CHANGE REPORT
Digital Footprint Assessment

Ron Sukenick
The Following pages are designed to help you understand what a Google search and your social profiles reveal about you.

On the next page is your Social Channel Summary and the row across the top shows your profiles on the major social networks.

What Google is finding is in the centre section of this page and shows Google search results for your name and company name. You may see different results in Google on your own computer because we use an unfiltered/clean search for web and image.

The SEO Word Cloud is created from publicly available data connected to your own name and your company's name. We gather data (profile summaries and what you are saying on the different platforms) these are uploaded it into a Natural Language Programming Engine and Machine Learning software. The results show how people searching for you might find you using a combination of the selected words. A more detailed look at these words is found further in the document.

Overall Warmth Graph
The Overall Warmth graph is a comparison of your overall social presence to the different types of people that influence your professional network and reputation. We have collected data on a sample of other employees in your company, your customers and your competitors.

If you believe you have data that did not show up, you will need to review your settings to see what is open public information that Google has access to and then ask a Digital Coach to run the report again.
Ron Sukenick
LinkedIn Expert / Speaker / LinkedIn Trainer / Business Coach / Helping Business
"Embrace the Power of LinkedIn"

Education
Indiana University–Purdue University Indianapolis

Connect
Send Ron inMail 500 connections

Summary
LEARN TOP LINKEDIN STRATEGIES ► Making a difference for those in business on LinkedIn and face to face networking. FREE strategy call to discuss how we can help one another – meetme.so/ronsukenick - Powerful individuals understand that networking, both online and face to face, results in valuable relationships that produce more sales and rapidly moves them toward success. But let’s face it, face to face networking is awkward and hit or miss. Plus, LinkedIn is grossly misunderstood and underutilized. How can corporations and individuals embrace the power of LinkedIn and networking to maximize opportunities and bring in new business? That’s easy, they turn to ME! ➊ I am a full time professional speaker & trainer passionate about making a difference in helping people achieve greater results in their networking and LinkedIn efforts.➋ I have four books published on the topics of LinkedIn, Business Networking and Business Relationship Strategies. My new book, 21 Days to Success with LinkedIn was a #1 Amazon Best Seller.➌ I am also the founder of The Relationship Strategies Institute, a global training and business strategy company. By challenging your beliefs and assumptions about how your business is doing and where it is going, we guide you to create and implement an inspirational vision for the future. Using these techniques, you can increase your productivity, enhance your thinking, and learn the power of knowing what’s possible. ❧ Why AM I ON LINKEDIN? ✓ To network with other active and committed B2B networkers. ✓ To offer networking, relationship strategy development & LinkedIn training advice. ✓ To seek opportunities to provide WORKSHOPS, COACHING, AND SEMINARS! You’d like to know more, email me.
LinkedIn Comparison For Ron Sukenick

% with Profile Picture:

% with Summary:

Connections:

% with Work History:

Skills:

LinkedIn Warmth: on a scale of 0-4:

The percentages on this page are based on publicly available profile data. You, your Customers and your Competitors may have public data settings turned on or off based on personal preference which limit the data visitors can see.

Public settings should be set appropriately, so please talk to a digital coach for advice.
Your Top 10 Comparisons

Meloine Dodaro
Int'l #1 Bestselling Author The LinkedIn Code | Digital Sales & Marketing | Keynote Speaker | Dual Citizen Canada & UK

Keywords:
- that
- Trustworthy Digital Marketing
- Social Selling Influencers
- CBS Inside Edition
- Global News National

Presuade with:
- How do you feel about...
- "Colorful descriptive words"
- I appreciate you for...
- I understand how you feel...
- Reminds me of the time when...

Is
Digital Warmth

Anne Pryor
LinkedIn Trainer, Thought Leader + LinkedIn Coach, Artist ► Look Great, Be Found, Get Known, Make Meaningful Connections

Keywords:
- Recognized Online Brand Strategist
- Soul Painting Artist
- SMALL BUSINESS OWNER
- VP SUPPLY CHAIN
- MY PORTFOLIO LIFE

Presuade with:
- Here's an idea...
- "It's not a sure thing
- The quickest...
- You can do better than that
- I appreciate you for...

