

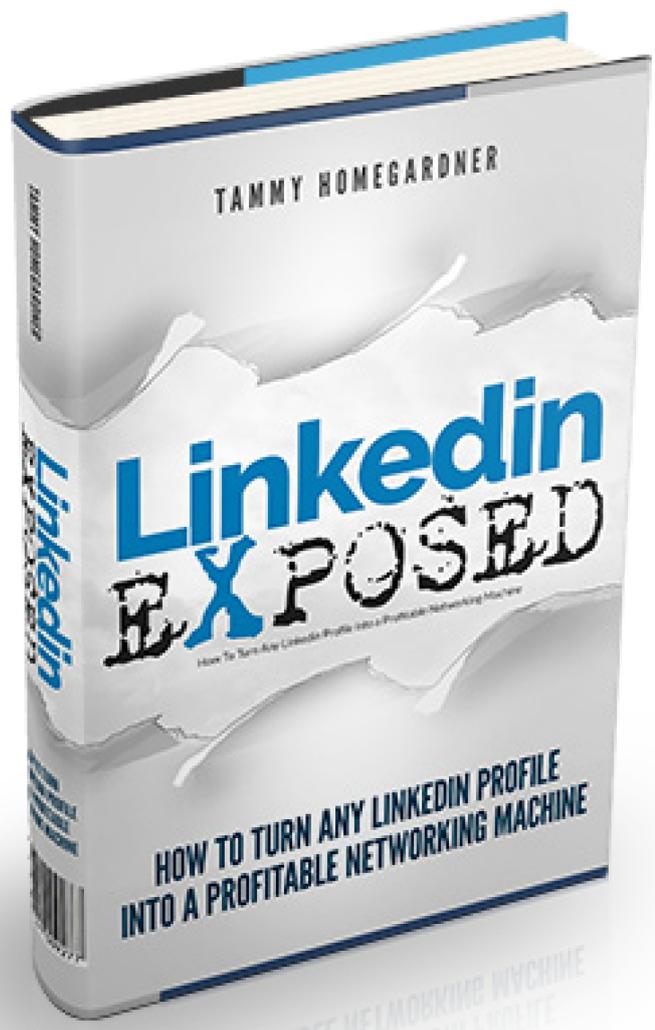
TAMMY HOME GARDNER

# LinkedIn

# EXPOSED

How To Turn Any LinkedIn Profile into a Profitable Networking Machine

**HOW TO TURN ANY LINKEDIN PROFILE  
INTO A PROFITABLE NETWORKING MACHINE**



# LinkedIn

# EXPOSED

HOW TO TURN ANY LINKEDIN PROFILE  
INTO A PROFITABLE NETWORKING MACHINE

TAMMY HOMEGARDNER

This publication is designed to provide accurate and authoritative information in regard to the subject matter covered. It is sold with the understanding that the publisher and author are not engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought.

Every effort has been made to make this book as complete and as accurate as possible, but no warranty of fitness is implied. The information provided is on an “as is” basis. The author and publisher shall have neither liability nor responsibility to any person or entity with respect to any loss or damages arising from the information contained in the book. The reader should be aware that the LinkedIn website as listed and shown in this work may have changed or disappeared between when this work was written and when it is read, and the author and publisher shall not be held liable for consequences relating to the elimination of information or changes to this website.

LinkedIn is a registered trademark of LinkedIn Corporation. The author is not associated with any product or vendor mentioned in this book unless otherwise noted. LinkedIn does not endorse any of the material contained herein.

Copyright ©2014 TAB Holdings, Ltd

All rights reserved.

No part of this book may be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording, or otherwise, without written permission from the publisher.

# CONTENTS

1. Introduction .....	1
2. What's So Special About LinkedIn? .....	4
3. Let's Build the Foundation .....	10
4. Achieving All-Star Status .....	13
5. A Picture Is Worth A Thousand Words .....	17
6. Writing An Effective Headline .....	20
7. Location, Location, and Industry .....	26
8. Stake Your URL Claim .....	28
9. Contact Information .....	31
10. The Secret of Adding Websites .....	34
11. LinkedIn Summary .....	38
12. Don't Just Say It, Display It .....	43
13. Experience Necessary .....	52
14. Skills and Endorsements .....	56
15. Education .....	59
16. Interest and Personal Details .....	61
17. Start to Connect .....	63
18. The Power of Groups .....	67
19. Finding Targeted Prospects On LinkedIn .....	70
20. Direct Connection Method .....	74
21. Personalizing Your LinkedIn Connection Requests .....	78
22. Secrets Of Using Groups .....	80
23. Tips & Tricks To Social Selling .....	82
24. Conclusion .....	84

# 1 INTRODUCTION



Welcome to LinkedIn Exposed - How To Transform Any LinkedIn Profile, Into a Profitable, Networking Machine.

As the title suggests, if you follow the **advice** in this ebook, you will get the targeted connections and leads that will drive traffic back to your website, make you a respected member of your target market, build your brand and **make you tons of money!**

## Isn't that why you create a LinkedIn profile to begin with?

If you are a business owner, entrepreneur, industry professional, salesperson, or just a motivated individual looking for new opportunities, this book is for YOU. If you're looking to attract more customers, leads, sales, or other opportunities and do this with zero advertising budget, then read every word of this book right now...

I signed up for LinkedIn several years ago. It certainly wasn't a monumental event then, and in fact, I just didn't get what it was all about. I had absolutely no idea what a gold mine I had just come across. Perhaps, if I would have known then, what I know now, I would have been way ahead of the business game years ago.

Like most people, I began the sign up process at LinkedIn and I copied and pasted snippets from my outdated resume to fill in the parts of my profile. I answered the questions about my education and interests as LinkedIn prompted me. I threw up a recent photo of myself from my Facebook account. Once I did that, I sat back and waited for traffic and opportunities to come knocking on my door. After all, I had read that LinkedIn was the place to be for professionals and business people. But guess what? Nothing happened. Period.

Not one to give up, I decided to investigate a little. But at that time LinkedIn just made no sense to me. What were these 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> connections anyways? And when I tried to network and reach out to a few people in my industry, several of them required that I put in their email address in order to “connect”. Well, that was just brilliant... if I had known their email address to begin with, I would have just contacted them straight away. Why would I need to wait to “connect” with them on LinkedIn? I became very frustrated and began to feel that this was a huge waste of my time.

## I am a bit stubborn



and I just had to find out why LinkedIn was fast becoming one of the largest social media outlets for businesses and professionals. What did they know that I didn't? How were they making a success of this and getting ahead? How were people making tons of money on LinkedIn? I decided to dive in one last time and see what I could discover...and I am sure glad that I did.

I researched and read everything I could get my hands on about LinkedIn, studied and learned from the big expensive guru experts and suddenly a light bulb went on in my head! This was an absolute GOLD MINE right in front of me! Now, several years later, I consider myself a LinkedIn expert and would like to share the secrets of LinkedIn with you. Why, you ask? Simply because I have been in your shoes, in the place of not understanding the power of LinkedIn and the massive amounts of money you can make if you get it right. And...that

**all starts with a killer profile!**

## 2 WHAT'S SO SPECIAL ABOUT LINKEDIN?



LinkedIn is a very unique and special platform for so many reasons, but the most important point of the LinkedIn platform is that it is for business professionals. Most people think that LinkedIn is a just another social media site like Facebook and Twitter. Not so. You won't be bothered with people playing Candy Crush or discussing what they are making for dinner on LinkedIn.

LinkedIn is

**THE world's largest professional network,**

online and offline. The world's largest! Despite being a year older than Facebook and boasting 259 million users, the website is less well known than other social networking sites.

Fame and media attention are not everything though, because LinkedIn pushes all the right buttons that professionals and companies need in a social network. This is why executives of **ALL** the Fortune 500 companies have a profile on LinkedIn.



This is also why LinkedIn has been profitable since 2006 and was floated as a public company in 2011.

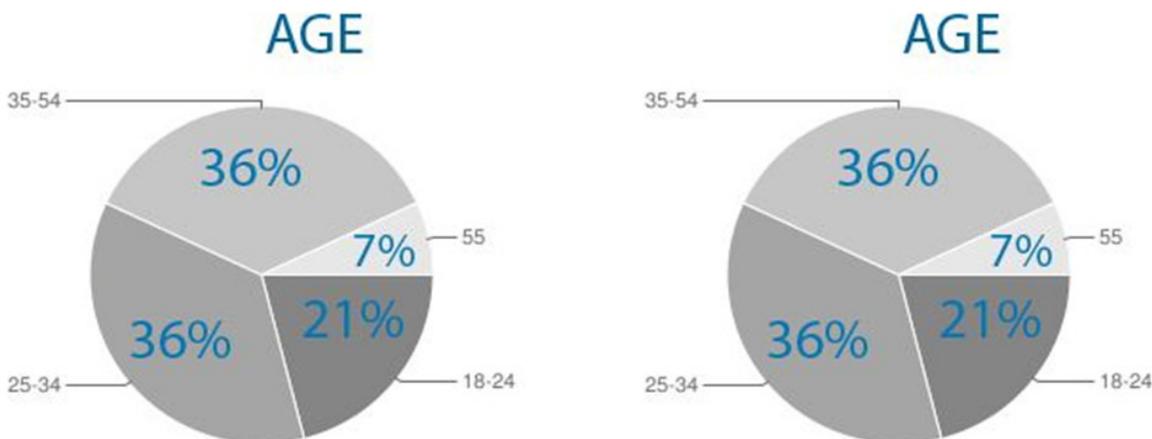
The website was founded in 2002 and launched in spring, 2003. It was founded by Reid Hoffman. Hoffman began his career at Apple and Fujitsu after graduating from Stanford and Oxford universities in the 1990s. He was a member of the founding board of American financial transaction website PayPal, and along with several other members, founded LinkedIn after PayPal was acquired by eBay in 2002.

