

WELCOME

The  
POLKA\*

&

*Uplift*

CONSULTING

# Connections Count

**awareness**

**exploring**

**evaluating**

**buying**

**loyalty**

**client**



*make connections*



Awareness

know

Connection

like

trust









**ways to use LinkedIn to make those connections**



# 1. Set your foundations







**Start with your audience**





# Empathy Mapping

**What do they value?**

**What are their interests?**

**What keeps them up at night?**

**What are their influences?**



**The stuff  
that you  
have authority  
and credibility  
to talk about**

**Audience  
Connection  
Point**

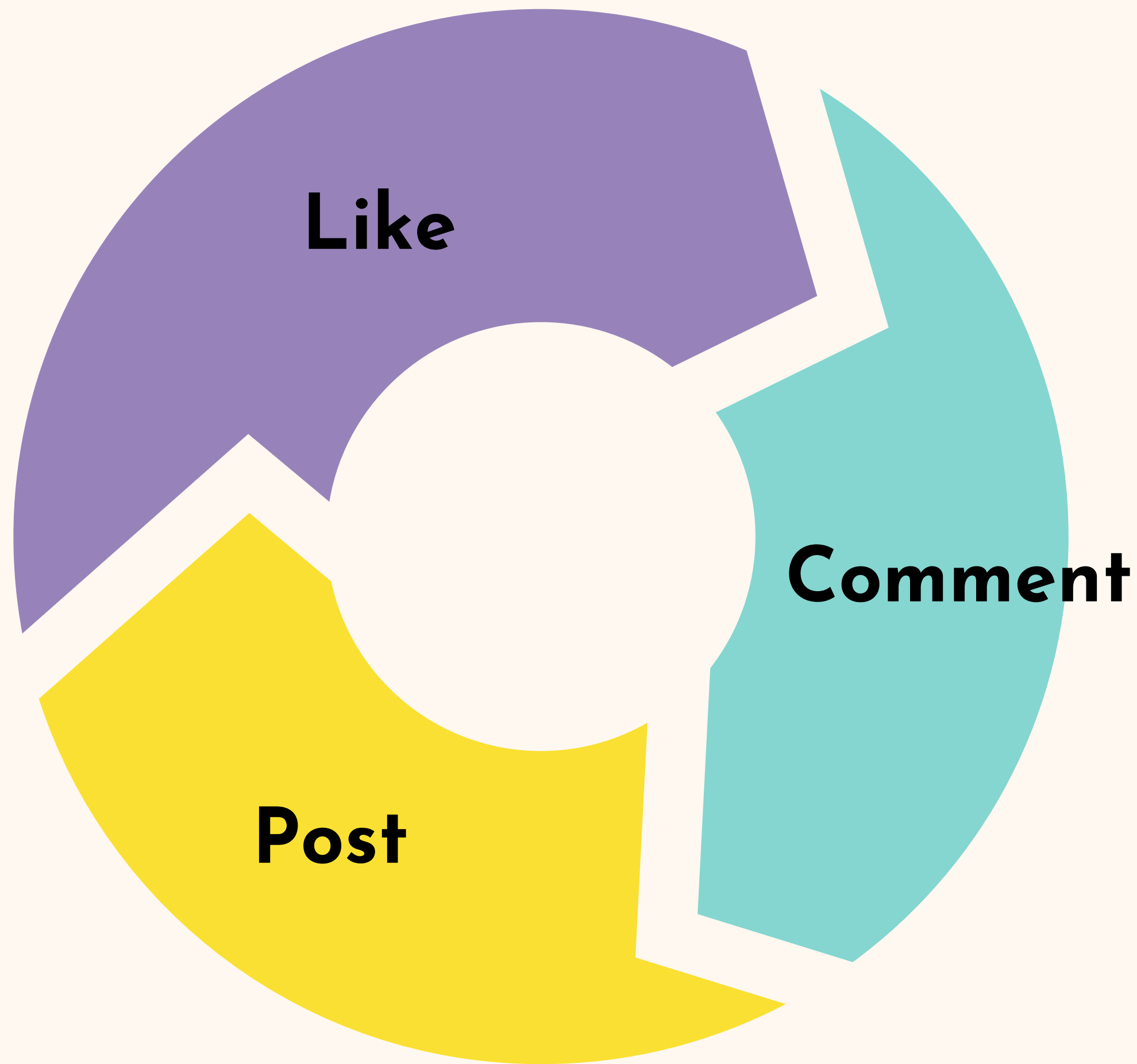
**The stuff  
your audience  
is genuinely  
interested in**