Id
Digital Warmth

Greig Wells
Nationally recognized LinkedIn Author & Trainer - Former Ex-Recruiter Now LinkedIn Authority Expert www.BeFoundFast.com

Keywords:
- ...
- Press release format
- Internet Marketers Request
- LinkedIn Profile Optimization

Presuade with:
- Just thinking out loud...
- "Colorful descriptive words"
- How do you feel about...
- Reminds me of the time when...
- I appreciate you for...

Is
Digital Warmth

Donna Serdula
Writer of POWERFUL LinkedIn Profiles ✔ Author ✔ Speaker ✔ Brand Strategist ✔ Helping YOU Stand Out!

Keywords:
- LinkedIn Profile Optimization
- Search & Social Media
- Donna Serdula
- optimization methodology
- We help

Presuade with:
- The highest impact...
- "Colorful"
- I'll spare the details
- You can do better than that
- Bold claims

Id
Digital Warmth

Anita Hampl
★ LinkedIn Coach ★ Profile Reviewer ★ I write profiles that get you noticed ★ Making you look good in words

Keywords:
- trainingLinkedIn researchBusiness profilesSpeakers
- page party
- people and professionals
- LinkedIn helper
- LinkedIn profile

Presuade with:
- How can I help
- Personal questions
- On another note...
- Make jokes
- How do you feel about...

Is
Digital Warmth
Phil Rosenberg
LinkedIn's most connected Career Coach (30K 35M). Author
http://reCareered.com, Top 20 on LinkedIn globally

Keywords:
- of
- Mountain Time Zone
- gmail dot com
- job search information
- job search webinars

Presuade with:
- Casual greetings (“Hey”)
- I appreciate you for...
- Here’s an idea...
- We should just go for it.
- “Colorful”

Loribeth Pierson
LinkedIn Expert ♦ Trainer ♦ Speaker ► LinkedIn Profile Expert ♦ Helping YOU Generate Leads For Businesses & Individuals

Keywords:
- Powerful Big-Name Connections
- LinkedIn Profile Writer
- Learn LinkedIn Insider
- Find New Clients
- Increase Lead Generation

Presuade with:
- I am confident that...
- ...what your team thinks
- ASAP
- I’ll spare the details
- Specific times & dates

Kurt Shaver
I Help Sellers Reach Decision Makers via LinkedIn ♦ Keynote Speaker & Trainer ♦ Creator of the Social Selling Boot Camp

Keywords:
- Social Selling
- Marketing Leader
- sales team
- LinkedIn
- Phone

Presuade with:
- You can do better than that
- It’s up to you.
- I disagree.
- ASAP
- Blunt language

Bob Woods
Helping you to usher in the Next Step in the sales process ♦ Social Selling & LinkedIn coaching, training & development

Keywords:
- research avenues
- Twitter
- Social Selling
- self-education phase
- sales teams

Presuade with:
- How do you feel about...
- The safest bet is to...
- I understand how you feel...
- How’s it going?
- Subtle hints

William T. Hall
LinkedIn Profile Makeover Consultant | Helping Business Owners and Professionals Get Profitable B2B Sales Leads Now!

Keywords:
- Social Media Profile Consultant
- content writer
- marketing effort
- non-profit
- digital application sites

Presuade with:
- Follow these instructions
- I’m happy to explain...
- We have time
- Keep things running smoothly
- Attach extra information
Ron Sukenick
LinkedIn Expert / Speaker / LinkedIn Trainer / Business Coach / Helping Business "Embrace the Power of LinkedIn"
Indianapolis, Indiana | Marketing and Advertising

Current
Relationship Strategies Institute, Inc, Relationship Strategies Institute

Previous
Walk The Talk Ted Inspired Speaker Series, Thank you Challenge.org, Allen Family Fudge