LinkedIn grew steadily, but not at the fast rate seen in more youth and social orientated networks such as Facebook, but nor did it crash and burn like MySpace or stagnate like Friendster. Its major growth has been more recent as it reached 50 million users in 2009, 70 million in 2010 and 100 million in 2011. The current number of users is 259 million. And growing daily.

As the map below demonstrates, LinkedIn members are fairly spread around the world with the largest group being Americans. Approximately one in six Americans is a member of LinkedIn. The same proportion of Brits are also members.



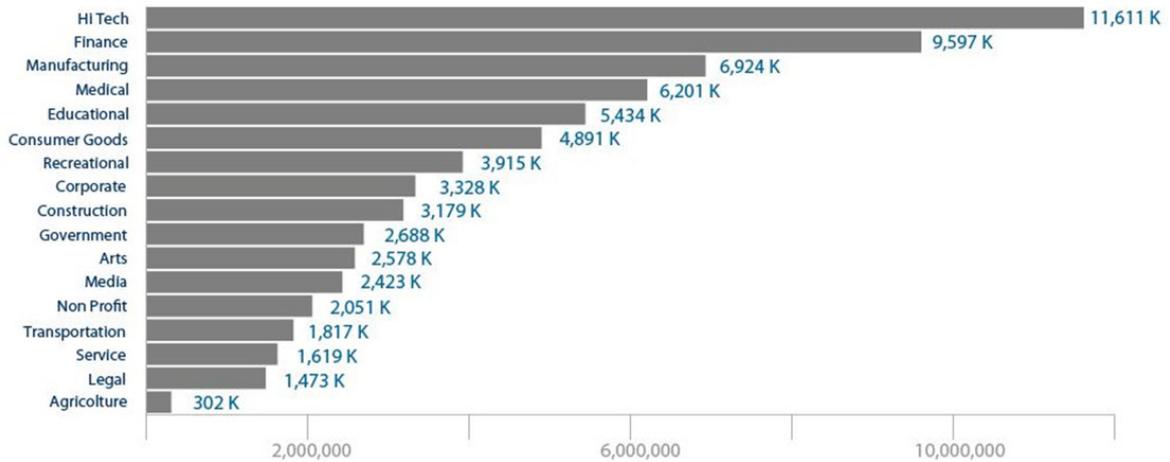
The following images demonstrate the gender and age balances of LinkedIn members:



As you can see, the majority of users are men between the age of 24 and 54. In 2013, there were approximately 5.7 billion people searches on the website.

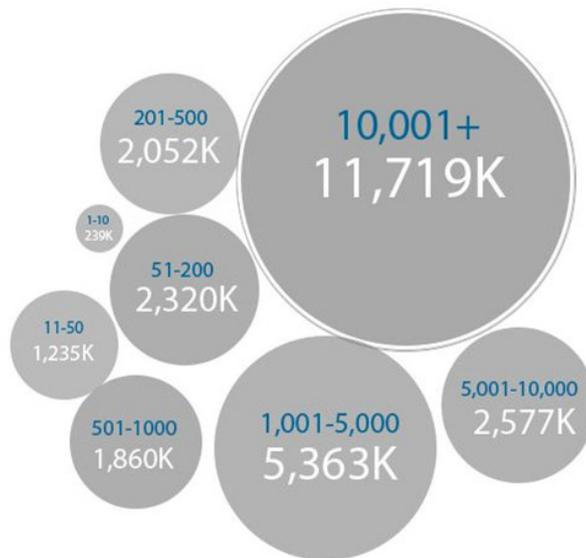
As well as allowing individuals to join LinkedIn, the network allows various companies to register themselves as members. The following graph illustrates the most popular sectors or industries from which the companies come. The most popular industries are hi-tech, manufacturing and finance.

### INDUSTRY



These companies can also be broken down by their size. This graph demonstrates that there are many large companies involved in LinkedIn as well as smaller ones.

### COMPANY SIZE



Another major factor to consider about using the LinkedIn platform is that LinkedIn has a higher quality of membership and interaction than any of the other social media sites. Think about this: 45% of LinkedIn’s members are considered major decision makers for their companies (as opposed to

approximately 25% of the members of Facebook and Twitter). The power in this alone is phenomenal. What this means to you is that you can get past the gatekeepers (secretaries, receptionists and assistants) and deal straight with the key decision makers in your industry!

And best of all...the LinkedIn platform allows you to advertise yourself and your business for FREE. There is a paid platform available if you choose, but for our purposes of getting to an All-Star profile status and on our way to leads, sales and profits, the free version is all we currently need.

So let's sum up some **eye opening** and **mind blowing facts** about LinkedIn:

- 259 Million users and growing
- 100 Million users daily
- Diversified business model
- Largest professional network in the world
- 2 new members joining per second
- Executives from ALL Fortune 500 companies present on LinkedIn
- 5.7 billion professional oriented searches
- Number 1 Business Search Engine in the world
- 3 Million companies have pages on LinkedIn
- 1.5 Million publishers use the share button for articles
- 45% of LinkedIn's members are major decision makers
- LinkedIn has the highest average household income per user over any other major social network in the WORLD.

This should help you to understand why this amazing business networking platform can add unlimited value to you, your sales platform and your business. Quite honestly, LinkedIn could be all you ever need to drive business and make money like crazy.

# 3 LET'S BUILD THE FOUNDATION



LinkedIn basically allows you to run a permanent ad in a world newspaper for free! It allows you to sell the best of yourself, 24 hours a day. And that is done with a LinkedIn Profile to start. The profile is the **FOUNDATION** on which all else is built for LinkedIn success.

Most people just create a quick or sloppy profile on LinkedIn and those people just will not be successful. It is a fact. But creating an awesome profile on LinkedIn is something that everyone can do easily, once they know how.

Like the best advertising or the most creative billboards, they will do absolutely no good unless you get them in front of the right prospects and audience. Creating the right LinkedIn profile will do that for you. This book will show you how to create the ultimate LinkedIn profile, customized just for you and your business that not only will get you noticed, but will make you stand out from the crowd!

To get started and create your own linkedin profile, go to [://www.Linkedin.com](http://www.Linkedin.com) and sign up.

But before you do that, let me point out something.

Most of us have more than one email address that we use. If you plan to create a business page later on, you should use an email address from the business domain of your company, such as @YourCompanyName.com. You must have a domain name email address in order to create a company page and although you can add an email address later, this will save you time. Also, domain emails look much more professional and unique than emails from gmail, hotmail, etc.

After signing up, LinkedIn will ask you to confirm your email and it will begin asking you to fill out sections and answer questions. Go ahead and just answer the questions as best you can for now but be sure to fill in all areas. After you have completed this, we are going to go back through each section and optimize the information so that it showcases your strengths, uses the right keywords, allows you to attract attention and most importantly puts you way ahead of most of the people in your field. This will set you up to be able to start making connections with the right people, direct tons of traffic to your website and your profile and make tons of money! Isn't that what you are here for?

Let me add one more important factor here.

As a default setting, LinkedIn will alert all of your connections and networks (such as Facebook, Twitter, etc.) every time you update your profile. After you have optimized your profile, this can actually work to your advantage, but while you are still building your profile and are a “work in progress”, it is best not to have your profile published. So here is **how to turn off your LinkedIn Updates**:

- Put your cursor over the small photo of yourself (or the placeholder if you have not yet uploaded a photo) that is located in the upper right hand corner of LinkedIn.
- Choose “Privacy and Settings” on the drop down menu.
- When the new page opens, look in the center of the screen and you will see a heading that says “Privacy Controls”.
- Just under that click on the phrase that says “Turn On/Off Your Activity Broadcasts”
- Remove the checkmark from the phrase “Let people know when you change your profile...”

After you take all of the recommended steps to optimize your profile, I will remind you to turn this back on and show you then how doing so can actually benefit and boost your profile!

# 4 ACHIEVING ALL-STAR STATUS

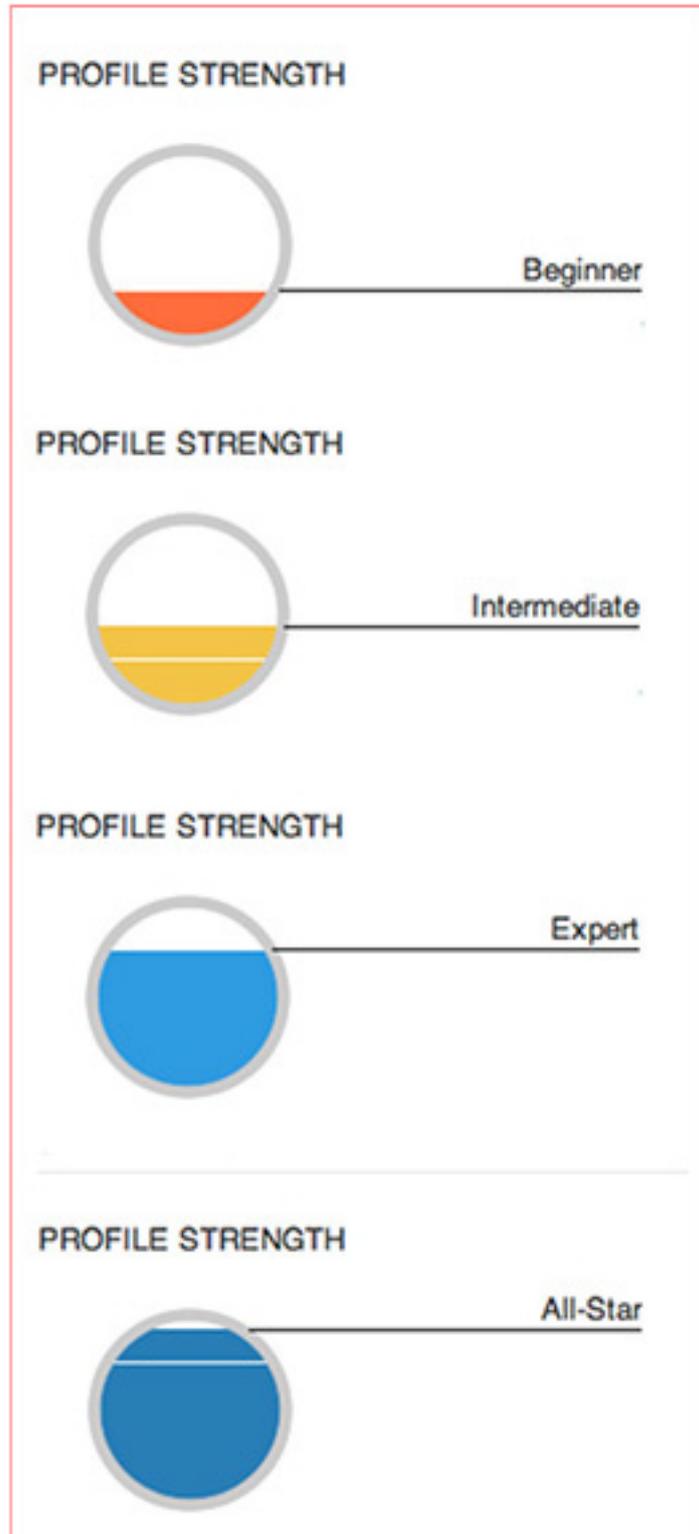


We will now begin to optimize your profile in an easy to follow, step by step way. One of the most important things is to **fill in all of the sections and don't skip over any of the steps.**

