

**BUILD YOUR
SUPERHERO
PROFILE ON LINKEDIN!**



Get Hired! Stop Being the Best-Kept Secret Online

“The Key to Being FOUND on LinkedIn is the strategic use of KEYWORDS”

The most frequent question we are asked every time we host a class is, “How do I get FOUND on LinkedIn?” It seems so simple, but in fact with over 332 million users on LinkedIn, we have a lot of competition out there. If we do not position ourselves correctly, then despite how great our experience is, we could be sitting at the bottom of the pile in searches.

Take a moment to log-in to your LinkedIn account and type in a few industry keywords that relate to what you do. Pretend you are your client, or a recruiter, looking for what you have to offer. Which words would you type in? Once you have an answer, do an advanced search with those keywords you described. Are you sitting in the number 1 spot? Are you even on the first page? If the answer is NO to those two questions, then you are in the right spot. The goal for this eBook is to share with you the strategies and tips that successful profiles use to help get found by people conducting searches on LinkedIn.

DEFINE WHO YOU WANT TO FIND YOU

What is your goal in using LinkedIn? Are you a business owner trying to find more business? A sales professional looking to hit their quota, or a professional looking for a new job? There is no right answer, however before you do ONE THING on LinkedIn, you HAVE to define who it is you want to find you. You see, your profile is going to look a lot different if you are looking for a new job than if you are looking for more business. As yourself these questions:

- Who do I want to find me?
- What are five things would be important to them?
- What keywords would they type in to find what I have to offer?
- Are those keywords listed in my profile?
- Who is my competition?
- When they do find me, how can they get in contact with me?
- When they do find me, what do I want them to see?

You can use the answers to these questions to give you a better idea of who you want to find you, and then tailor your profile to meet their needs.

COMPLETE YOUR PROFILE

Completing your profile is the most important thing you can do. It provides your connections more information about who you are as a professional, and allows you to showcase your accomplishments. Take some time to make sure data is in every section. (Your job, industry, tagline, summary, volunteer endeavors, awards, and having at least 50 connections on your roster.) This is the minimum requirement for achieving the “All-Star” level, which for all you goal-oriented people, gives you a simple first step to strive for. You would be surprised at how many people have not completed this on their profiles.

What makes a Profile Complete? How do I get to the All-Star Rating?

There is a profile strength meter on the right hand side of your profile. There are five different levels of profile strength:

Beginner
Intermediate
Advanced
Expert
All-Star

Profile Strength



The photo on the right hand side, makes it seem like there is something missing however, the thing with LinkedIn, is they believe there is always room for improvement, so no one will ever have a “perfect rating” because we can always add to it.

If you are shooting for the All Star Status, then you need to have the following:

- ✓ Profile Picture
- ✓ Minimum 50 connections
- ✓ Education Listed
- ✓ Two Previous Positions
- ✓ Up to Date Current Position
- ✓ Industry & Location
- ✓ Minimum of three skills

If you are able to upload all of that information, then you are well on your way to a complete profile. Read on for more tips and information on how to maximize the completeness of your LinkedIn Profile.

TAKE A PROFESSIONAL PHOTOGRAPH

“A picture is worth a thousand words” – old adage

I hate to break this to you, but a cropped image of you at your friend’s wedding is not the best picture to be using for your LinkedIn profile. Even photos with you and your spouse, kids, or a friend is up for debate. People are interested in **YOU**. They also want to see the most professional version of you. For personal photos, there are plenty of platforms to use- Facebook, Reddit, and Instagram to name a few. If finding a professional photographer is out of the question, then consider the few suggestions below:

- Find out if your place of employment will be bringing in a photographer for an upcoming event. See if they can snap a few photos of you and you just pay for the photos you like
- Get dressed up in your best business attire and have a friend take picture with their iPhone. Choose a plain, simple background.

- Find out if your local Small Business Association will be offering professional photos.
- Find out if any of your trade organization affiliations will be offering professional photos.
- Get a group together and split the studio time.

There are a ton of ways to get a professional photo taken. It enhances your credibility and paints a successful image of yourself.

HEADLINE

Accelerating Sales Using Social Media | Marketing Consultant | LinkedIn Profile Optimization Expert | Sales Process | Business Development |

The Headline is the first thing people see under your name, and one where you can really begin the branding process. You have 120 characters that you can utilize here-so go ahead and use them! The biggest mistake professionals make on LinkedIn, is that they simply place their job title as the headline. What they do not know, is there is a great opportunity to embed industry specific keywords in your headline. This allows people who are searching for what you have to offer a way to better find you.