## 2. Be generous










# The comments section is your secret weapon

to sell a second service just a week or two into starting - and she said exactly those words. Focus on one thing for 90 days. ...more


Like · 🗨️ 3 | Reply · 3 Replies

See previous replies

 **Lisa Jelly** · 1st (edited) 1w ...  
Leadership & Team Coach | EMCC Senior Practitioner...

Ahh that's a lovely thing to say :) thank you! and now lots of people are lucky to have you in theirs! Lets catch up soon x


Like · ❤️ 1 | Reply

 **Rachel Wilson Rugelsj en** · 2nd 1w ...  
Leadership, Culture and Org Development Strategist | Founder of Le...


Just getting over the shock of the title, I've clearly lived abroad for too long and am now feeling strangely homesick!

This looks like one for the Christmas list [Dr Sarah Jordan](#) and any excuse to get my highlighters out for is a good one [June Hogan MCIPD](#)- Thank you for the tip. I went it alone 2.5years ago and have not looked back yet!

Like · 🗨️ 3 | Reply · 2 Replies


 **Phil Sterne** · 2nd 1w ...  
Executive Career Transition Coach | 100% 5-Star CV Writer (Tr...

👏 love this [Rachel](#)! Hope you didn't need smelling salts to come round. it can be tricky to find on Amazon, best bet is via <https://amzn.to/48e7c3h>



**Escape Corporate W@nkery: Build Self-Belief and Go It Alone**  
Escape Corporate W@nkery: Build Self-Belief and Go It Alone

Like · 🗨️ 1 | Reply

 **Rachel Wilson Rugelsj en** · 2nd 1w ...  
Leadership, Culture and Org Development Strategist | Founde...

Yes, what century is this Rachel person from! My comment was a bit Victorian and I'm definitely a little out of touch but imagine it being said in a slightly Mancunian accent and you'll appreciate it more [Phil Sterne](#). Congratulations on your book and many thanks for the link. ...more



3. Make it easy



*travel*  
**GUIDE**





# The POLKA

making each connection count



**Carys Dorritt**



Verify now

Founder/ Director of The Polka ⚡ We help brands create connections that spark action 🔥

Aylesbury, England, United Kingdom · [Contact info](#)