It should be noted here that LinkedIn works under the concept of Profile Strength. You can see your own profile strength only when you are logged into your own profile and it will appear in the right hand sidebar just above "Who's Viewed Your Profile" (see screenshot below).

The screenshot shows a LinkedIn profile sidebar. At the top is the 'Profile Strength' section, which features a blue circular progress indicator that is completely filled, with a line extending to the right and the text 'All-Star' at the end. Below this is a 'Share your profile' link with a right-pointing arrow. The next section is 'Who's Viewed Your Profile', which contains two items: a large blue number '21' followed by the text 'Your profile has been viewed by 21 people in the past 3 days.', and a large blue number '9' with a downward-pointing arrow, followed by the text 'Your rank for profile views moved down by 9% in the past 15 days.'

Here are the available levels on LinkedIn from lowest to highest: Beginner, Intermediate, Expert and **ALL-STAR**.



Our goal is to get your profile to the All-Star category so that you can get the most benefits out of LinkedIn and be on your way to profits. The benefits of having All-Star status are endless, but here are a few of the main reasons that you want to achieve this.

#### All-Star Status...

- Gives you the **foundation** to build a successful business and get the opportunities you desire without fads or gimmicks. (Remember that the house without a solid foundation soon forms cracks.)
- Allows you to stand out from the crowd and be noticed. There is nothing worse than being swallowed up in a crowd.
- Lets you get past the gatekeepers like the secretaries and assistants and get straight to the major decision makers.
- Gives you a virtual salesperson working for you 24/7, giving your best sales pitch for you for free.
- Puts you a position to start profiting quickly.
- All-Star Status is the only way LinkedIn will allow you to share your profile on Facebook and Twitter
- Gives you a sense of direction and takes away the information overload and feeling of being overwhelmed with achieving your goals.
- Allows you to get started right away as no technical background is needed.
- Gives you one of the fastest ways to start getting leads, contacts, sales and business opportunities.
- Will set you up for a virtually unstoppable flood of targeted contacts, subscribers and visitors to your website.

- Lets you start immediately building a highly targeted list in your industry or niche (this is a goldmine).

So, how do we get you to All-Star? **Linkedin actually keeps that formula a secret** and does not publish what you need to achieve this status. But we have **unlocked the code** to

## Achieving All-Star Status

We are going to share that with you here. These are the areas of your profile that LinkedIn will use to rate your profile:

1. First and last name
2. Profile photo
3. Industry and Location
4. Current job position with description
5. Two past job positions
6. At least one school with dates
7. Minimum of three skills listed
8. At least 50 connections

This book will walk you through each of these areas step by step and give you detailed advice on how to complete all of the important sections of your LinkedIn profile.

Let's start with your profile photo.

# 5 A PICTURE IS WORTH A THOUSAND WORDS



A picture is worth a thousand words is a very old saying that hasn't lost any of its power even today. LinkedIn asks that you upload a profile picture and remember, this is one of the things you MUST do in order to get your All-Star status. And so many people get this wrong that it is worth its own chapter.

First, your profile photo needs to look professional. This should not be a family photo, photo with your beloved pet, vacation photo, or a crazy photo of you and your best friend. It should be a nice headshot taken by someone else. No selfies, folks.

It is well worth the time and money to have a professional photo taken. But if you can't afford to do that, simply have someone take a nice photo of you looking pleasant and happy. The photo should have a neutral background that does not distract the viewer. If you have a great photo but it just needs some touch-up or a new background, I highly recommend using [.fiverr.com](https://www.fiverr.com). You can easily search for someone that can photoshop your photo to make it look professional for \$5.

Let's take a moment to address attire here. If you are in a professional market then you should be dressed professionally as appropriate. But you don't have to be dressed in business attire if that is not your style or it does not fit your business. The point of the photo is to "be you", but portray yourself professionally within the confines of your industry. For example, if you are a workout instructor, then a suit and tie does not portray who you are. But wearing a tank top and looking sweaty after a workout is not appealing either. Wearing a nice shirt or workout jacket in the photo is much more professional.

The photo should basically be of your face and part of your upper body. Tip: People remember faces much more than names. This is why the photo should be primarily of your face. Photos that show skills, talent or your profession, such as a yoga pose, batter on the plate, etc., can be uploaded elsewhere on your profile and we will get to that in a bit.

Also, this photo that you upload on to your profile page also shows up on LinkedIn searches, groups, messages, status updates, endorsements and recommendations. A professional headshot is going to work best for all of these cases. Don't fall into the trap of thinking that any photo that you put up is "good enough". You want to separate yourself from the crowd and stand out, don't you?

Having no photo is just plain unacceptable. Not having a photo at all gives off a shady vibe. Is this person hiding something? Do they not care enough to bother? LinkedIn has published that users with a photo on their profile have 7 times more views to their profile than others who have no photo! **7 times...**that is huge. So just by having a professional photo you are already 7 times ahead of most of the pack!

Here are some profile photo guidelines to keep in mind. Your LinkedIn photo can't be more than 4 MB in size. The photo needs to be in jpg, gif, or png format. The photo should be a minimum size of 200 x 200 pixels and a maximum of 500 x 500 pixels.

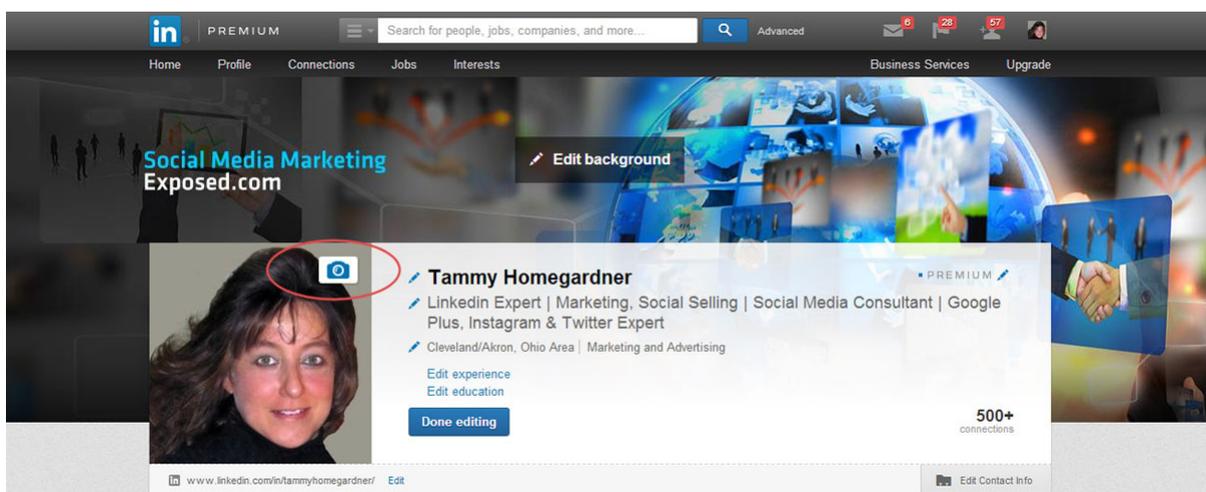
LinkedIn gives you the following instructions on uploading a photo.

## Adding or Changing Your Profile Photo:

You can [or change your profile photo](#) from the Account section on your [& Settings](#) page:

1. Move your cursor over your photo in the top right of your homepage and select ***Privacy & Settings***.
  - You may be prompted to sign in to LinkedIn again.
2. Click your photo in the upper left.
3. Click ***Browse*** to find the photo you wish to publish.
4. Click ***Upload Photo***.
  - You can upload JPG, GIF or PNG files.
  - File size - 4MB maximum.
  - Your photo should be square.
  - The ideal pixel size for your photo is between 200 x 200 to 500 x 500. If either width or height exceeds 4000 pixels, your photo will not upload.
5. Select who you want the photo to be visible to.
6. Click ***Save Settings***.

A simpler way to do this is to click on “Profile” on the top navigation bar. Drop down to “Edit Profile”. When that page opens, just click on the camera icon in the photo space and you can add or change a photo. See image below.