Take a look at a few of your competitor's profiles and see what they are writing. Most likely you will find a generic line that creates very little value. Think outside of the box and create something memorable and professional. This way, people are more likely to click on your page to see what you have to say. Think of your headline as the opportunity to position yourself as an expert. This will be the very first thing people read after your name. Here are a few examples below:

- **Recruiter Passionate About Placing Top Talent**

This headline does not take full advantage of all of the characters, however when you read it, you know what they do and their area of expertise. Plus, this person gives you the impression that they like what they do for a living. Consider showing excitement around your profession and use the headline to do it!

- **Sales keynote speaker | Sales accelerator | Author of 3 bestselling books | Sales blog with 130K followers**

What I love about this headline is that the person showcased multiple accomplishments utilizing all of the space they had available. If you have multiple keywords you want to use in your headline, you can do so by inserting the line in the headline. In order to do so, simply insert a capital I.

- **Problem solving, counseling and advocating for the "Human" in Human Resources**

It is not a secret that this person is in Human Resources. In addition, this person comes across that they care for the people that they are working with. Sometimes Human Resources can be stereotyped as cold and this headline communicates a warm demeanor.

- **★ Marketing Expert ★ Marketing Speaker ★ Marketing for Smart Entrepreneurs...YOU! ★ FREE tools @ www.ChristineHueber.com**

Great Headline! You obviously can see who this person is, what she does, and even get a glimpse of her website, all in her Headline. Want to add shapes to your headline and profile? Simply copy and paste a shape you like.

Now take a look at your current headline. Could it be a bit longer and could you tweak it a little?

SFI TIP:

Take time to look at 5 other headlines. What do you like about what they are doing? What could you do better?

The key to your summary is you want to visually break it up into easily digestible chunks

The next most important thing in your LinkedIn profile is what you place in your summary. This gives your viewers an overview of who you are professionally. Depending on your goal, you can either sell to your viewers or simply provide information about what you do and where you can add value. The key with your summary is that you want to visually break it up in easily digestible chunks. You can do this by using bullets, characters and other icons. The best way to add these characters and icons to your summary section, is to copy and paste them from a word document into your LinkedIn profile.

Examples of these icons are as follows:

Bullets: ■ ◆ ◆

Stars: ★ ☆

Arrows: ▶ ◀ ▶ »

Check Marks: ✓ ✗

Email: ✉ 📧

Phone: ☎ 📞

Line For Headers: _____

How do I write an engaging Summary?

Now that we have the visual aspect covered, there are certain key elements you want to include if you want to engage your viewers. Think of your summary as the space in your LinkedIn profile that distinguishes yourself against your competition. You want to show

this viewer that you deserve their time and attention, so you need to be **ENGAGING!** In order to be convincing, you need to pin-point a few key triggers. There are hundreds of triggers, but the most important is that you need to be:

- Likeable
- Trustworthy
- Credible.

Keep those three elements in your Summary, and you will have people contacting you to do business with you.

In order to create Likeability, Trustworthiness, consider these strategies:

☛ **Use a conversational approach.** People do not like to be lectured to. They want to do business with people they like, so treat your viewers as your friends. Be conversational, and focus your verbiage on how you can add value to them.

☛ **Identify your MISSION.** Call it mission, or call it your purpose for being on LinkedIn in the first place. Are you there to attract more business, or are you looking for a new job? Be specific about how you want to network with other people.

☛ **Discuss your TARGET MARKET.** If you are a business owner, identify who you do business with on a day-to-day basis. If you're looking for a new position, then identify your target company and target role within that new organization.

☛ **Provide at least one PAIN POINT.** This is what 99% of profiles DO NOT have. Think carefully here- what problem does your target market HAVE that you can solve? Use this opportunity to paint a story about that need or problem. Do your best to paint as bleak a picture as possible in 2-3 sentences. These sentences will show your audience you understand their needs and concerns.

☛ **Solve that Pain Point.** Now in the next two sentences, solve that pain point using your expertise or service. Show your audience of viewers how easy it will be to work with you. Here is the opportunity for you to establish credibility and trustworthiness because you are offering a solution.

☛ **Provide your WEBSITE ADDRESS.** Now that you have solved your target market's need, immediately show them how they can get in contact with you. There is a section

in the contact info that will allow you to upload your website addresses, however placing your website address at the bottom of the summary is a good idea as well.

📧 **Provide your E-MAIL.** Use this opportunity to provide your e-mail addresses for anyone to reach out to you immediately.