Education
Indiana University–Purdue University Indianapolis

Summary
LEARN TOP LINKEDIN STRATEGIES ► Making a difference for those in business on LinkedIn and face to face networking. FREE strategy call to discuss how we can help one another - meetme.so/ronsukenick - ???? Powerful individuals understand that networking, both online and face to face, results in valuable relationships that produce more sales and rapidly moves them toward success. ???? But let’s face it, face to face networking is awkward and hit or miss. Plus, LinkedIn is grossly misunderstood and underutilized. How can corporations and individuals embrace the power of LinkedIn and networking to maximize opportunities and bring in new business? That’s easy, they turn to ME! ⬜ I am a full time professional speaker & trainer passionate about making a difference in helping people achieve greater results in their networking and LinkedIn efforts. ⬜ I have four books published on the topics of LinkedIn, Business Networking and Business Relationship Strategies. My new book, 21 Days to Success with LinkedIn was a #1 Amazon Best Seller. ⬜ I am also the founder of The Relationship Strategies Institute, a global training and business strategy company. By challenging your beliefs and assumptions about how your business is doing and where it is going, we guide you to create and implement an inspirational vision for the future. Using these techniques, you can increase your productivity, enhance your thinking, and learn the power of knowing what’s possible. ►WHY AM I ON LINKEDIN? ✔ To network with other active and committed B2B networkers. ✔ To offer networking, relationship strategy development & LinkedIn training advice. ✔ To seek opportunities to...
Experience

Instructor - Making a difference for those wanting to GROW!
7 Rings of Wealth
May 2017 – Present (3 months)

President
Relationship Strategies Institute, Inc
November 2015 – Present (1 year 9 months)

Public Speaker / MC / Facilitator / Trainer / Coach
Relationship Strategies Institute, Inc
July 1994 – Present (23 years 1 month)

President/Founder ►Professional Speaker ♦ Chief Relationship Officer ♦ Coach
Relationship Strategies Institute
April 2004 – Present (13 years 4 months)

✔ REGIONAL DIRECTOR - GOLD STAR REFERRAL CLUBS
GOLD STAR REFERRAL CLUBS
July 2009 – Present (8 years 1 month)

National Cadre Speaker/Facilitator ►National Guard & Reserve Family Support
United States Department of Defense
January 2011 – Present (6 years 7 months)

Walk the Talk Series Keynote Speaker -" Life's Purpose"
Walk The Talk Ted Inspired Speaker Series
June 2017 – June 2017 (1 month)

Creator/Chief Relationship Officer ►Thanking Military ♦ Healing ♦ Comfort ♦ Joy
Thank you Challenge.org
January 2015 – November 2015 (11 months)

President
Allen Family Fudge
January 2013 – July 2015 (2 years 7 months)
**Partner - Executive Producer**  
MCP Productions LLC  
January 2011 – July 2013 (2 years 7 months)

**Team Trainer**  
Homeless Initiative Program (HIP)  
October 2011 – June 2013 (1 year 9 months)

**Lifetime Member**  
BNI  
1987 – January 2013 (26 years)

**Director of Special Projects**  
"ABA" American Basketball Association  
September 2010 – November 2011 (1 year 3 months)

**SFC - Command Readiness NCO - 310th ESC**  
United States Army Reserve  
June 1991 – June 2011 (20 years 1 month)

**Chief Relationship Officer**  
Home Video Studio  
September 2006 – August 2010 (4 years)

**Contributing Writer**  
TheNationalNetworker.com  
January 2004 – July 2010 (6 years 7 months)

**Advisory board Member**  
Rainmakers  
2003 – January 2010 (7 years)

**Coach**  
Zarvos Coaching  
2005 – 2010 (5 years)

**Show host**  
Small Business America  
May 2007 – July 2009 (2 years 3 months)

**Specialist**  
US Army  
September 1968 – September 1969 (1 year 1 month)
Education

Indiana University–Purdue University Indianapolis
AA, Marketing
1990 – 1992

Certified Human Behavior Consultant
Certified, Ultimate Discovery System
2008 – 2008

New York City Community College
Graphic Arts and Advertising
1967 – 1968

The Journey Samurai Game

Zarvos Coaching

Skills


Groups

Social Media Marketing Mavens, SpeakerMatch, AFFILIATED AUTHORS, Profitable Social Media Tips, Social Media Marketing, Veteran Mentor Network, Inspirational People Development Network, Speakers and Panelists, High Ticket Client Attraction Insider's
Circle, Tulsa's Young Professionals (TYPros), Communication Strategies for Leaders with Dianna Booher, Consultants Network, Need A Speaker / Be A Speaker, Innovation Network of Trained Brains Innovators by InnovationTraining.com and Solutionman
About your Keywords Ron Sukenick

You have “302” words in your LinkedIn summary. The LinkedIn summary can be 2000 characters in length, we suggest you think about the first 200 as the most important, this could be your elevator message and the other charters are for Google to read and should be focused on your 4 Quadrant keywords, using as many keywords as you can, without looking like you’re gaming the system.