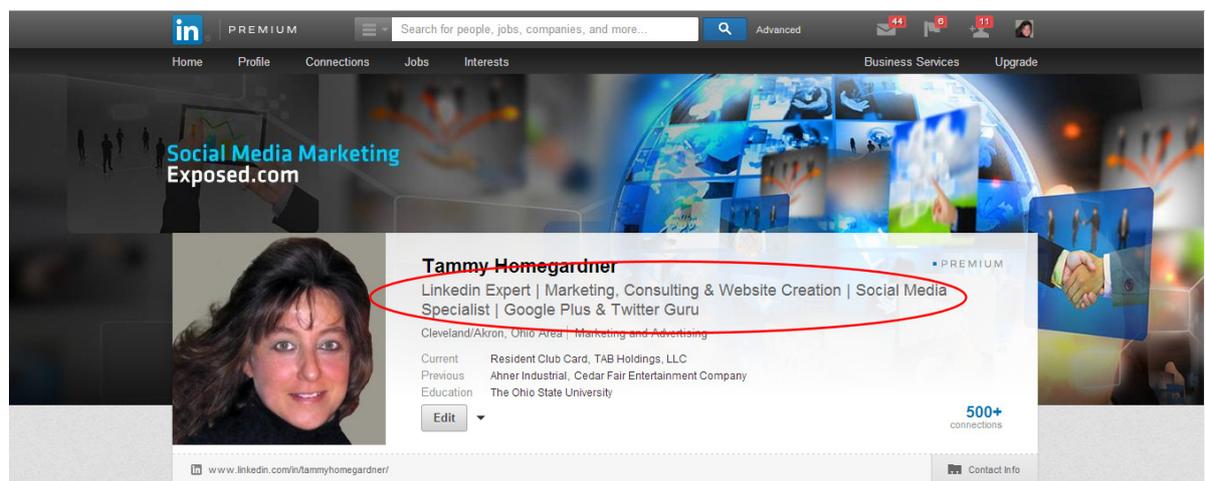


# 6 WRITING AN EFFECTIVE HEADLINE



The headline of your LinkedIn profile is one of the most critical parts of a stellar linkedin profile. Get this right and you are on your way to success!

Your headline is just below your name (see photo below) and believe me, it is prime real estate.



The LinkedIn headline is THE place where you can sell yourself and your services. It is part of the first text impression that viewers will see of your profile, which makes it very, very important. The headline not only shows up in this placement on your profile, it also shows up on LinkedIn searches (see photo below), invitations to connect with others and LinkedIn messages.

The screenshot shows a LinkedIn search results page for the query "linkedin expert cleveland". The search results are displayed in a list format. The first result is for Tammy Homegardner, whose profile picture and name are circled in red. Her headline is "LinkedIn Expert | Marketing, Consulting & Website Creation | Social Media Specialist | Retail & Restaurant Advertising". Below her headline, it shows her current position as "Marketing and Website Development at Resident Club Card" and her past position as "Web Designer and Marketing at Ahner Industrial Server at Cedar Fair Entertainment Company". The second result is for Tina Hamrick, and the third is for Martin Shulman. The left sidebar shows search filters for Relationship and Location.

You know what they say about first impressions! And studies show that you have about 5 to 10 seconds of a viewer's time on a LinkedIn search. If your headline intrigues your viewer, they will click on your profile. If it doesn't, they will be on to the next profile. You need to make this count!

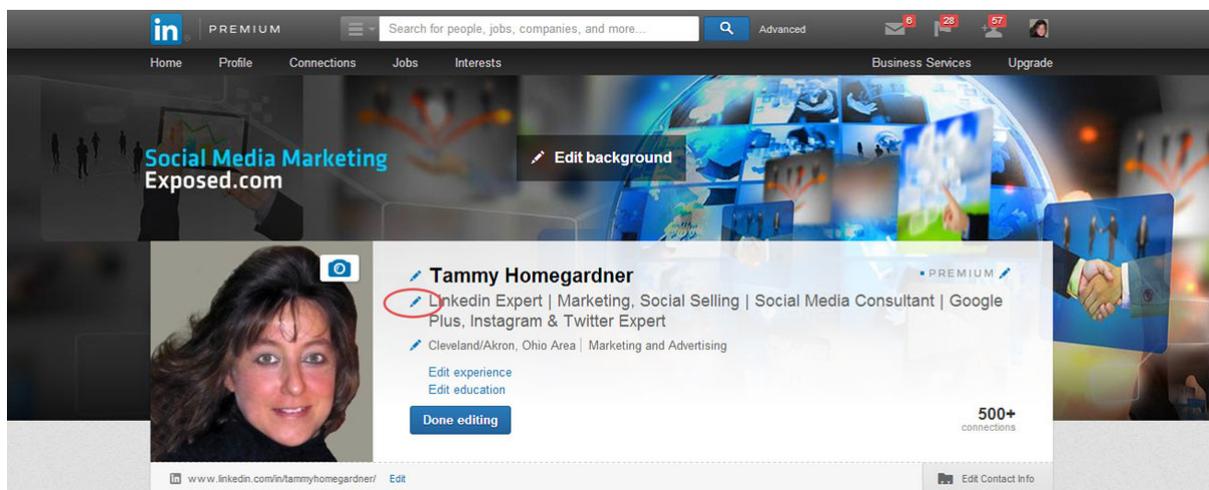
If you take anything away from this, it should be that keywords are king in your headline. LinkedIn allows you 120 characters in your LinkedIn profile headline to describe what you do and what you are about. It is crucial that you use compelling, descriptive, and accurate keywords that help you get found by the prospects in your niche, field or target market.

When you are first creating your profile and are filling out all of the sections, LinkedIn does not require you to put in a headline. LinkedIn will just take your job title and company name and make a headline for you. This is why so many people get this wrong and mistake the "headline" for a "job title". These should be very different and it is very important to get this right.

Here is how you can edit your headline:

To change your professional headline:

1. Move your cursor over *Profile* at the top of your homepage and select *Edit Profile*.
2. Click the Edit icon to the left of your current professional headline, below your name at the top of the profile.
3. Type in your changes.
4. Click *Save*.
5. Click "*Done editing*".



Now, let's get to how to write a compelling headline. You first need to consider YOUR target audience and then speak directly to them. What would make someone in your industry stop and look at your profile? What does your target market care about?

There are two ways to make a compelling and unique headline. One is called the power statement headline and the other is the keyword headline.

### Power Statement Headline

The power statement headline uses your most important keywords in more of a statement or phrase that speaks to your audience. Here is an example of a power statement headline in the field of nursing.

**Caring Registered Nurse who helps pediatric cancer patients and their families through cancer treatment and recovery.**

You will notice that the keywords “registered nurse”, “pediatric cancer patients”, “cancer treatment” and “recovery” were used. This heading makes a powerful statement and by adding the descriptive word “caring”, the statement just reaches out and grabs you.

However, if you do a search on LinkedIn for registered nurses, you will see that most of the registered nurse headlines that come up read like this:

### **Registered Nurse, Cleveland Clinic**

This is basically just the job title and location and there is absolutely nothing unique or exciting about this headline. This kind of headline will not make you stand out in the world of LinkedIn. Now let’s take a look at the keyword headline.

### Keyword Headline

The keyword headline uses the same idea as the power statement headline, only in this case, you will just list the keywords and keyword phrases with a bullet of your choice in between words. Using the same nursing job as above, here is an example of a keyword headline:

**Registered Nurse | Pediatric Care Specialist | Pediatric Oncology| Caring Patient & Family Treatment and Recovery**

Before you write your own headline, think of the keywords that will best suit your industry and make a list. When you go to start your headline, you should use the most important keyword first and then make your statement using

keywords in descending order of importance. The main reason you want to do things this way is because LinkedIn is actually a search engine and when people are doing a search, the results will come up based on what comes first in your profile and then it will filter down. So always start with the main keyword or keyword phrases that you feel is most important in any LinkedIn search for your profile.

Since the headline is such a critical part of your LinkedIn profile, let's make sense of what we have just discussed. Take a look at these headlines and tell me which two you feel stand out among the rest:

LinkedIn Expert in Denver, Colorado
LinkedIn Expert with Marketing & Social Media Training, Love to Help Students Become Experts and Start Profiting
LinkedIn Expert and Marketing Trainer, Denver, Colorado
LinkedIn Expert   Marketing   Social Media Training  Love to Help Students Become Experts  LinkedIn for Profits

I think the point is fairly obvious that the 2<sup>nd</sup> and 4<sup>th</sup> headlines give you a more descriptive base with targeted keywords and emotion. Hopefully this has your wheels turning as to how you can make an awesome headline for yourself.

I will give you one last tip as far as the headline goes. Don't overuse common buzzwords and phrases that really are meaningless as important keywords. Here is an example of what I mean:

Great Team Player with Outstanding Communication Skills

Who is going to search for a "great team player" or someone with "outstanding communication skills"? These phrases could be used in your experience section of the profile if you must, but honestly they are just fluff that wastes valuable

real estate in the headline. Remember, you only get 120 characters to sell yourself. Use keywords that are relevant to your niche and ones that your target market is using to search for prospects. If you are unsure of what keywords are important in your field, do some research on the search engines to find out what people are searching for.

Here is an awesome search secret for you. If you are unsure of what keywords are being used in your field, what better way than to study what keywords others are using? Go to Google.com and type in:

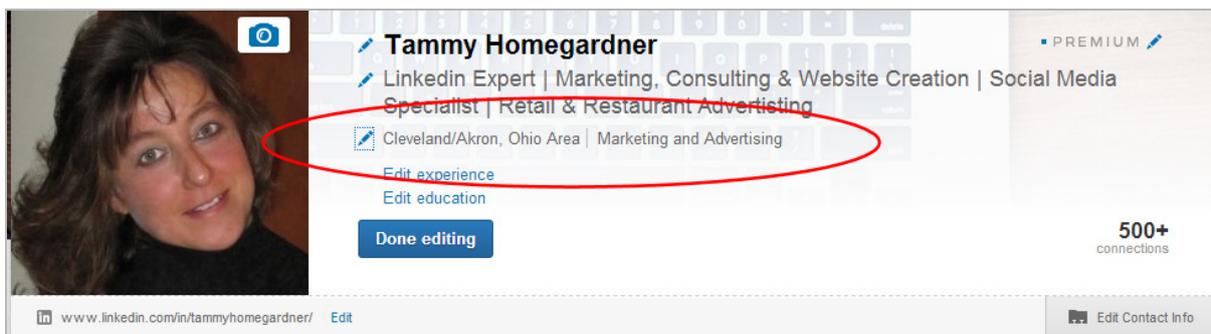
Site: linkedin.com "sales and marketing" Cleveland

Obviously replace the text inside the quotes with your field or target market and use your city. This will give you a large list of others LinkedIn profiles and you can search those for relevant keywords and phrases.