📞 **Provide your Phone Number.** Give your viewers additional information so that they can reach you.

“Good Judgment comes from experience, and experience comes from bad judgment”
-Rita Mae Brown

JOB EXPERIENCE

Once you’ve created your headline and written an engaging summary, the next area you want to shift your focus is on your previous experience. There is an amazing opportunity here to show off the areas you excel and highlight how you can add value. First and foremost, you are able to use 2,000 characters for each experience, so I say use as many ACTION words and KEYWORDS as possible. Think about it- if someone is looking for the services you offer- they are going to type in a phrase or a few keywords into the search box. The more often you have the same words they are seeking embedding in your profile, the more often you will pop-up. The keywords you choose are the key to being found. The experience section is a great area for you to spend time improving.

ACTION WORDS

These are words such as, managed, grew, accelerated, reduced, forecasted, established, etc. You want to focus your viewer on the areas you achieved great success. If you are having a hard time thinking of what to write, then pull up your job description and see what your HR department felt was important. If you own your own business and do not have a job description, take a look at your mission statement, and

use some of the verbiage there. If you are still looking for ideas on where to find action words, then explore a few of your competitor's websites and LinkedIn pages to find ideas for effective descriptions and action words.

KEYWORDS

Again, the whole goal in using LinkedIn is to be found by other members of the site. Keywords are by far the best way to be found, and since you get 2,000 characters to use in the experience section, this area is a great place to embed some keywords. Now, I am not recommending that you “keyword dump”. Meaning, I don't want to see a string of just keywords filling up your experience space. It may get you found, but it will not add any value to the reader who is visiting your site. However, make a list of industry specific keywords and use those words to help describe what you do.

Keyword Exercise

The best way to find keywords that align with your career path is to identify five companies that are in your industry, and research the job descriptions they use to define your role. Pull out 10-20 adjectives and phrases from each job description that resonate with you and write them down. At the end of the exercise you should have anywhere between 50 and 100 key words. Some will be redundant, but you will have industry specific words to use. Looking for trends in words that show up in these companies will help you find out which keywords are related to what you are currently doing, or what you want to be doing.

Another way to find industry-related keywords is to type-in a few of the keywords you selected in your keyword exercise, and type those words into the advanced search of LinkedIn. Take a look at the five top profiles that come up, and read through them. Note words and keywords that they use. If you find a few words that you did not think of, jot them down and add them to your profile.

The Format

I like to tackle the experience section with a certain framework, and now that you have a list of action words and keywords, you can insert them strategically.

First, create an overview of 2-3 sentences. This will serve as an introduction to your readers.

Second, highlight 5-10 key successes. You can grab these from your bullet points on your resume, or add these in from the keyword exercise you created. Be creative in your bullets, and use check marks, stars, or other creative designs to give your experience a visual pop.

Third, describe your role within the organization. This is another excellent area to embed action words and keywords.

Fourth, add as much supporting material using the professional gallery. You can upload photos, certifications, presentations, blog posts or videos- anything that will visually support your role and experience.

Adding Experience

Many people will add a different experience section for every different job title they have. For example, if a person works at company A, but had two different roles in that organization, then each role would have its own section.

Say, for instance, you are a business owner, and own four different companies. The experience section would be a great place to highlight all four different experiences. Even if you are running four different companies all at the same time, each company would have it's own 2,000 character section where you can describe the organization. There is not a limit on how much experience you can add, so be creative. Again, the experience section is a wonderful place to embed your keywords, so take full advantage of the section. The more time you invest in this area, the more opportunities you will have to be found.



SKILLS

Think of the Skills section as a “poke” or “wave” but on a more professional scale

Skills & Endorsements are great ways to keep in touch with your connections with just one click. I look at skills as a form of social proof. The more people who agree that you have a certain skill, the more credibility you achieve for your work. Each time you receive an endorsement of a skill, the counter goes up next to the skill you were endorsed for. When a reader, or viewer comes to your site- they will see how many people endorsed you for each skill, thus proving that you have a certain skill. On the other side, when you endorse a connection of yours, it is a great way to stay top of mind with that person. You see, every time a person endorses you for a skill in your profile, it sends you a notification. Chances are, if they were to reach out to you in the next few days, you would recognize them more readily. Think of this section as a “poke” or a “wave”, but on a more professional scale. By endorsing your connections, you keep a closer connection to them, which can lead to future networking opportunities.

Skills are also another great way to embed keywords into your profile. Place as many skills as you possibly can think of that describe your service, business or current experience. The more areas you have keywords embedded into your profile, the greater chance you have of being found.

