

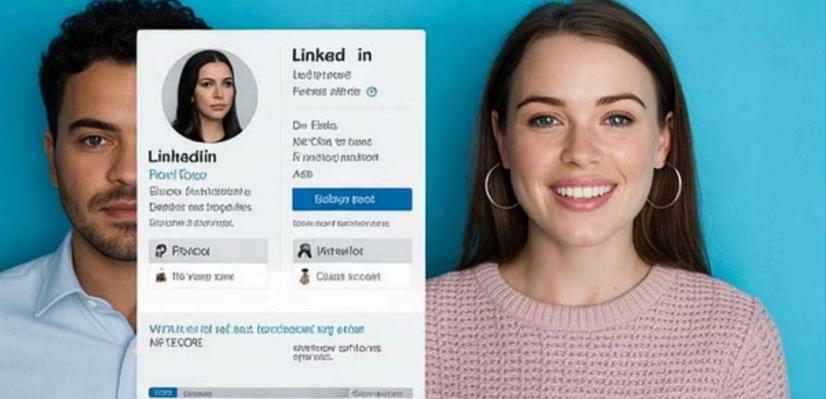


Leveraging LinkedIn for Networking & Leads

Why LinkedIn matters:

- LinkedIn has over **one billion users** and it remains the leading professional platform in 2025. Profiles that are **fully completed and active** can generate *up to 40× more*.
- Although LinkedIn is and has always been for professionals, my opinion is that these "professionals" also have personal lives and can benefit from information to help them in their personal lives. In our case - caring for seniors, aging in place safety, etc.
- The platform's algorithm prioritizes **professional, high-quality content and**, making it ideal for connecting with healthcare professionals, contractors and family caregivers.
- Recent changes favor **authentic, authority-building content** and niche.

So, the idea here is to use LinkedIn for much more than just building business relationships, looking for employees or for a job.



Transform Your Profile

Unlock your potential with a polished linkedin presence,

GET STARTED

1 – Optimize Your LinkedIn Profile

Your profile is often the first touchpoint for families, referral partners and peers. A polished and complete profile signals credibility.

<p>01</p> <hr/> <p>Add a professional headshot and branded banner</p> <ul style="list-style-type: none">Use a <i>clear, friendly photo with good lighting</i> and avoid busy. Use aragon.ai to create beautiful headshots. Use Nano Banana to edit the photo if needed.Members with a profile photo can receive 14x more profile.Add a <i>banner image</i> that reflects your niche (e.g., a home safety assessment, your company logo or a peaceful home environment). Use Canva or Ideogram to create your banner image.	<p>02</p> <hr/> <p>Craft a value-driven headline</p> <ul style="list-style-type: none">Go beyond your job title. Use the formula "I help [audience] [achieve result]". E.g., "Helping seniors live safely at home Certified Aging-in-Place Specialist." <p>Keep it under 220 characters and add relevant keywords (e.g., aging-in-place, home modifications, geriatric care).</p> <p>Here's a prompt you can use:</p> <p><i>"Write a LinkedIn headline for me using this formula: 'I help [specific audience] [achieve result].' Keep it under 220 characters. Include relevant keywords like: aging-in-place, home modifications, fall prevention, dementia support, geriatric care, senior safety, universal design, elder care. Make it professional, clear, and easy to understand. Add a credibility marker if relevant (e.g., CAPS, OT, RN, Realtor for Seniors). Give me 3 variations to choose from."</i></p>	<p>03</p> <hr/> <p>Write a strong summary</p> <ul style="list-style-type: none">Speak in the first person and tell your. Families and partners connect with authenticity.Use short paragraphs, headers and bullets. Lead with a hook ("Passionate about helping older adults thrive...") and showcase credentials (e.g., certifications, years of experience).Include a clear call-to-action (invite readers to schedule a consultation or download a home safety checklist) and embed media (short videos, case studies, photos).
<p>04</p> <hr/> <p>Use keywords strategically</p> <ul style="list-style-type: none">Place keywords naturally in your headline, summary, job titles and skills.Think about what families or referral partners would search for ("home safety audit," "occupational therapist," "senior living consultant").Avoid keyword stuffing; write for humans. <p>Instead of "thinking about" phrases your potential clients would use - I prefer to actually find out. Here's a prompt that can help you:</p>	<p>05</p> <hr/> <p>Get endorsements and recommendations</p> <ul style="list-style-type: none">Share updates and comment on industry posts to stay.Reach out to satisfied clients, caregivers or healthcare partners for recommendations; these third-party endorsements boost. Explain that they will be displayed on your profile and help others feel confident in contacting you.	<p>06</p> <hr/> <p>Complete every section & optimize for SEO</p> <ul style="list-style-type: none">Fill out every section (experience, education, licenses, volunteer work). LinkedIn favors full profiles.Use consistent job titles and company names across your roles.Link to your LinkedIn profile from your website, email signature and blogs.Avoid copying your résumé verbatim; write in a value-driven, conversational tone.
<p>Prompt to Generate Keyword Phrases</p> <p>Prompt: <i>"Research keyword phrases that families and referral partners use when looking for aging-in-place services. Search across Google, YouTube, and Reddit.</i></p> <ul style="list-style-type: none"><i>Pull at least 30 keyword phrases.</i><i>Prioritize practical phrases (e.g., 'home safety audit,' 'bathroom grab bars installation,' 'how to prevent falls in elderly parents,' 'occupational therapist home visit,' 'senior living consultant near me').</i><i>Group them by themes:</i><ol style="list-style-type: none"><i>Home modifications / safety</i><i>Caregiving / family support</i><i>Professional services (OT, CAPS, consultants, realtors, etc.)</i><i>Dementia & memory care</i><i>Highlight keywords that could be used in a LinkedIn headline, summary, and skills section.</i><i>Do not keyword-stuff – provide natural, human-sounding phrases."</i>		

