

# Linked for Businesses

## Who is on LinkedIn and How can I use it to build my Business?



*Presented by:*

**Freddy Goerges**

Founder of Houston Young Professionals,  
the largest LinkedIn Group for the City of Houston

**Friday, April 6th  
8:30—10:30 a.m.**

**Blinn College Student Center  
Conference Room**

*\$35 for Chamber Members  
\$55 for non-members*

**Call 979-836-3695  
or email [shae@brenhamtexas.com](mailto:shae@brenhamtexas.com)**

## What you will learn:

- Why it is important to Build your Network
- How to Build your LinkedIn Sales Funnel
- How to export your contacts and build an email list
- How to use LinkedIn Articles for SEO and be found on Google's 1<sup>st</sup> page
- Why it is important to be specific on:
  - Who is your ideal customer
  - Who is your ideal advocate & referral partners
- How to Social Sell and not be Salesy
- Free LinkedIn vs Paid LinkedIn
- LinkedIn Groups
- LinkedIn Company Pages
- LinkedIn Learning
- Automation Tools to:
  - Post | Connect | Message | Endorse

[www.LinkedInSalesFunnel.com](http://www.LinkedInSalesFunnel.com)

[www.HoustonYoungProfessionals.com](http://www.HoustonYoungProfessionals.com)

### LinkedIn Professionals Living or Working in Washington County

Brenham—6,466

Operation—739

Owner—572

Administrative—410

Business Development—328

Blinn College—206

Engineering—179

President—147

Accounting—137

Human Resources—120