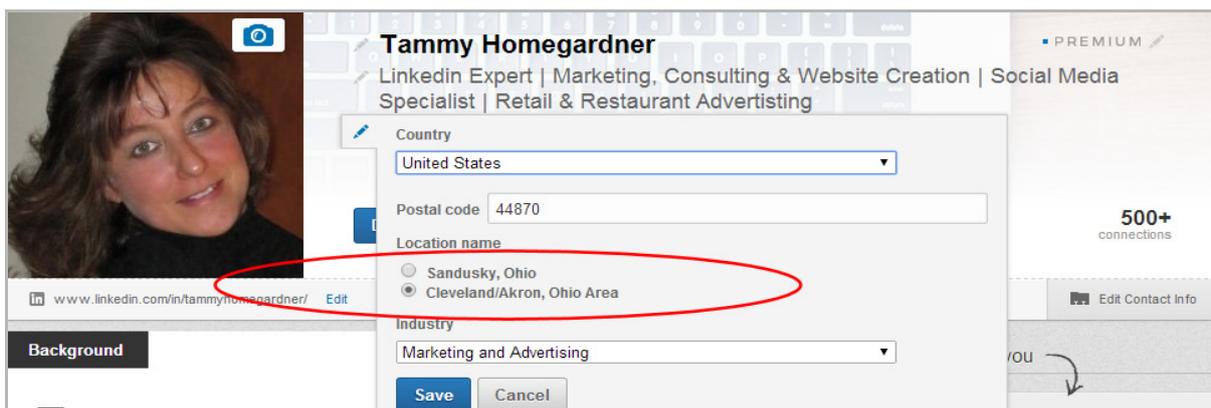
# 7 LOCATION, LOCATION, AND INDUSTRY



Your location and industry is located just below your headline on your linkedin profile. Please see the photo below.



When you click on the edit icon (pencil symbol) next to the location, LinkedIn will ask you to fill in your zip code to find your location (see photo below).



If LinkedIn gives you a choice as it did in this example, you should always choose the larger metro area. In this instance, I do live in Sandusky, Ohio, and while that would be the more accurate choice, for the purpose of LinkedIn, my best option would be to select the Cleveland/Akron area. Here is why. Sandusky, Ohio has a population of approximately 50,000 people and if I were to choose that, LinkedIn would restrict me to that area. By choosing the metro area, I have now expanded my reach to over 3 million people! That is huge! So, always choose the largest metro area near your location to broaden your exposure on LinkedIn.

When it comes to selecting our industry, we want to take the same approach and select a broad category, rather than the specific. In the case of my profile, rather than to list my industry as LinkedIn or social media expert, I want to choose the less specific category of “marketing and advertising” because that category is much larger and will again broaden my exposure.

And please note that this advice only applies to the location and industry section of LinkedIn. Normally you would want to drill down and get the most targeted results, but not for this section. LinkedIn uses these parameters when suggesting people you should connect with in their searches and you want to have as many opportunities as possible in this case.

## 8 STAKE YOUR URL CLAIM



LinkedIn will automatically assign your profile a default web address that will look something like this:

`linkedin.com/pub/david-smith/69/6a0/8a3`

This url consists of a series of jumbled numbers and letters that is not easy to remember or tell others. It also is not attractive or memorable on business cards, web pages or social media.

The good news is that LinkedIn does give you the ability to customize this url. Here are the directions to do that:

You can customize your public profile URL when you your public profile. Custom public profile URLs are available on a first come, first served basis.

1. Move your cursor over **Profile** at the top of your homepage and select **Edit Profile**. It will be an address like "www.linkedin.com/in/yourname".
2. Click **Edit** next to the URL under your profile photo.
3. In the **Your public profile URL** box in the bottom right, click "Customize your public profile URL".

4. Type the last part of your new custom URL in the text box.
5. Click *Set Custom URL*.

You can have between 5 and 30 letters or numbers in your custom url. You may not have spaces, symbols or special characters.

I strongly suggest that you use some form of your name for your public LinkedIn profile url. If you have a common name and find that your name is taken then it is time to get creative! Here are some examples if your name is Susan Harris:

SusanAHarris

SHarris

SAHarris

SusieHarris

SusieAHarris

ToSusanHarris

LinkToSusanHarris

Since this is not a business page, you should **not** use your company url. If you are the owner, you will want to reserve that for your company page and if you are an employee, remember that this is your personal page. Jobs and employers come and go, so it is just not a smart idea to use a company name in your url. Isn't this customized LinkedIn url much easier to remember than the example I gave you previously?

[.linkedin.com/in/tammyhomegardner/](https://www.linkedin.com/in/tammyhomegardner/)

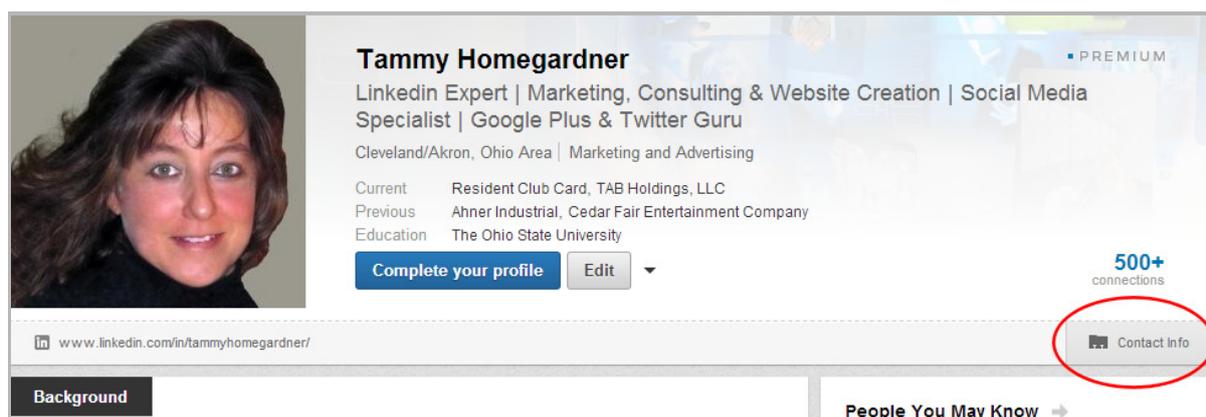
Once you complete your custom url on LinkedIn, be sure to use this url on your:

- Email signature
- Website
- All social media
- Business cards
- Resume
- Brochures/literature
- Letterhead/correspondence

# 9 CONTACT INFORMATION



The contact information section on your LinkedIn profile is a little tricky to find. See the photo below. Find the contact information tab on your profile and click on that tab to edit the information.



It is a well known fact that many people leave this section blank and that is a **huge mistake**. I can only speculate that those who leave this blank are afraid to give out their personal information. This really makes no sense in this situation and defeats the purpose of having a LinkedIn account. Remember, LinkedIn is the world's largest networking platform. How do you network with those in your target market if you are unwilling to share your contact information?

Think of LinkedIn as your online business card. Would you hand out blank business cards? No, that would be ridiculous. It is the same for the contact information section on LinkedIn. Fill out the contact information with the address and phone number that you use for business, the same information you would print on a business card. Make it easy for people in your target market to contact you.

Be sure to use the email address that you used as your primary email address when signing up with LinkedIn. This is very important. When you get to making connections with other LinkedIn users, there are situations where LinkedIn will ask you for the person's email address in order to connect with them. If you don't know the address, you can't connect. So guess what? If you put that email address in your contact information, a potential prospect can find that information and will be able to connect!

The profile will also ask you for an IM and that stands for "instant messenger". Instant messengers are a way to send and receive messages by using a chat platform on your computer, device or phone.

LinkedIn accepts the following types of IM:

- ✓ Skype
- ✓ Yahoo Messenger
- ✓ Windows Live Messenger
- ✓ ICQ
- ✓ Aim (AOL)
- ✓ Gtalk (Gmail)

LinkedIn will let you choose 3 of these. You can choose the IM that you personally use more often, but you should analyze what type of IM will be the best and most used in your target market. My personal recommendation is to use Skype. Skype is a widely known platform and it actually uses video rather than text. It is widely used in the business world and is the most professional

choice. If you don't have a Skype account, simply go sign up at [.Skype.com](https://www.skype.com). Accounts are free.

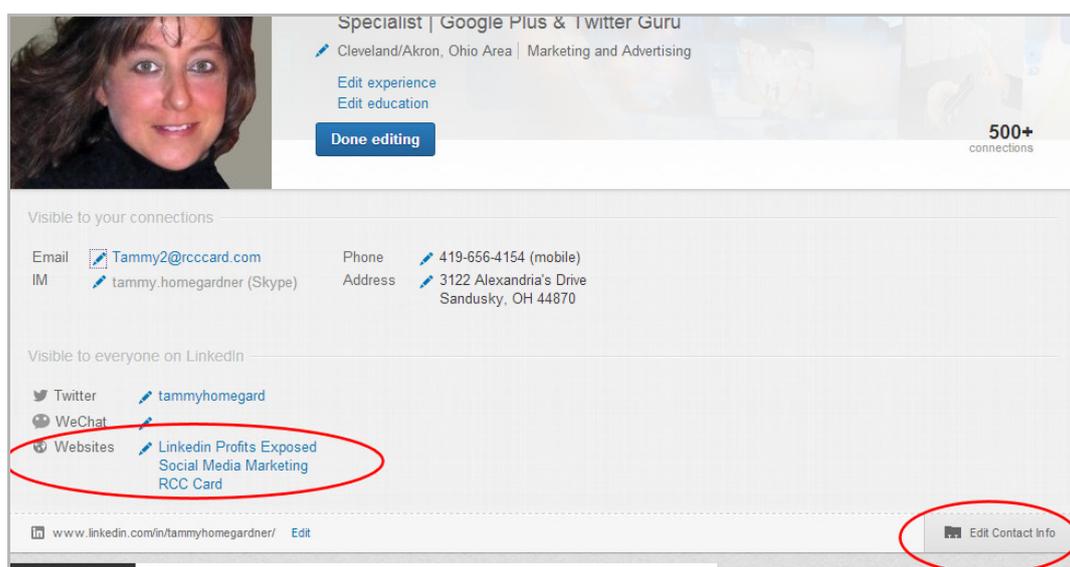
Linkedin also allows you to add your Twitter account to your Linkedin profile in the contact information section. I would strongly advise that you connect your Twitter account to Linkedin here. If you don't have a Twitter account, go to [.Twitter.com](https://www.twitter.com) and sign up. It is free.