COURSES

Do you have a series of courses that you have taken that relate to your overall experience? You can use this section to add your expertise and show your readers' ways you have kept current and up to date in your industry.



Do not go as far as jotting down every single course you have taken. Only place the relevant and most recent courses in this section. Again, your goal in the courses section is to show that you are staying up to date in your industry.

VOLUNTEER OPPORTUNITIES

LinkedIn has a special section for this area, so make note of what you do in addition to your full-time job. This area shows that you are a real person, and one who is taking strides to be active in your community. Show your viewers a bit of your personal side—even if LinkedIn is primarily a professional network.

GATHER ENDORSEMENTS & RECOMMENDATIONS

Even in this world of social media, people still want to do business with people and companies that their friends or someone they trust vouched for. Why? It is simple. It lowers their risk. They believe if someone else had a good experience with that person, then they will have a good experience as well. Why do you think testimonials are so powerful? Consider the recommendations and endorsements section your way of gathering testimonials.

You do a good job and you are respected in your field. If you weren't then you would not have the job in the first place, so give yourself some credit. The best way to receive a recommendation is to give one, so start brainstorming people that you would like to give a recommendation and who could help support your claims on your profile. Make a list of about 5-10 people that are on LinkedIn that you could support, and then make a list of people you would like a recommendation from. Once you completed that list, start writing recommendations! You may be surprised how many come back around. Also, request recommendations from other people, and understand that not everyone may respond. **DO NOT TAKE THIS PERSONALLY.** Some people just do not like to



broadcast their name on someone's profile, and that is ok. Embrace the ones who do respond and if you haven't already, write them a recommendation back.

A short list on where you can start is below:

- Co-workers
- Clients
- Your boss
- Organizations you have volunteered for

PERSONALIZE YOUR URL

This is so easy, yet so overlooked! What could be better than your own website? Personalized URL's give your profile a more complete look. Simply go to your profile, and under your photo you will see a little LinkedIn icon with LinkedIn's web address and characters after the site's name. Click on the little pencil to the right of the website and insert your full name. Click enter on your keyboard and you are set to go!

BE ACTIVE & ENGAGED ON LINKEDIN

Comment. Share. Update. The more you comment on articles, ask questions, and join into the discussion, the more traffic will be directed to your profile. Keep your engagements specific to your industry and it will help brand you as an even greater expert in your field. Trust me, you do not need to dump a lot of time per day to do this. Commenting on a few group discussions per day will only take a few minutes, and who knows? You may collect a few new connections, leads or customers from the time invested.

ADD MEDIA & WORK SAMPLES TO YOUR PROFILE

Do you have any photos, work presentations or videos that could help support your claims on LinkedIn? Obviously stay within in the confidentiality rules of your company, but showcase anything you can. Human beings are more visual and if you can enhance your profile with a line of visuals in addition to the written copy, then you will be able to increase your visibility. Adding media is very easy to do. Simply look for the box with a



plus sign in the bottom left-hand corner. Click on that, and it will allow you upload the media you are looking to reference. You can add media in you Summary section, Experience and Education. Take full advantage of this function!

LIST YOUR PROJECTS & PUBLICATIONS ON YOUR PROFILE

Anything you had a hand in or helped to author should be listed on your LinkedIn. Ensure that you are crafting an easy-to-follow "story of you" in doing this; you want to make sure a reader can garner something about your interests and who you are as a person based on what you've done in your professional and academic life.

UPDATE YOUR CONNECTIONS

Sounds obvious right? Start going through your e-mail sent box and business cards, and start adding as many people as you can. Do keyword searches and see who pops up. If it is someone you do not know, but you feel it would be good to network with them, send a personalized invitation. Try this example:

“Hello! I noticed that we were in a similar industry and I am working on expanding my network. I would love to connect with you and see if we can share industry-related knowledge. If not, I understand but hope we can connect.”

Something along those lines tells the person that you are not just blindly sending invitations but are looking to expand your network. It also communicates that you are hoping to add value to your mutual connection. A personalized invitation will increase your acceptance rate.



So there you have it! These strategies and tips will help you build a LinkedIn profile that will get you noticed! Have any questions or want to learn more about using LinkedIn? Visit <http://members.karlasilver.com/> for webinars, resources and coaching. We would love the opportunity to answer your questions and work with you in the future.

Our latest class can be found at <http://members.karlasilver.com/> . We have some awesome on-going classes at a very affordable rate that help you navigate through LinkedIn.

