



HOW THE LINKEDIN THRIVE ACADEMY HELPED JANE PHILLIPS USE LINKEDIN STRATEGICALLY TO PROMOTE HER COACHING BUSINESS AND BUILD A NETWORK OF KEY CONNECTIONS

Jane Phillips is an executive coach who helps small business owners, professionals and executives overcome Imposter Syndrome to live and work with more confidence.

CHALLENGES

Jane had been posting on LinkedIn for years, but in 2019, she started her own executive coaching business and needed to learn how to use the platform strategically to promote herself and connect with her ideal clients. She was struggling to come up with ideas for regular content, and was interested in learning how to reach out to others in a way that felt authentic and would foster real relationships. She also needed accountability to make sure that she was maintaining a regular presence on LinkedIn.

SOLUTION

Jane joined the LinkedIn Thrive Academy – an 8-week program led by LinkedIn trainer and strategist Jennifer Corcoran that combines content strategy, outreach scripts, accountability, and implementation to help you increase your visibility and grow meaningful connections on LinkedIn.

RESULTS

- ✓ Consistent posting thanks to the content plan, ideas, and examples
- ✓ Increased confidence in reaching out to potential connections thanks to the scripts
- ✓ Increased connection requests
- ✓ Increased referrals and recommendations from her LinkedIn network
- ✓ More interaction with her profile and inquires about her work and services
- ✓ Better understanding of LinkedIn overall

“Thrive Academy includes all of the knowledge that you really need to grow your business on LinkedIn, delivered in a way that’s extremely in-depth yet easy-to-understand and fun. It doesn’t just teach you what to do, but how to do things right – all in a way that deepens your interactions and your results. Jennifer is THE person to go to to learn about LinkedIn.”

— Jane Phillips



TO LEARN HOW THE LINKEDIN THRIVE ACADEMY CAN HELP **YOU** BEGIN LEVERAGING THE FULL POWER OF LINKEDIN TO GROW YOUR BUSINESS, [CLICK HERE](#).