Adding your Twitter account here will actually link your Twitter account to your Linkedin account. So later when you get to posting and adding status updates on Linkedin, with just one click your content can be posted to both social media platforms. Just a side note: Linkedin does not automatically publish everything you post to Twitter (which is good because there are times when you may not want that), but the benefit is that if you do want your content to go to Twitter also, it is fast and easy if your accounts are linked.

# 10 THE SECRET OF ADDING WEBSITES



The last thing in the contact information section is called websites. See the image below.



LinkedIn allows you to add 3 urls or websites to your profile. That means that when someone clicks on any of these links, it takes them “back to the website” you entered. These urls are actually called backlinks in the field of search engine optimization.

What this means to you is that the higher the number of backlinks to your website, the higher a search engine will rank your website. It is actually a bit more complicated than that, but for the purpose of LinkedIn there are 3 factors in search engine optimization that you should know.

1. A high number of backlinks help your website rank higher with search engines.
2. Websites that rank higher in the search engines (like LinkedIn which is in the top 150 most visited websites in the world) are more important backlinks to have than backlinks from lower rated websites. As stated, LinkedIn is a VERY highly rated website.
3. Links that contain relevant keywords (known as anchor text) also rank much higher than those without keywords.

As an example, you see links that say “For more information, [click here.](#)” (where the text “click here” contains the link). This is not a smart use of a link. A better way to make the link more valuable is to actually have the text that is clickable be a keyword. Here is an example:

“For more information, visit our website, [Fairview Animal Clinic](#)” (where the text “Fairview Animal Clinic” is the actual link). Search engines are all about descriptive text and keywords because this tells the search engine what the page that you are linking to is about. This certainly gives the search engine much more information than “click here”.

So, let’s apply these concepts to our LinkedIn profile. To add websites to your profile, follow these steps:

You can display up to 3 website links on your profile, and they can be added from the [Profile](#) page. To add a website:

1. Move your cursor over **Profile** at the top of your homepage and select **Edit Profile**.
2. Click **Edit Contact Info** near the bottom right of the profile overview section. The profile overview section has your photo in it.

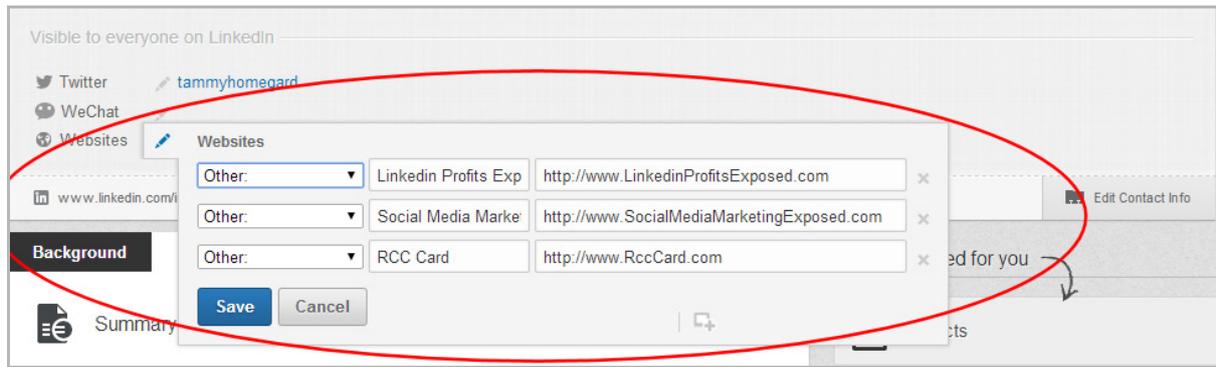
3. Click the Edit icon next to *Websites*.
4. Choose the type of website from the dropdown list.
5. Copy and paste your website address into the *URL* field.
6. Click *Save*.

When you get to step 4, you will notice that there is a drop down list. You can choose one of these options:

- Personal Website
- Company Website
- Blog
- Rss Feed
- Portfolio
- Other

Most people will choose “company website” but the secret here is to **always** chose “other”. When you choose “other”, LinkedIn allows you to type in up to 30 characters of anchor text. As we discussed, this will allow you to use relevant keywords, give you a higher ranking with the search engines and the link will be coming from a highly ranked website (LinkedIn). And let’s face it, if you just let LinkedIn use the text “company website”, how exciting does that sound? How many people do you think will really click on that? And it won’t mean much to the search engines either, will it?

Here is an example of how to use the anchor text:



You may use the company name as anchor text, as I have done in the third example in the image above. But whenever you can, use relevant and targeted keywords in your anchor text to entice your reader to follow the link.

# 11 LINKEDIN SUMMARY



You know what they say about first impressions...and your LinkedIn summary is the first opportunity to create a lasting impression beyond your headline and photo. Make sure you take your time in optimizing this section and be sure that all your important keywords are there.

LinkedIn gives you 2000 characters for your summary and you should try to use every last one of them. That is how important this section is to your profile. This is a place to correctly use your keywords and write compelling text that will keep your reader interested and wanting more. Sell yourself and stand out from the crowd!

Here is how to edit your summary on LinkedIn:

1. Click on your profile.
2. Click on "edit profile"
3. Scroll to the summary section and click on the blue pencil where it says "edit summary"

Before you begin writing your summary, you need to do several things:

1. Figure out who you are talking to in your summary. Who is your target market? What do they need to know about you? How will you capture their attention?
2. You need to make a list of all of your important keywords if you haven't already in previous steps.
3. Make a list of your most important accomplishments.

## The "Tell Your Story" LinkedIn Summary

In the summary, we do not want this to just be a list of keywords strung together. The last thing that we want to do is bore our readers to death with a string of industry related jargon. We want to **talk to our reader**. Here are several tips of things that should be in your LinkedIn summary.

1. Write in the first person. It is fine to say "I" and "me" here as you are telling your story.
2. Start with a heading to get the reader's attention.
3. Spell out what you would like to accomplish.
4. Let the reader know what is in it for them.
5. Highlight your achievements.
6. Be sure to give a call to action.
7. Always include your contact information in this section.

There are several ways to accomplish this. One of the most interesting ways is to tell a story. Here is an example of a summary for a sales guru that uses these 6 tips:

### **What is the Worst Single Piece of Advice That You Have Heard Given to a Salesperson?**

If a sales manager tells you to just “be yourself”, you should run from them. Just being yourself implies that you are “good enough”. Any professional salesperson should know that there is always room for improvement and growth. I am always amazed at the people who think they have the time to learn by trial and error. I know that I don’t want to waste time and money making mistakes.

The easiest way to learn is to invest in your future and buy a book or an online course from someone who is a sales expert. Why not learn from someone who has walked in your shoes and has already done the work?

Learn the ropes from me, a business to business sales expert. My fresh sales strategies actually work in this volatile economy. I can show you the best sales practices and new ideas for sales and lead generation. I will teach you to sell more and sell more often. This will increase your company’s sales performance and fatten your pockets! Who doesn’t want to increase their income with a killer sales strategy?

I have been a sales expert for a Fortune 500 company for over 15 years and I have worked with some of the best sales forces in the country. I have read and studied all of the top sales gurus and have become an expert in my own rite. I now have my own sales consulting company and I am here to help you succeed as a top salesperson in your field.

Buy my proven sales strategy ebook, “KILLER Sales Strategies”, and you will see your sales skyrocket in no time! It is a small investment for a lifetime of sales strategies that work. And, as an added bonus for getting my book, I am going to offer you my personal email address, [Brandon@KillerSalesStrategy.com](mailto:Brandon@KillerSalesStrategy.com). Please feel free to email me with any questions that I may be able to help you with.

You will notice that this summary has a heading that asks a question to get the reader's attention and is written in the first person. The LinkedIn summary spells out what you want to accomplish (sell the book) and lets the reader know what is in it for them (you will see your sales skyrocket and profit from this ). There are actually two calls to action. One is to buy the book and the other is to email the author and thus contains contact information.

## The "Snapshot" LinkedIn Summary

If you don't actually have a story to tell (however, everyone has a story!) then you can write your summary in more of what I call a "snapshot" format. This format gives a snapshot of your life, goals, accomplishments and personality.

In this type of a summary, you can start with asking a question as a headline. My advice would be to ask a question that will make the reader answer with an astounding "YES". Something the reader can relate to. Here are some examples.

Stock Broker: Could you use more help in understanding how to correctly invest your money?

Recruiter: Wouldn't you love to have that job that you have always dreamed about with an excellent salary, a mentally competent boss and great co-workers?

Software Salesman: Are you drowning in a sea of paperwork? Are you overworked, underpaid and could use some help?

I think you get the idea. Start with something that your potential audience can relate to. It will lend credibility to your presentation and it will grab the reader emotionally because they will feel that you understand their situation.

I also recommend that you write this type of a LinkedIn summary using "I have" rather than "I am". Here is example of each:

*I am a great salesperson with a proven track record.*

*I have delivered thousands of sales presentations for custom computer software and have a 90% close rate.*

The point here is that you shouldn't just claim to "be" all of these things but rather, "prove" that you are, with facts. Bragging and using cliché business jargon will not impress your reader, but stating facts and leading them through your actual accomplishments will. Here is another example of how to keep your reader interested with facts.

