

leap *Guide* #5

Activating Creator Mode



Purpose

Creator mode is a profile setting that can help you grow your reach and influence on LinkedIn. You can turn on creator mode to get access to additional tools and features that help you create content and grow your audience base on LinkedIn. The Connect button on your profile will change to Follow.

Let's look at turning on your Creator mode.

Turn On Creator Mode

Navigate to your profile and allocate the 'Resources' section.



Resources

Private to you



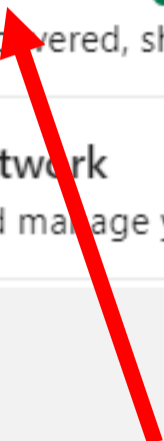
Creator mode **On**

Get discovered, showcase content on your profile, and get access to creator tools



My network

See and manage your connections and interests.



Click on 'Creator Mode'.

Read the next screen and continue.

Creator Mode On

You will now have access to more tools to help you spread your brand and establish yourself as an authority in your network.

Creator tools

Creator mode gives you more ways to engage with your audience by enabling access to select tools. [Learn more](#) about creator tool access.

LinkedIn Live

Audio Event

Newsletters

Follow link

✓ Learn more >

✓ Learn more >

✓ Learn more >

✓ Learn more >

Click on 'Learn more' for each tool for information on that specific tool.

Recommended Resources

Do you want to learn how to use LinkedIn to generate more leads, build your brand, and close more deals?

Look no further than the [All-In LinkedIn Training Program](#), the most comprehensive coaching program available to help you master the art of LinkedIn.

By the end of this course, you will be able to confidently use LinkedIn as a lead generation tool, implement **effective strategies** to **attract** and **engage** your target audience and convert leads into meaningful connections and **opportunities**.

[Click Here](#) for more information.



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In the "[LinkedIn Content Mastery Guide](#)," we've distilled years of experience, expert insights, and real-world case studies into one comprehensive resource.

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Here To Help

- Do you need help implementing what you've learned?
- Do you have burning questions?

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strategies you can
implement to take
your business to the
next level.*

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TODAY



I'm Carlos Batista

I empower businesses with growth strategies leveraging the digital world and LinkedIn.

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