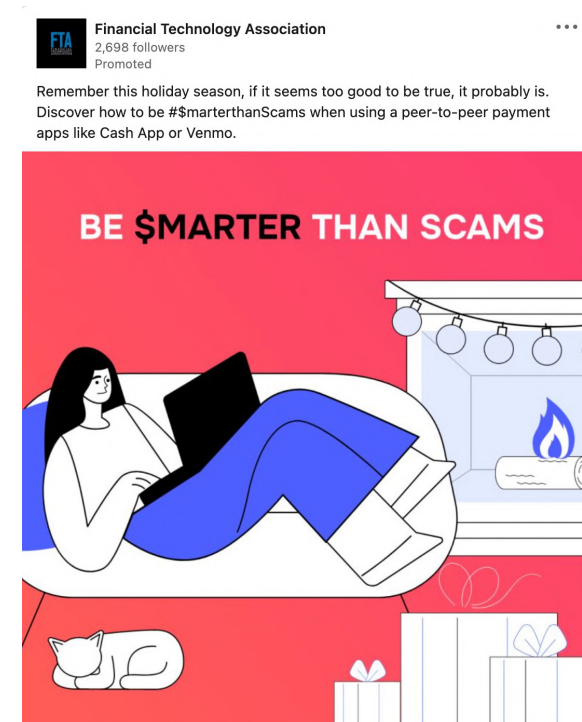
# Consistent Posting

- ▶ Posting good content is essential to a successful LinkedIn Content Strategy. So how do you go about posting valuable and compelling content? Start by asking yourself three questions:
  - ▶ 1. Is this something my prospects will find interesting?
  - ▶ 2. Is this what my prospects will find helpful?
  - ▶ 3. Will my prospects find this content valuable for their business?
- ▶ If you can answer “yes” to all three questions, you’re on your way to creating great content. And when you post great content, people will start to know, like and trust you. They’ll read, share and comment on your posts. And that’s how you succeed on LinkedIn.



# Mixture of Text/Visual

- ▶ We all scroll through our LinkedIn feeds rapidly. We're searching for content that will grab our attention and hold it long enough for us to read. That's why a combination of visual and text-based content is critical for your LinkedIn content strategy.
- ▶ If you're checking your LinkedIn feed and you only see text, chances are you'll keep scrolling. But if you see a mix of both text and visuals, it's more likely to catch your attention.
- ▶ This doesn't mean that every piece of posted content needs to include a video, infographic or image. But mix things up a bit. Create a post with a funny headline one day, followed by a short video the next, or share a link to an article with an eye-catching picture.



# VI. How to Write Compelling Content

- ▶ What is content writing
- ▶ Why is it important
- ▶ Best practices
- ▶ Content writing strategies



# What Is Content Writing?

- ▶ Content writing is the process of creating engaging, fresh content in different formats, including the following:
- ▶ Case studies and white papers;
- ▶ Articles and blog posts;
- ▶ Social media posts;
- ▶ Video scripts;
- ▶ Brochures; and
- ▶ Promotional materials.
- ▶ The writing must be engaging, informative, and have keywords to target prospects.



# Why Is Content Writing Important?

- ▶ Content writing is crucial to deliver your message to prospects. This makes proper content writing essential for all forms of communication, including visual formats.
- ▶ Quality content delivers the right messages in an engaging way that educates the reader, builds relationships with prospects and elevates your authority. And in doing so, it will increase the readers' trust in you.
- ▶ Investing time and resources into proper content writing shows prospects that you are serious about your topic and are the go-to expert in your space. Remember, prospects want to do business with people they know, like and trust. So ensuring that you stand out from the competition with strong and engaging content is your key to success. And for that, you must follow best practices and develop specific content writing skills.



# Content Writing Best Practices

- ▶ Develop prospect avatar
- ▶ Consistent voice
- ▶ Cite authorities
- ▶ Formatting
- ▶ Visuals
- ▶ Avoid sounding salesy
- ▶ Content checklist

**CONTENT  
WRITING  
TIPS**



# Content Writing Strategies

- ▶ Attention grabbing headline
- ▶ Effective outline
- ▶ Single purpose focus
- ▶ Include your unique perspective
- ▶ Easy to read
- ▶ SEO
- ▶ Analyze competition
- ▶ Determine prospect intent
- ▶ Write conversationally
- ▶ Support content with stats



# VII. Building Your Brand on LI

- ▶ Join groups, ask/answer questions, start discussions
- ▶ Different content types
- ▶ Interact with others
- ▶ Build Connection With Strategic Partners & Influencers
- ▶ Speaking
- ▶ LI Live
- ▶ Interview experts
- ▶ Summits
- ▶ Groups
- ▶ Who viewed your profile
- ▶ Endorsements/recommendations
- ▶ Connection requests
- ▶ InMail

Craft Your  
LinkedIn  
Persona: Build  
Your Brand



# Summary

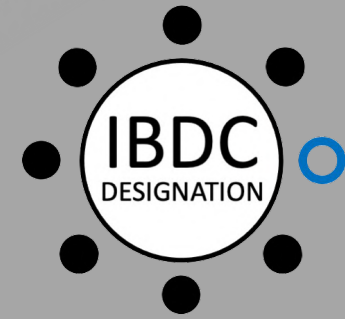
- ▶ 1. Create Your LinkedIn Content Strategy.
- ▶ 2. Set Clear Goals.
- ▶ 3. Post Consistently.
- ▶ 4. Vary Types of Content.
- ▶ 5. Follow Best Practices for Sharing Content.
- ▶ 6. Understand Your Prospects Through Research.
- ▶ 7. Use Best Practices and Content Writing Strategies to Create Compelling Content.
- ▶ 8. Use Strategies to Build Your Brand on LinkedIn.



