



HOW THE LINKEDIN THRIVE ACADEMY HELPED PAULINE EGAN POST MORE CONSISTENTLY AND STRATEGICALLY AND GAIN MORE CONFIDENCE TO BE VISIBLE IN HER MARKETING

Pauline Egan is a business growth mentor who works directly with owners, directors, partners and entrepreneurs to help them grow their revenue, increase profitability and the value of their businesses.

CHALLENGES

Despite being on LinkedIn since its inception and having a network of 1,500+ connections, Pauline had never posted or truly used LinkedIn strategically until early in 2021. She was hesitant to put herself out there. Having transitioned from a long and successful corporate career to owning her own business, Pauline needed to increase her visibility and use the platform to attract new leads. She also needed to gain a more thorough understanding of LinkedIn so she could help her clients utilise it, too.

SOLUTION

Along with two other initiatives, Pauline joined the LinkedIn Thrive Academy – an 8-week program led by Jennifer Corcoran, a LinkedIn trainer and strategist who provides content and strategic expertise to help business owners show up – authentically, intentionally, and successfully – on LinkedIn.

RESULTS

- ✓ Consistent and strategic posting (no more hiding!)
- ✓ Increased awareness of how LinkedIn works
- ✓ Increased ease in being visible and showing up online
- ✓ Increased confidence to try new things and experiment with posting and strategy on LinkedIn
- ✓ Ability to help her clients leverage LinkedIn to build their own businesses

“Thrive Academy is a fabulous opportunity to learn about LinkedIn in a very safe environment. You can ask all of your questions and never feel silly. You learn from both Jennifer and your peers, and the weekly sessions help you stay motivated and engaged. Jennifer is a fabulous teacher and she goes above and beyond to deliver value. I’ve already recommended the program to several people.”

— Pauline Egan



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