

# KATE PAINE



LINKEDIN EXPERT & PERSONAL BRAND SPEAKER



## MAKING YOU STAND OUT ONLINE

PR pro Kate Paine works with executives, entrepreneurs, and professionals to develop their brand and share their stories that differentiate them from their competition and the noise on social media. She is THE expert on using LinkedIn as a powerful personal branding and storytelling tool, and discovering an individual's story – while keeping a potential PR opportunity on her radar – which makes her expertise unique in the world of online personal promotion. Kate also volunteers her time and LinkedIn mentorship to training Navy SEALs and other members of the special forces community attending a career transition program at The Honor Foundation ([honor.org](http://honor.org)) in Virginia Beach, San Diego, and Wilmington, NC.

## SIGNATURE TOPICS

### 10 TIPS FOR A STAND OUT LINKEDIN PROFILE

- Discover your personal story and its relevance to your professional expertise
- Learn to optimize your profile with keywords and search terms so you can be easily found via search engines
- Promote yourself so you showcase how you solve problems, vs. just a listing your expertise

### STANDING OUT WITH BRAND AMBASSADORS

- Turn your employees into brand ambassadors on LinkedIn
- Look to your team for sharing their expertise online
- Find the content makers in your company to develop blog or video ideas and include in your marketing efforts.

### STANDING OUT FOR PROFESSIONAL SUCCESS

- Your Personal Brand equals Your Reputation
- Walk away with tools to define your personal brand
- Promote yourself in a way that's not 'sales-y'
- Showcase your industry influence in though leadership
- Learn how to strategically network online and in-person



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## TESTIMONIALS

"Kate's true expertise is her ability to listen and zero in on what makes You (the client) You, and then she helps you share your best, clearest, most resonant message with the world. As I've become more active on LinkedIn, she has entirely shifted my thinking, activities and perspective on the platform – all of which have sky rocketed my engagement."

— **Ginger Johnson, Ted Speaker, Author, 'Connectivity Canon'**

"From the basics of setting up the most attractive and effective profile to the finer points of the more advanced features of LinkedIn, Kate trained my team in a way that made everything seem very simple. Kate is an excellent presenter and attending her webinars and in-person training was a pleasure."

— **Lee Duncan, CEO, CMO, Alliance Group, Atlanta GA**



"Kate knows social media, and how we can best harness its many platforms to tell our stories and showcase our work. At a recent training, Kate led us through the key strategies for maximizing the possibilities of LinkedIn, leaving us informed, inspired, and empowered. Her knack for communicating about storytelling through technology is extraordinary!"

— **Susan Walker, Career & Life Coach**

## CONFERENCES & EVENTS



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