

HOW TO

STAND OUT as a leader online

Samantha Kelly

**Founder of Tweeting Goddess &
Campaign Manager, Speaker, Author**



01.

Add value
consistently
and share your
knowledge

02.

Build brand
advocates.

Start using video
and doing interviews with
others in
your community.



03.

How can you help
someone today?

Engage with your community on



Use LinkedIn Audio

04.

Create a series of
LinkedIn audio events
and add value by
sharing knowledge.





05.

Write a business book about your area of expertise.

06.



Samantha Kelly • 1st

Linkedin Audio and Brand amplification consultant. I'll get you notice...

[Book an appointment](#)

5d •

Thrilled to share this interview I did with [Jim Frawley](#) when I was in New York recently!

'Remaining socially relevant' ...more

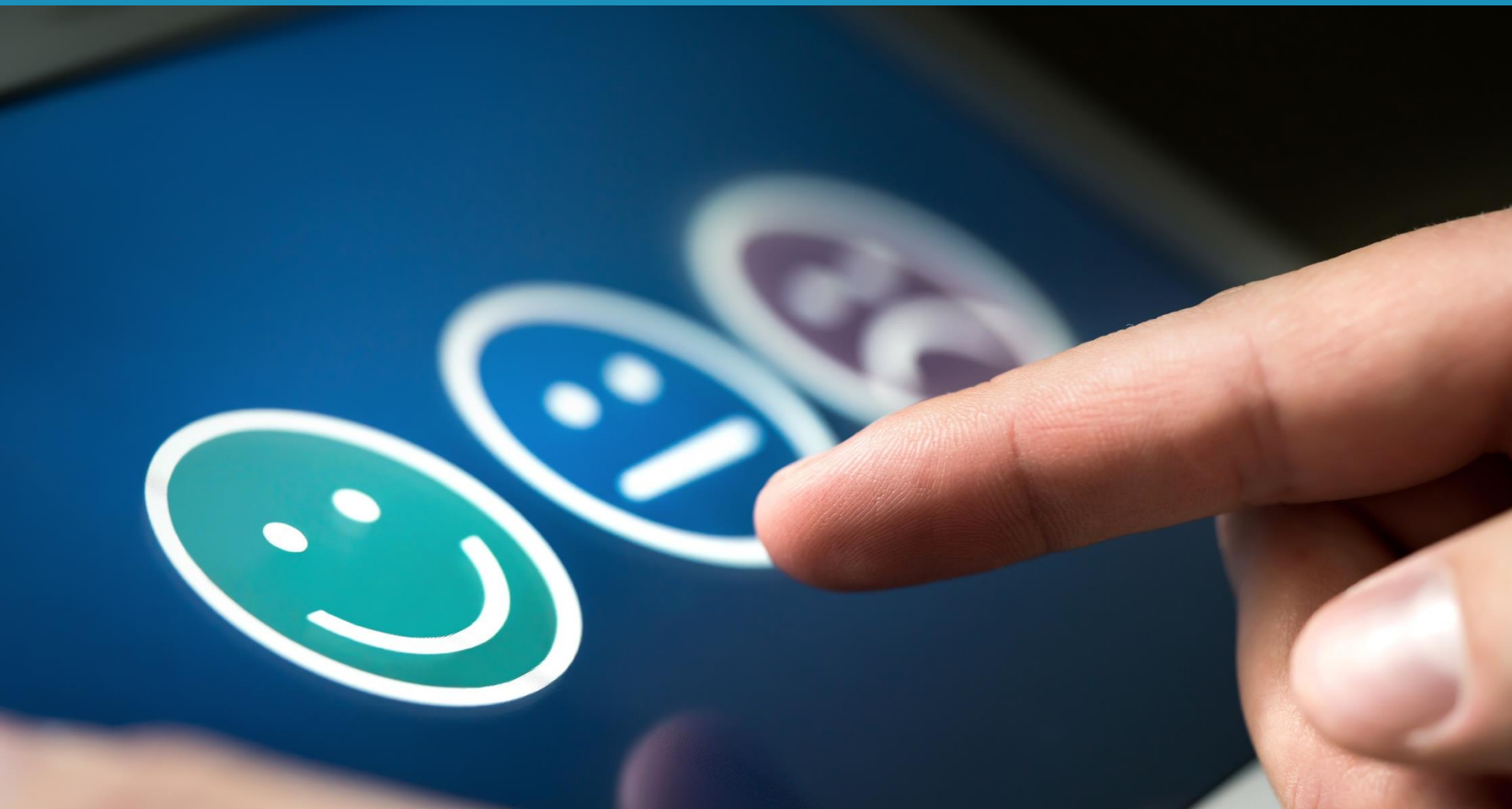


Collaboration with others will set
you apart.