<p>07</p> <hr/> <p>Posting frequency and content pillars</p> <ul style="list-style-type: none">For visibility in 2025, aim for 2–5 posts per week. Consistency is more important than perfection.Brainstorm content pillars (topics you can revisit). Examples:<ul style="list-style-type: none">Lessons learned from home safety assessments.Industry trends (e.g., accessible design, funding programs, Medicare changes).Behind-the-scenes content (preparing equipment, training staff).Quick tips or myth-busting posts (e.g., "Common misconceptions about grab bars").Client success stories (with permission).Engagement fuels reach: comment on peers' posts, share insights, and tag collaborators.

As some of you know I post daily and that has increased my visibility. I spent an hour or so using AI to give me a list of topics / titles to write about. I gathered 365 of them and I put them on a spreadsheet. Then, once a week (every Monday actually) I use prompts in multiple AI program to write the outlines and draft 10 articles for me. Then, throughout the week, I edit those articles and schedule them.

Of course, when I initially did this I had to schedule about 30 articles so that I could be ahead of the game at all times.



2 – Build Your Network Strategically

Networking on LinkedIn isn't about collecting random contacts; it's about meaningful relationships. Here's a process tailored to aging-in-place professionals.

Identify your ideal connections



- Start with **people in your area of expertise** (e.g., occupational therapists, physical therapists, senior-living advisors) so you can exchange tips and resources.
- Identify **target audiences** (adult children of aging parents, general contractors, interior designers who work on home modifications). When sending a request, mention that you're researching their challenges and would like to connect.

Personalize every invitation



Avoid generic *"I'd like to add you to my network."* Instead, mention a shared profession, event or mutual connection. Personalized invites reduce the risk of people selecting "I don't know this person," which can restrict your account.

Attend LinkedIn events and mingle



- Search for **LinkedIn Events** relevant to aging-in-place (e.g., webinars on fall prevention, accessible design). Click **"Attend"** and then view the list of attendees.
- Send connection requests to attendees with a note like: *"I noticed you're also attending the Fall-Prevention Summit. I'd love to connect and share insights!"*

Join LinkedIn groups



Join groups aligned with your **industry** (e.g., National Aging in Place Council, home modification groups) and groups where your **potential clients** hang out. Participate in discussions; then connect individually.