# What if I Don't Have the Bandwidth to Develop & Implement a LinkedIn Content Strategy?

- ▶ Contact me, Rocco Luisi, to discuss how I might be able to help you design and implement a LinkedIn Content Strategy.
- ▶ Email: [rl@roccoluisi.com](mailto:rl@roccoluisi.com)
- ▶ Book a call: <https://calendly.com/rluisi/one-on-one-call>





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— Education & Certification Course —

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1:1

Group

On-Demand

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M. A. Pfister  
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*are you prepared?*

Set Clear  
Goals

Post  
Consistently

Vary Types  
of Content

Q&A

Contact Mark at [mark@pfisterstrategy.com](mailto:mark@pfisterstrategy.com)

Contact Rocco at [rl@roccoluisi.com](mailto:rl@roccoluisi.com)

Board Director Education + Certification Details <https://www.pfisterstrategy.com/exceptionalboarddirector>



# ROCCO LUISI

Owner & Chief Strategy Officer

*Biography*

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Rocco Luisi helps Coaches, Consultants and Experts get a constant flow of perfect leads without spending a dime on advertising so you can scale your business. Rocco's unique value proposition is leveraging his quarter century+ of legal experience successfully persuading juries, judges and other attorneys and translating that skillset to creating copy that persuades prospects to get on a sales call with you through LinkedIn profile optimization, thought leadership and targeted outreach. An integral part of Rocco's bespoke lead generation service is elevating the expertise of his clients by creating a customized content strategy that includes posting on LinkedIn. These same strategies can be used to land that coveted and elusive Board seat you have been working to secure.



M. A. Pfister  
Strategy Group





# MARK A. PFISTER

Non-Executive Director, CEO, and Chief Board Consultant

Biography

mark@pfisterstrategy.com



With a strong focus in Strategy, Governance, and Technology / Cybersecurity, Mark A. Pfister is CEO & Chief Board Consultant of M. A. Pfister Strategy Group, an executive advisory firm that serves as a strategic advisory council for executives and Boards in the public, private, nonprofit, and private equity (PE) sectors. He is also Chairman & CEO of Integral Board Group, a specialized Board services and consulting company, as well as Founder & CEO of the International Board Director Competency Designation (IBDC.D) education and certification program, a Board Director certification course recognized globally. Mr. Pfister is a *'Board Macro-Influencer'* and his success has been repeated across a wide range of business situations and environments. He prides himself on being a coach and mentor to senior executives and Directors. In Board Director circles, Mr. Pfister has earned the nickname *'The Board Architect.'*

The overarching theme throughout his career has been his aptitude in leadership positions, passionate focus on people, unique governance models, and ability to create value for shareholders and stakeholders through innovative business strategies and operational excellence. Michael Lorelli, Executive Chairman of Rita's Franchise Company, has said, *"Mark's unusual combination of excelling at a macro and micro grasp of business, genuine interest in Governance, and ability to coach and mentor a Management Team make him a terrific Independent Director."*

Mr. Pfister is a certified project management professional and frequently serves as an expert Project Executive, consulting on global programs/projects in their initiation and operational phases, as well as programs requiring remedial focus to bring them back on track. He has deep knowledge and experience in Board design & operations, strategic planning, business transformation, technology implementations, decisioning processes, certification & continuing education programs, executive coaching, and governance models.

Mr. Pfister was CEO of Pro4ia, Inc., an international consulting and professional services company specializing in a wide range of technology solutions utilizing formal Project Management as a proven and repeatable delivery method. With a Fortune 50 client list, Pro4ia was Citibank's Nominee for Crain's *Magazine 'Entrepreneurship of the Year'* Award in 2005. He simultaneously served as CEO of Onit, Inc., a national sourcing company specializing in placements for all levels of technology skill sets. Mr. Pfister was also the Regional Program Office Leader for American Express leading some of the largest technology transformation initiatives in the company's history. He served as a Licensed Engineering Officer in the U.S. Merchant Marine, holds a B.S. from the State University of New York Maritime College in Facilities Engineering, and completed Harvard Business School's Executive Education Program for Board Directors.

Mr. Pfister is the creator of the *'Board as a Service'* (BaaS) engagement model, an industry he is credited with inventing. He is a Master Speaker and conducts international speaking tours, lectures, and seminars focused on effective leadership, strategy, Board architecture, becoming an exceptional Board Director candidate, professional project/program management, and entrepreneurship.

His popular book, *'Across The Board: The Modern Architecture Behind an Effective Board of Directors,'* an Amazon best-seller with circulation in over 70 countries, has influenced an entire new generation of Board Directors.

Mr. Pfister is a proficient Board Director and CEO with experience across multiple industry verticals. He is typically the Chair, or a member of the Strategic Planning Committee, Governance Committee, Technology & Cybersecurity Committee, and has deep Nominating Committee experience. Mr. Pfister's experience as an internationally renowned Board Consultant, having guided and coached hundreds of Boards, Board Committees, and Board Members across public, private, nonprofit, and private equity (PE) verticals, additionally offers up unique and informed viewpoints to the companies he serves.

He holds an *International Board Director Competency Designation* (IBDC.D) through M. A. Pfister Strategy Group, is a certified *Project Management Professional* (PMP) through the Project Management Institute, earned a *Global ESG Board Certification* (GCB.D) through Competent Boards, holds a *Certified Cyber Intelligence Professional* Board Certification (CCIP) through the McAfee Institute, and previously held an *Executive Masters Professional Board Certification* through the American College of Corporate Directors (ACCD).



M. A. Pfister  
Strategy Group