Surveys

07.

Do a survey around a problem and give solutions to the one that gets the most response – create a press release



Connect with new people...



08.

Who is sitting beside you???

09.

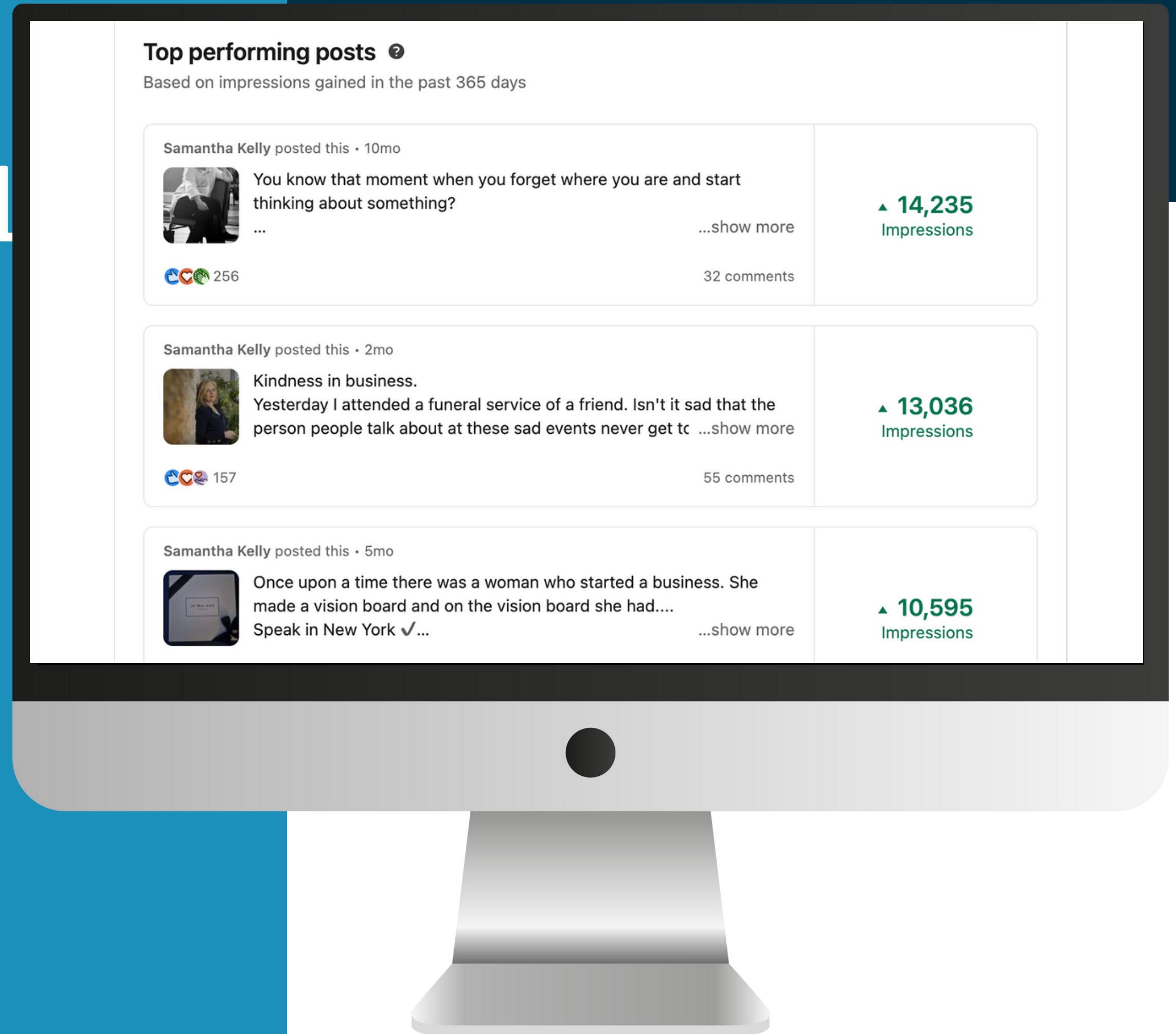
Network and speak
at events to share
your knowledge and
show how much you
know about your
area of expertise.

BE REAL!

10.



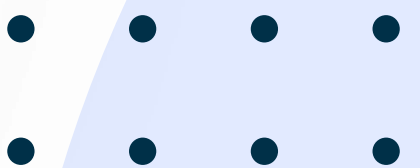
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