Create content and engage



- Post relevant content regularly. When someone comments on your post, **reply promptly** (ideally within 24 hours). Quick responses demonstrate professionalism.
- If second- or third-degree connections comment, send them a personalized connection request referencing the discussion

Keep etiquette in mind



- **Complete your profile** before reaching out; incomplete profiles are often ignored.
- Respond promptly to messages and invitations.
- Introduce people: if you know two professionals who could collaborate (e.g., a physical therapist and a home remodeler), offer to introduce them via a message thread.

DEVELOP A CONTENT STRATEGY THAT WORKS



3 – Develop a Content Strategy That Works

LinkedIn's algorithm in 2025 rewards content that sparks conversation, provides value and showcases authenticity. Here's how to create content that resonates.

Understand the algorithm

- LinkedIn's algorithm checks **post quality**, filtering out spammy content and favoring professional posts.
- It tests your post with your immediate network; if engagement is strong, it pushes the post further. Early comments and reactions matter.
- Member activity and relevance determine who sees your post.

Types of posts that get engagement

- **Question-based posts:** Ask thought-provoking questions relevant to your field (e.g., *"What home safety modifications made the biggest difference for your clients?"*). Questions act as calls-to-conversation.
- I do a weekly series called [What's Wrong Wednesday?](#) I post a photo of a room or an outdoor space and ask the question *"What Would You Change? - What improvements or design tweaks are needed (if any) to make the space safer for accessibility?"*
- **Timely updates & industry insights:** Share news about aging-in-place technology, new grants, or regulatory changes. Sign up on Google Alerts (it's free) and type in phrases related to your niche and you'll receive daily emails of news articles mentioning that phrase. **Pro Tip:** Encase the phrase in quotes. I.e. "aging in place".
- **Visual content:** Use infographics, photos from home modifications, or short videos. Visual posts catch attention and perform well. [Canva](#) can make some beautiful infographics.
- **Employee-centric or human stories:** Highlight team members, celebrate a client's success, or show behind-the-scenes at a home assessment.
- **Event coverage & LinkedIn Live:** If you attend or host a webinar, post photos or go live to answer questions
- **Short bite-sized advice:** Share quick tips or "myth-busting" posts
- Share Short videos: If you do Youtube videos, you can take those videos and put them into [Opus Clip](#). Opus will then automatically create shorts for you which you can edit if you need to.

Align your posts with the algorithm changes, Recent algorithm updates emphasize authenticity and niche authority:

Authority-building content

Focus on **authority-building content** that demonstrates deep knowledge; niche posts outperform generic advice.

Authentic & Relatable Images

Use candid photos or AI-generated visuals that reflect real situations. Skip stock photos, choose images that feel genuine and help your audience connect instantly.

Strong hooks

Craft **strong hooks**, the first two sentences must grab attention. Test multiple openings to create curiosity ("I once advised a family to rip out their bathtub. Here's why...").

Longer comments

Write longer comments on your own posts and others'. Comments with more than ten words can increase visibility. Ask follow-up questions and tag relevant people.

Strategic engagement

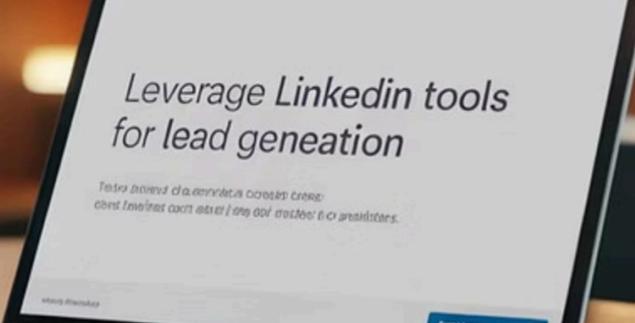
Engage strategically before and after posting: spend 15 minutes commenting on other accounts serving your target audience.

Daily connections

Connect with new accounts daily: send 10–20 personalized connection requests to qualified leads.