*One of my main career building accomplishments was when I participated in a 4 day workshop with Zig Ziglar, Bob Dalton, Donna Brady and several more of the sales consulting greats. I completed all of the Ziglar sales courses and became a certified sales closer under his world-renown sales coaching. This experience led to my consistently building strong client relationships and achieving a high percentage of closing sales.*

Copywriting is not easy. It requires a skill set all it's own. If you can afford to pay a copywriter to do your LinkedIn summary, then I strongly suggest that you leave it to the experts. If you can't afford that at this time, then just follow the strategies that I have laid out for you. Get this right and you will be way ahead of most of the people on LinkedIn in your field!

# 12 DON'T JUST SAY IT, DISPLAY IT



The LinkedIn Professional Portfolio is a well kept secret and is rarely used on most LinkedIn profiles. This little gem, if used correctly, can really get you noticed and attract more business opportunities than your competitors.

What is the LinkedIn Professional Portfolio? This nifty tool allows you to add visual content to parts of your portfolio. You may add visual content in these sections of your profile:

- Summary
- Experience
- Education

What this means is that you can add the following type of content to your profile:

- Urls
- Video
- Photos
- Slideshows
- Audio

You can add this content directly from your hard drive or any content hosted by LinkedIn or any one of the approved services which include YouTube, Twitter, Pinterest, Spotify, and Slideshare, to name a few of the giants. You can find a complete list of LinkedIn approved content providers at this website:

[://embed.ly/embed/features/providers](http://embed.ly/embed/features/providers)

Adding visual aids to your LinkedIn profile adds power to your presentation! This will certainly help to turn your LinkedIn profile into a profitable networking machine.

Here is how to use the LinkedIn Professional Portfolio:

To add media samples to the *Summary*, *Education*, and *Experience* sections on your profile:

1. Move your cursor over *Profile* at the top of your homepage and select *Edit Profile*.
2. Scroll down to the section you want to add a sample to and move your cursor over the add media icon (looks like a square with a plus sign).
3. Select *Upload File* if you'd like to display the media sample on your profile OR select *Add Link* if you want to link to content that exists on another web site.
  - If you chose to add a link, type or paste the link to your content into the *Add a link* field.
  - If you chose to upload a file, select the file from your desktop. A picture of your content will display with pre-filled *Title* and *Description* fields.

**Note:** This process may take several seconds. You must use a file type or content provider for best results. You can edit the content in uploaded files.

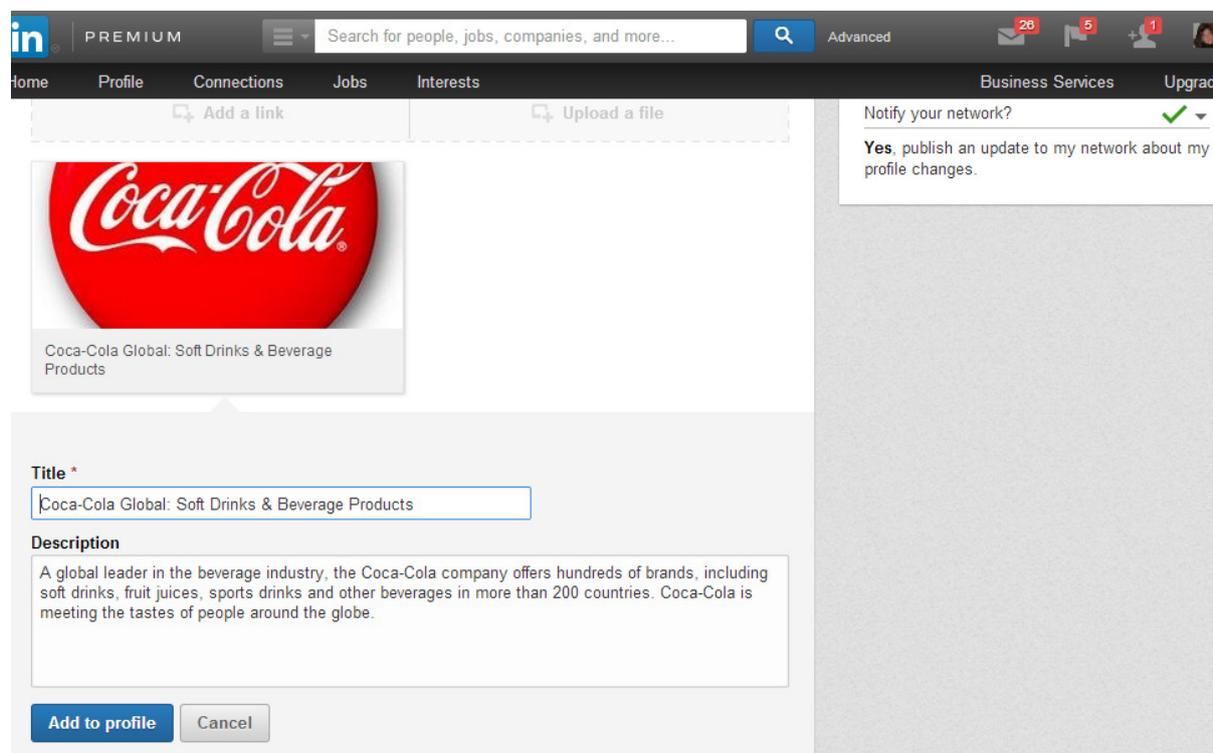
4. Click *Save*. An update may appear on the homepages of your network, letting others know you added the media file or link.

Adding visual media is very easy on LinkedIn. Let's look at a few examples of what you can do with the Professional Portfolio and hopefully this will help you to get creative with your profile.

### Adding a Link

You can add a link, or a URL, to your website, your blog, or any other webpage that you would like to showcase on your profile. Simply go to the professional profile icon on your summary and type in the URL. LinkedIn will find the site, render a link and grab the content for you. LinkedIn will pull a photo from the webpage and pre-fill the fields for name and title. You can change or edit the content before you publish it to your page.

Here is an example where I just typed in the URL [://coca-cola.com](http://coca-cola.com) and you can see how LinkedIn rendered this:



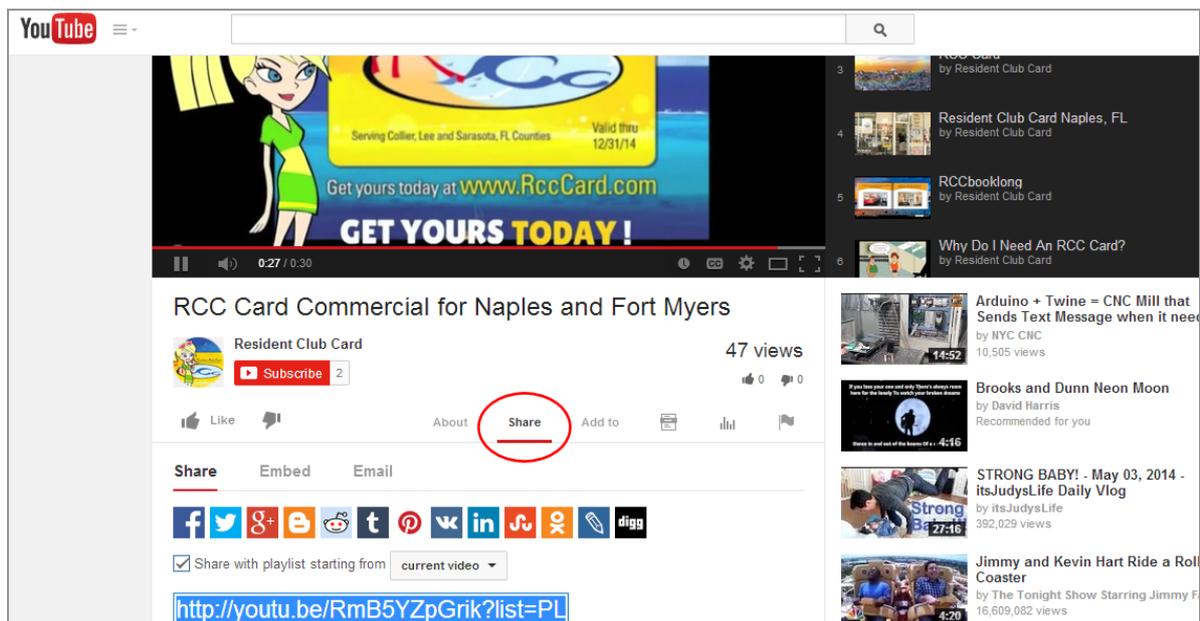
How easy is that?

## Adding Video to Your Profile

Video is huge! Did you know that over 6 billion hours of video are watched each month on You Tube? And it is a proven fact that video sells. Period. Most people's pages on LinkedIn read like boring resumes and most of them look alike. Can you imagine how your page can stand out from the crowd with video?

You may add video direct from your hard drive or you can upload your video to your You Tube account, get the link from You Tube and add the url. If you want to upload an existing You Tube video, you just need to get the link and upload it to your profile. To get a url from YouTube.com,

find the video of your choice and then just click on the share button and you will see the url highlighted in blue below all the share boxes (see the photo below).