Remember, people will be spending 7- 9 seconds looking at your summary. They may not get to the end, but the search engines will look at all of the characters and use them to profile you and your keywords.

Each year, LinkedIn comes out with a list of most overused words in English language profiles across the World. It looks like you have used “None” of the buzzwords that are on that list.

Client and Competitor keywords: Currently, these words are for an “average senior executive in a client company”. We are working with your HR team to find the right mix of names. These words would be used to help your executives and business development people to communicate in your customer’s language.

Recommended Keywords:

Public Speaking: Community Outreach, Volunteer Management, Fundraising, Grant Writing, Program Development, Nonprofit Organizations, Student Affairs, Student Development, Board Development
Marketing: Integrated Marketing, Direct Marketing, Email Marketing, Brand Management, Digital Marketing, Online Advertising, Online Marketing, Marketing Management, Social Media Marketing
Motivational Speaking: Work Life Balance, National Speaker, After Dinner Speaking, Presentation Coaching, Impromptu Speaking, Overcoming Adversity, Dynamic Speaker, Confidence Building, Relationship Coach
Top Client Keywords:

**Strategy**: Corporate Development, Market Entry, Executive Management, Strategic Partnerships, Go-to-market Strategy, Business Transformation, Acquisition Integration, Angel Investing, Venture Capital

**IT Strategy**: IT Transformation, IT Outsourcing, Project Portfolio Management, IT Governance, Global Delivery, Business Architecture, TOGAF, Enterprise Architecture, Project Management Office (PMO)

**Business Development**: International Sales, Business-to-Business (B2B), Strategic Partnerships, Sales Process, Channel Partners, Lead Generation, Start-ups, Direct Sales, Solution Selling


**Enterprise Software**: Software Industry, Business Alliances, Sales Enablement, Partner Management, Professional Services, Demand Generation, Complex Sales, Go-to-market Strategy, Software as a Service (SaaS)


**Outsourcing**: Offshoring, IT Outsourcing, Transition Management, Business Process Outsourcing (BPO), Service-Level Agreements (SLA), Insourcing, IT Transformation, COPC, Service Improvement


**Business Transformation**: Operating Models, Benefits Realisation, Programme Delivery, IT Transformation, Business Case, Finance Transformation, Business Process Re-engineering, Change Programmes, Programme Assurance
Top Competitors Keywords:

**LinkedIn**: LinkedIn Training, Xing, Foursquare, Slideshare, MySpace, Executive Bios, Quora, Flickr, Social Media Coaching

**Social Media Marketing**: Social Media Measurement, Email Marketing, Pay Per Click (PPC), Online Advertising, Mobile Marketing, Search Engine Marketing (SEM), Online Reputation Management, Online Marketing, Media Planning

**Social Networking**: Facebook, Blogging, Press Releases, Social Media Marketing, Media Relations, Twitter, Publicity, Copywriting, Newsletters

**Blogging**: Feature Articles, AP Stylebook, Ghostwriting, Fact-checking, Non-fiction, Fiction, Headline Writing, Magazine Articles, Book Reviews

**Social Media**: Facebook, Blogging, Press Releases, Social Media Marketing, Media Relations, Twitter, Publicity, Copywriting, Newsletters

**Online Marketing**: Pay Per Click (PPC), Affiliate Marketing, Conversion Optimization, Organic Search, Landing Page Optimization, Search Engine Marketing (SEM), Mobile Marketing, Online Lead Generation, Web Analytics

**Public Speaking**: Community Outreach, Volunteer Management, Fundraising, Grant Writing, Program Development, Nonprofit Organizations, Student Affairs, Student Development, Board Development