Stay consistent

Stay consistent: maintain a regular posting schedule (daily, five times per week or three times per week) even when reach dips.



Leverage LinkedIn tools for lead generation

4 – Leverage LinkedIn Tools for Lead Generation

LinkedIn Sales Navigator (for paid subscribers)

Sales Navigator is designed to help you find and engage high-quality prospects.

Expert in using Sales Navigator - <https://www.linkedin.com/in/scottmagerspt/>

Identify key contacts

Identify key contacts: Sales Navigator uncovers every key player in your target accounts, not just top titles. Use it to build a comprehensive list of decision-makers in hospitals, rehab centers, senior-living communities and construction firms.

Uncover connections & past customers

Uncover connections & past customers: Use *Lead Spotlights* to find people who follow your company or have worked with your colleagues. These warm paths improve response rates.

Advanced search

Advanced search: Take advantage of 50+ filters (location, industry, function, seniority, company size, etc.) to find the right leads. Filter for professionals in your geographic area (e.g., metro Atlanta), people with "director of rehabilitation" or "home builder" titles.

Engage effectively

Engage effectively: Use InMail to message hidden buyers and decision-makers when they're active. Craft personalized messages referencing a shared connection or recent post.

Warm paths & TeamLink

Warm paths & TeamLink: Leverage your organization's network to reveal the best path into an account. Ask mutual connections for introductions.

Account IQ & AI features

Account IQ & AI features: Sales Navigator's Account IQ provides **AI-driven summaries** of target accounts and buyer intent signals, helping you prepare for calls. Use these insights to tailor your outreach ("I noticed your facility recently expanded its memory-care unit...").

Some of these features below are only available in the Sales Navigator program.

Lead Generation Forms & "Book an Appointment"

- LinkedIn's new **"Book an Appointment"** feature integrates Calendly directly into lead-generation forms so prospects can schedule calls with you without leaving LinkedIn.
- Use **Qualified Leads Optimization (QLO)** to optimize ad delivery for members who match your pipeline criteria. For example, target adult children between 45–65 years old in your region.
- Combine these with **Conversion Value Optimization** to maximize return on ad spend by focusing on high-value leads.

LinkedIn Articles & Collaborative Articles

- LinkedIn allows long-form articles (up to 125,000 characters) that remain searchable for years. Use them to showcase deep knowledge, case studies and how-to guides (e.g., "Designing a dementia-friendly bathroom").
- **Collaborative Articles** invite experts to contribute insights to AI-generated topics. Participating can increase your visibility and position you as an industry thought leader (search for "Collaborative Articles" on LinkedIn and add your input when invited).

LinkedIn Live and Events

- Host live webinars or Q&A sessions using **LinkedIn Live**. Live video receives priority in the feed and encourages real-time engagement.
- Create **LinkedIn Events** to promote your webinars, workshops or home safety seminars. Use the attendee list to connect with registrants and start conversations.

Current Pricing (U.S.)

- **Core (solo / individual users): ~ US \$99.99/month**
 - If billed annually, the equivalent is about **\$79.99/month** (~ \$959.88/year)
- **Advanced (small teams / more features): ~ US \$149.99/month**
- **Advanced Plus (enterprise / custom):** custom pricing, typically starting around **US \$1,600/year per seat**

Conclusion & Q&A

Recap

We covered how to optimize your profile, strategically expand your network, craft engaging content aligned with the latest algorithm changes, and leverage LinkedIn's tools such as Sales Navigator, Lead Gen Forms and Live. All of these strategies are based on insights from the last year, ensuring you stay current. Remember:

- Complete, visually appealing profiles get more opportunities.
- Personalized networking and consistent engagement build relationships.
- Authority-building, question-driven and visual posts perform best, especially when you pair them with strong hooks and authentic imagery.
- Tools like Sales Navigator and new appointment scheduling features streamline lead generation.

Call to action

Start implementing one improvement today, update your headline, post a question or attend an event. Build momentum and refine your strategy over time. Your expertise in helping older adults live safely and comfortably deserves to be seen by the right people!

Thank you for joining the webinar. I'm happy to answer your questions.

