



PERSONAL BRANDING FOR LEADERSHIP SUPERHEROES

STRATEGY, TIPS AND STORYTELLING
TO TRANSFORM YOUR VISIBILITY
ON LINKEDIN



Laura Fleming Schulte
Your LinkedIn Mentor

Want to be seen for your expertise?

WHY: As an independent expert, entrepreneur or professional services leader you build your business on trust and relationships. LinkedIn is *the* place to reach and win the trust of the exact audience who needs your expertise.

HOW: Using my superhero-inspired strategy, you will build the foundation for a strong Personal Brand on LinkedIn, and the storytelling building blocks that win trust for your unique expertise.



SHINE FOR YOUR SUPERPOWER

Today, our profiles make our first impression. To optimise your profile, I provide an audit and simple steps to highlight your unique value proposition with clarity and focus.



ENGAGE WITH STORYTELLING

Together we'll create your backstory to win trust in your dedication, skills and purpose as a leader. Add it to your "About" section to build a strong brand foundation.



EXPAND YOUR AUDIENCE

Select content pillars and signature posting formats to expand your visibility. Learn to address your customers' pain points with stories from your unique experience.

How I work with clients:

I help my clients be seen for their unique abilities and expertise – what I call their superpowers. Based on years of experience in Publishing, and Go To Market Strategy, I developed a superhero-inspired method that empowers clients to shine on LinkedIn. Visibility on this global platform is vital to win trust, lead change and attract ideal customers.



BOOK for a free 20-minute consultation to discover if Personal Branding for Leadership Superheroes is right for you.

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