**Lead Generation**: Demand Generation, Online Lead Generation, Marketing Automation, Lead Scoring, Local Search, Cost Per Lead (CPL), Software Industry, Lead Management, Complex Sales


**Social Selling**: LinkedIn Training, InsideView, Sales Enablement Tools, Sales Automation, Account Marketing, Sandler, Pipeline Generation, Linkedin Marketing, Qualifying Opportunities
# Keywords for Ron Sukenick

## Summary Tag Listing
- LEARN TOP LINKEDIN
- FREE strategy call
- Business Relationship S
- Amazon Best Seller
- Relationship Strategies Institute
- business strategy company
- relationship strategy development
- speaker & trainer passionate
- Business Networking
- strategy session
- neworkers
- online and face
- corporations and individuals
- networking and Linkedin
- beliefs and assumptions
- Let's talk
- valuable relationships
- new business
- LinkedIn
- Success
- LINKEDIN

## Skills Tag Listing
- Public Speaking
- LinkedIn Training
- LinkedIn Coach
- Business Networking
- Marketing
- Motivational Speaking
- Marketing Strategy
- Training
- Strategy
- Coaching
- Strategic Partnerships
- Business Relationship Strategiest
- Professional Speaker
- Small Business
- Leadership
- Team Building
- Strategic Planning
- Business Development
- Management
- Marketing Communications
- Social Media
- Sales
- Social Networking
- Social Media Marketing
- Lead Generation
- Networking

## Headline Tag Listing
- Helping Business Embrace
- LinkedIn
- Power

## Ex Headline Tag Listing
- Chief Relationship Officer
- STAR REFERRAL CLUBS
- Reserve Family Support
- Talk Series Keynote
- Command Readiness NCO
- REGIONAL DIRECTOR
- Team Trainer
- Lifetime Member
- producer
- Special Projects
- Show host
- GROW
- President
- Public
- Purpose
- Partner
- Director
- SFC
- Chief
- Specialist
Next steps

We have used Artificial Intelligence to create the Personality Profile that appears on the next pages if you have a LinkedIn profile. This is an estimation of your personality type according to the DISC method. Soon A.I. will be doing more than just personality profiling based on your online profiles and this should underline the importance of having a representative presence online.

There is also a worksheet on the last page to help get you started with your Digital Engagement Plan. Please consider all of the topic areas, and we can discuss how you can continue to improve your brand with your digital coach at Educated Change.

Think about your SEO Cloud and the keywords that you use in your writing. We suggest you think about your 4 Communication Quadrants and list words you would like to be associated with, be found by, or adjectives that your clients/colleagues would use to describe you. Once you have completed that, review the summaries/bios on your social networks and include more of those chosen keywords.

The Digital Engagement Plan Worksheet is used to help you think about what is important in your social media strategy.
Your A.I. Personality Profile

Ron Sukenick

85% CONFIDENCE

Ron is a gifted communicator, makes occasional gut decisions against logic, and prefers big ideas over details.

Personality
Ron will easily build rapport with those surrounding him. Friendly, optimistic and eager, his enthusiasm is contagious.

It comes naturally for Ron to:
- Exaggerate details when telling a story
- Feel sad if an accomplishment goes unrecognized
- Openly discuss emotions

Quick Tip: Stay optimistic and focus on the future.

Motivation
Ron will look for creative workplaces that encourage socializing outside the office. He is quick to compliment his colleagues and is always happy when they reciprocate the praise.

Ron is most motivated by:
- New relationships
- Feeling accepted
- Positive verbal recognition

Communication
Ron is naturally transparent, open, and friendly. Adopt the same attitude when working with him and you'll immediately earn his trust.

When speaking to Ron:
- Tell a few jokes
- Emphasize the future
- Talk about abstract philosophies or ideas

Work
Ron is social around the office, easily chatting with anyone and everyone. They make their colleagues feel mutually respected, take time to sit and listen and can ignore other distractions. These feelings of being heard and respected have a positive impact on the productivity of everyone on the team.

When working with Ron:
- Recognize his achievements verbally
- Express criticism in person or on the phone
- Send a reminder the day before a meeting