



Empowering 1 Million Women for C-Suite Success by 2030
Elevating Sales Through Diversity
Executive Sales Coach/Trainer | Keynote Speaker | Author
Let's Shorten Sales Cycles and Boost Deal Sizes Together

📞 info@cherilynncastleman.com

📠 862-812-8585 •

🌐 www.cherilynncastleman.com

Don't Let Fear Stop You!

Keep Posting on LinkedIn and Ignite Your Success Journey

Three years ago, I found myself right where you might be today – feeling hesitant, palms sweaty, with that all-too-familiar pit churning in my stomach. The thought of posting on LinkedIn terrified me. If you're nodding along, trust me, you're not alone in this boat. Fear has a way of creeping in, making its presence known, but guess what? It's also the spark that ignites our



**From Fear to
LinkedIn Top Voice:
My 3½-Year Journey**



1 Embrace the "Walk in the Park" Mentality

Imagine LinkedIn as a beautiful park. You're taking a leisurely walk, nodding at passersby, smiling, and occasionally striking up conversations. Some nod back, some keep to themselves, and others engage in lively discussions. It's all part of the experience. Similarly, when you post or comment on LinkedIn, expect varied responses – likes, engagement, or even indifference. Keep walking (posting), regardless.

2 The Power Trio: Personal Branding, Networking, and Industry Insights

- **Personal Branding:** Every post contributes to your personal brand. Elevate your credibility by sharing valuable insights. Be consistent, authentic, and true to your expertise. Over time, you'll emerge as a thought leader in your field.
- **Networking:** LinkedIn is a global networking hub. Connect with remarkable individuals – peers, mentors, and industry leaders. These connections open doors to exciting opportunities. Remember, relationships matter.

- **Stay Informed:** Adaptability is key. Industry trends evolve rapidly. By posting and engaging, you stay informed. Supercharge your journey to sales success by learning from others and sharing your own insights.

3 Just Keep Posting and Commenting.

Remember Dory from Disney's "Finding Nemo"? Her mantra was simple: "Just keep swimming." In our context, it's "Just Keep Posting and Commenting." Consistency breeds familiarity, and familiarity leads to trust. Your voice matters, and each post contributes to your impact.

Perks of Being a Top Voice:

Being a LinkedIn Top Voice isn't just a badge; it's an opportunity. Increased visibility, new connections, and potential collaborations await. Keep leveraging this platform to amplify you're your voice and influence in sales and beyond.

Together, let's ride the waves and claim the success you rightfully deserve!