



LinkedIn Mastery for Entrepreneurs

Chris J Reed

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You are in charge of your own personal branding as an entrepreneur. Accordingly, if you wish to achieve great things in the business world, LinkedIn is the first logical place to start the process of building your personal brand. If you disregard the importance of branding, your ambitions are likely to be frustrated, and your competitors are more likely to win. If you do, you are more likely to win and succeed in your business objectives, whatever they are.

LinkedIn Mastery for Entrepreneurs was written for anyone who wishes to maximise the many applications of LinkedIn to build their personal brand. By employing LinkedIn to achieve your objectives, you must learn to harness the process of becoming a thought leader on LinkedIn.

Author, Chris J Reed, is undeniably one of the world's leading experts on LinkedIn. Maintaining over 60,000 LinkedIn connections, he has continued to uphold his status as one of the world's most viewed LinkedIn profiles. He is also an Official LinkedIn Power Profile.

Chris's book will help you to tailor your own LinkedIn profile so that you too can start to yield its benefits as a powerful branding tool.

Chris J Reed built his entire Black Marketing business exclusively on LinkedIn, and his business continues to grow and prosper via LinkedIn.

LinkedIn Mastery for Entrepreneurs gives the reader valuable insights into many areas of LinkedIn, including:

- What is LinkedIn? Why Use LinkedIn as an Entrepreneur?
- Master Your LinkedIn Profile Like a Pro
- Why LinkedIn Beats Facebook for B2B Marketing
- How to Message Professionally for Results
- How to Become a Thought Leader on LinkedIn
- How to Develop Your Own Personal Brand in LinkedIn

About The Author:

Chris J Reed is the Founder and Global CEO of Black Marketing, which is a global marketing consultancy that specialises in enabling LinkedIn for C-suite executives and entrepreneurs across the world.

Chris has taken the company, Black Marketing, from one person in one country in 2014 to over 35 people in more than 12 countries in 2016. Chris possesses over 25 years of senior marketing and business experience leading digital, mobile, social, loyalty and partnership/brand marketing agencies in Europe and Asia Pacific, as well as being CMO for global B2C social media brands in both London and Singapore.

On LinkedIn, he currently has over 50,000 followers, hundreds of recommendations, he is one of the Top 100 most influential LinkedIn Bloggers, and additionally, he is one of the top social sellers in APAC.

Chris J Reed has also been awarded Asia's Most Influential Digital Media Professional by CMO Asia, and The British Chamber of Commerce Singapore Small Business Rising Star, 2015.

Chris has vast experience as an event speaker and chairperson, he readily speaks or chairs at conferences and company events, and he regularly holds LinkedIn workshops all over Asia Pacific.

Chris is also an elected Board Member of the British Chamber of Commerce, Singapore. He is the Chair for the BritCham Marketing and Creative Committee and Co-Chair for both the AmCham SME/Entrepreneur and the BritCham ICT Committees.

Chris is one of Singapore's most influential bloggers, and he writes passionately about all aspects of marketing and business for various media brands. He has featured in various books, and he is part of the CMO Council-SMU (Singapore Management University) Mentorship Program for final year marketing students at SMU's Business School.

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