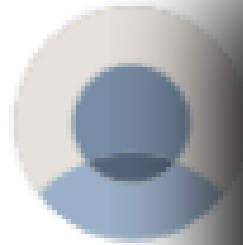
500+ connections



The Polka Marketing



The University of Manchester



Jenny Rivers · 3rd

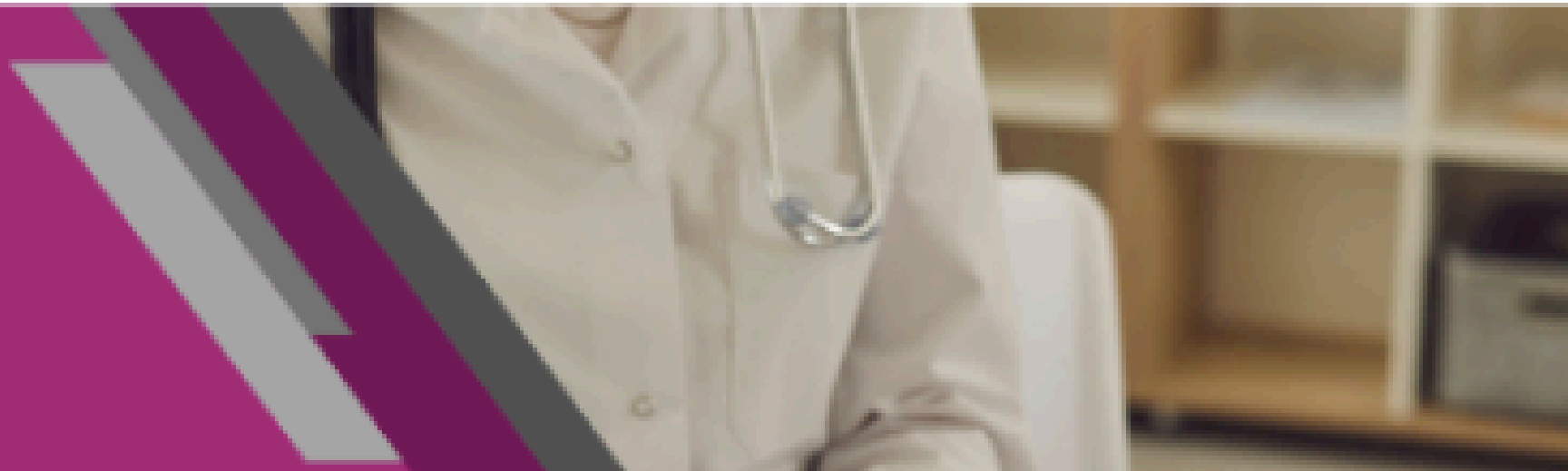
+ Follow



Thoroughly recommend Emma Lowe's upbeat and inspiring article published in tandem with the government's response to James O'Shaughnessy's review into commercial clinical trials. We're already demonstrating the power of colla ...see more



Department  
of Health &  
Social Care



## Featured



Post

🌟🌟 Team Polka 📌📌

Am super lucky that I get to wor...

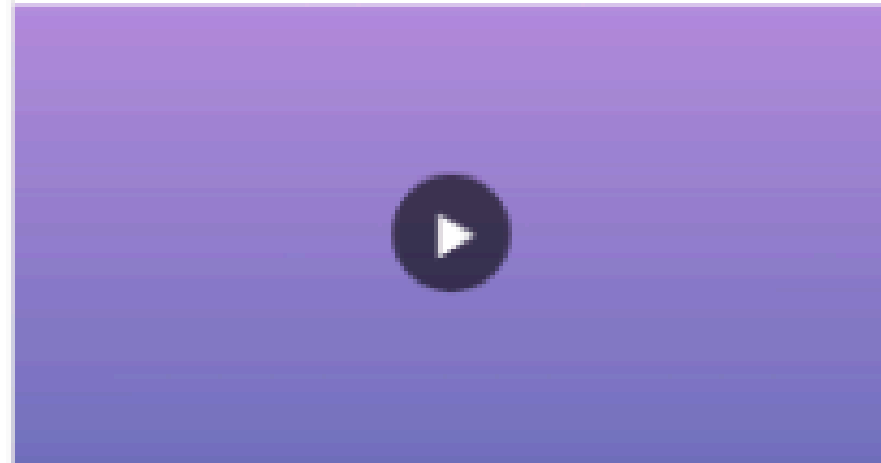


👍👍❤️ 54 · 4 comments

Post

Bring it on 🔥🔥

Come and join us on Thursday...



👍👍❤️ 21

Post

👏👏 We're ending the week on a high...




👍👍❤️ 31 · 26 comments

message

### Featured

Link


**Community**



Espresso+ community  
LinkedIn consultancy

Link


**Consultation**




20/60-min consults  
Calendly

Link

**Content**



Content DNA book  
amazon.co.uk



Director at Equate Group Ltd

Connect




Iddy Champney  
Experienced Project Manager  
and Diversity and Inclusion...

Connect


Show all

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166 followers



7 connections follow  
this page

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Activity  
45,658 followers

Following



### 3. Be helpful





**"No one will ever complain you've made things too simple to understand."**

*Ann Handley*



**GUIDED TOURS**



**Great marketing is about serving your audience**

**awareness**



*make connections*

**client**



Thank you

The  
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CONSULTING