

Cema Santos Presents

# 10 WAYS TO MARKET YOUR HYPNOSIS PRACTICE WITH LINKEDIN



## What You Need to Build a Powerful Profile

### PHOTO

Add a nice professional photo. If you do not have a professional photo, use the camera of your mobile phone (use the portrait option) to take one:

- a) Wear nice clothes (professional style)**
- b) Choose a neutral colour wall to use as your background**
- c) Ask a friend or a family member to take a photo for you (no selfie)**



### HEADLINE

It is your higher pitch summary. Make it powerful and catchy. Use your 120 characters to show:

- a) What you do**
- b) Your value**
- c) The problem you solve**



### BANNER

Show something that represents your services/products and use (to create):

- a) Canva**
- b) Photoshop**



### SUMMARY

Here you can expand your higher pitch and show your personality. You have the space to show your values, mission and why. It is a place where you can demonstrate (2000 characters):

- a) Your skills**
- b) Your achievements**
- c) Your services/ products**
- d) Write in 1st person**



### EXPERIENCE

You can copy and paste from your resume, list:

- a) Jobs done (employment) & achievements**
- b) Hypnosis practice**



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### EDUCATION

Time to show the courses you have done:

- a) Degrees
- b) Micro-credentials



### VOLUNTEER EXPERIENCE

List all of them

- a) Where? (organisation)
- b) For how long?
- c) What you have done?

### RECOMMENDATIONS

Get your clients to:

- a) Endorse your skills
- b) Recommend your services



### OTHER SECTIONS

Add other relevant fields to make your profile stand out:

- a) Accomplishments
- b) Interests
- c) Skills & endorsements
- d) Interests



### NETWORK

Time to act: Find people/organisation that you would like to follow and:

- a) Watch/observe them
- b) Read their posts
- c) Comment on their posts – engage
- d) Send a connection request and follow up



\*Create a Business Page and then connect it to your professional profile and start marketing your services!

Remember!

Be authentic and genuine!

**Your LinkedIn profile should leave no room for doubt about the kind of services you provide.**

**Show a very clear message on how you can help people to solve their pain points and make them know you are the best professional for them.**

Happy connections!



#thelinkedinlady

# Let's Connect



**Cema Athayde Santos**

Bringing dreams to reality...

Holding your hand while you find your feet!



@cemasantos\_mmm



@cema santos - my mind master