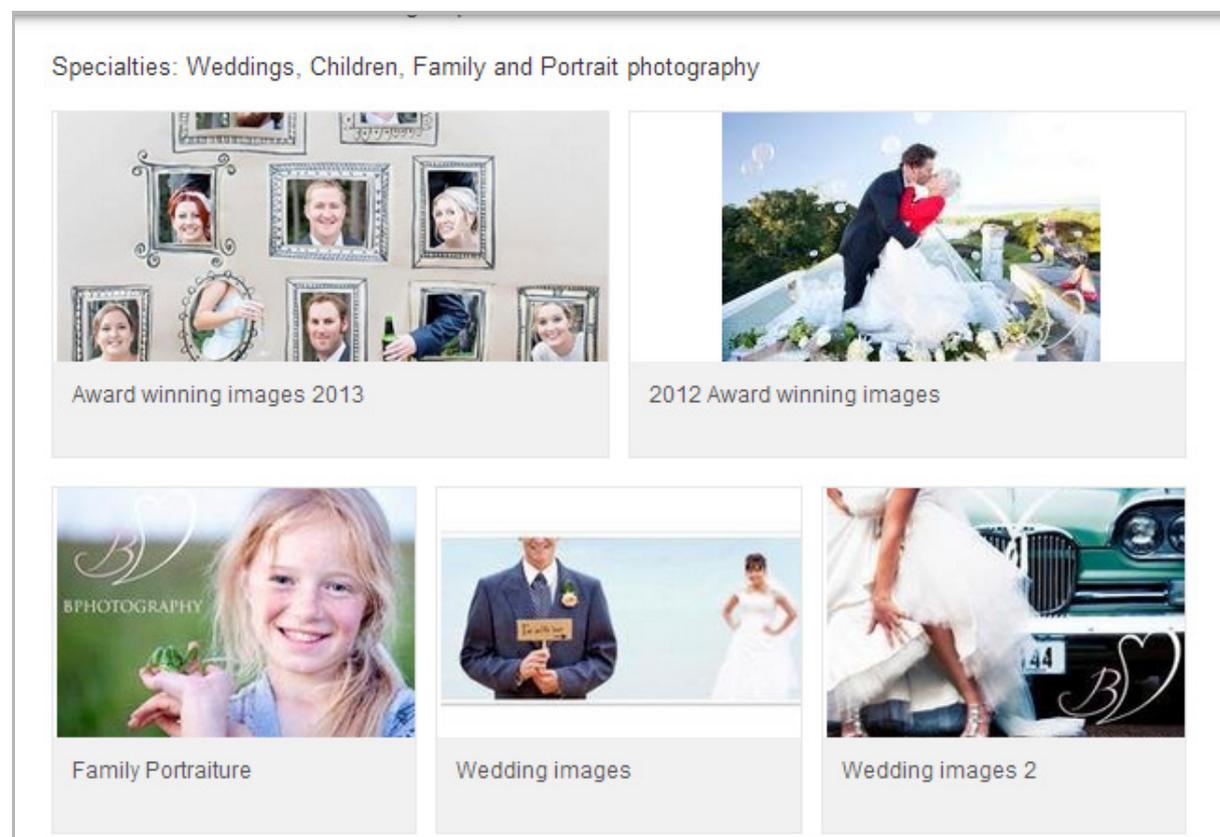
The screenshot shows a YouTube video player for an advertisement titled "RCC Card Commercial for Naples and Fort Myers". The video is 0:27 long. Below the video, the channel name "Resident Club Card" is visible with 47 views. The "Share" button is circled in red. Below the share button, a list of social media sharing options is shown, including Facebook, Twitter, Google+, Email, and others. The URL <http://youtu.be/RmB5YZpGrik?list=PL> is highlighted in blue below the share options.

## Add Photos and Images

Add photos and images to your LinkedIn profile to give your viewer a media rich experience. You just simply upload these from your computer's hard drive. If you are an artist, upload photos of your work. If you are a yoga instructor, upload photos of your favorite yoga class. If you have a product to sell, upload photos of your products. Upload infographics about your industry. The possibilities are endless.

Here is a great example of the use of photos on LinkedIn. Belinda Fettke is an Australian photographer and she makes great use of displaying her photos on LinkedIn (see photo below). You should take time to view her full profile at:

<https://www.linkedin.com/in/belindafettkebphotography>.



## Add a Slideshare Presentation

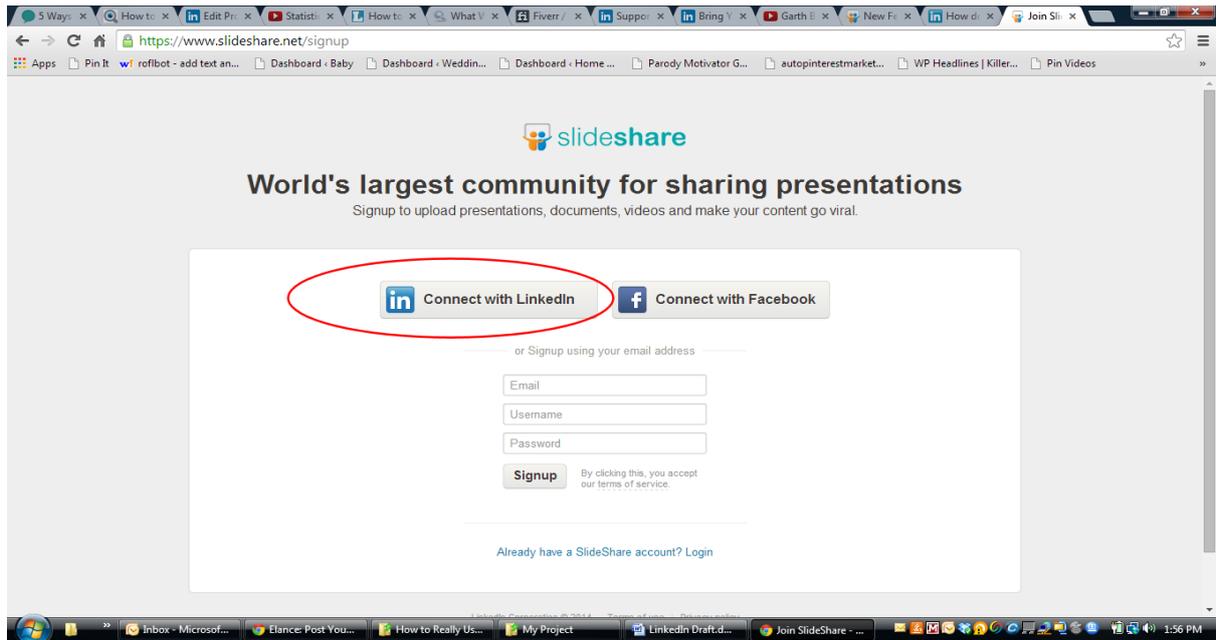
Slideshare is a secret weapon that you can use to make your LinkedIn profile stand out among the crowds. Slideshare was founded in 2006 and acquired by LinkedIn in 2012. Since then, SlideShare has grown to become **the world's largest community for sharing presentations and other professional content.**

Slideshare not only allows you to create slide shows, it allows you to add content from many different media sources. They support presentations, documents and infographics in the formats of Microsoft Office, pdf and OpenOffice. Slideshare also supports video uploads from YouTube. Are you starting to see the power of just one creative presentation?

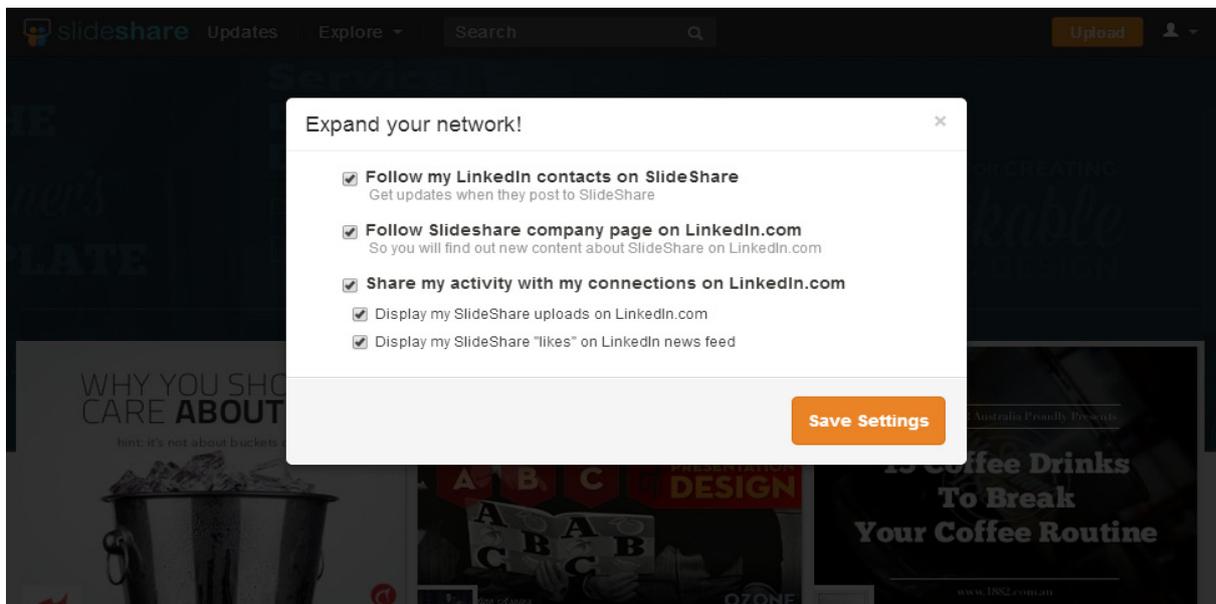
You might be wondering why you need Slideshare if you can upload graphics and videos directly to LinkedIn. Here is the secret. First, when you create a presentation on Slideshare, the content is published on their platform as well. Since that site has over 60 million viewers, that is another huge audience for your creative presentation to be found.

Second, LinkedIn limits the number of uploads you can have in each of the profile sections. But since you can combine your media into one presentation on Slideshare, you can upload a presentation that contains Powerpoint slides, images, audio and a video. How clever is that?

In order to add a slideshare presentation to your LinkedIn profile, you must have a Slideshare account and you must have that linked to your LinkedIn account. Simply go to [www.Slideshare.net](http://www.Slideshare.net) and sign up. Once you click on the sign up button, you can actually sign in with LinkedIn and this is what I recommend (see screenshot below).



After you allow Slideshare access to your account, you will get a settings page on your computer. Be sure that the bottom two lines are checked:

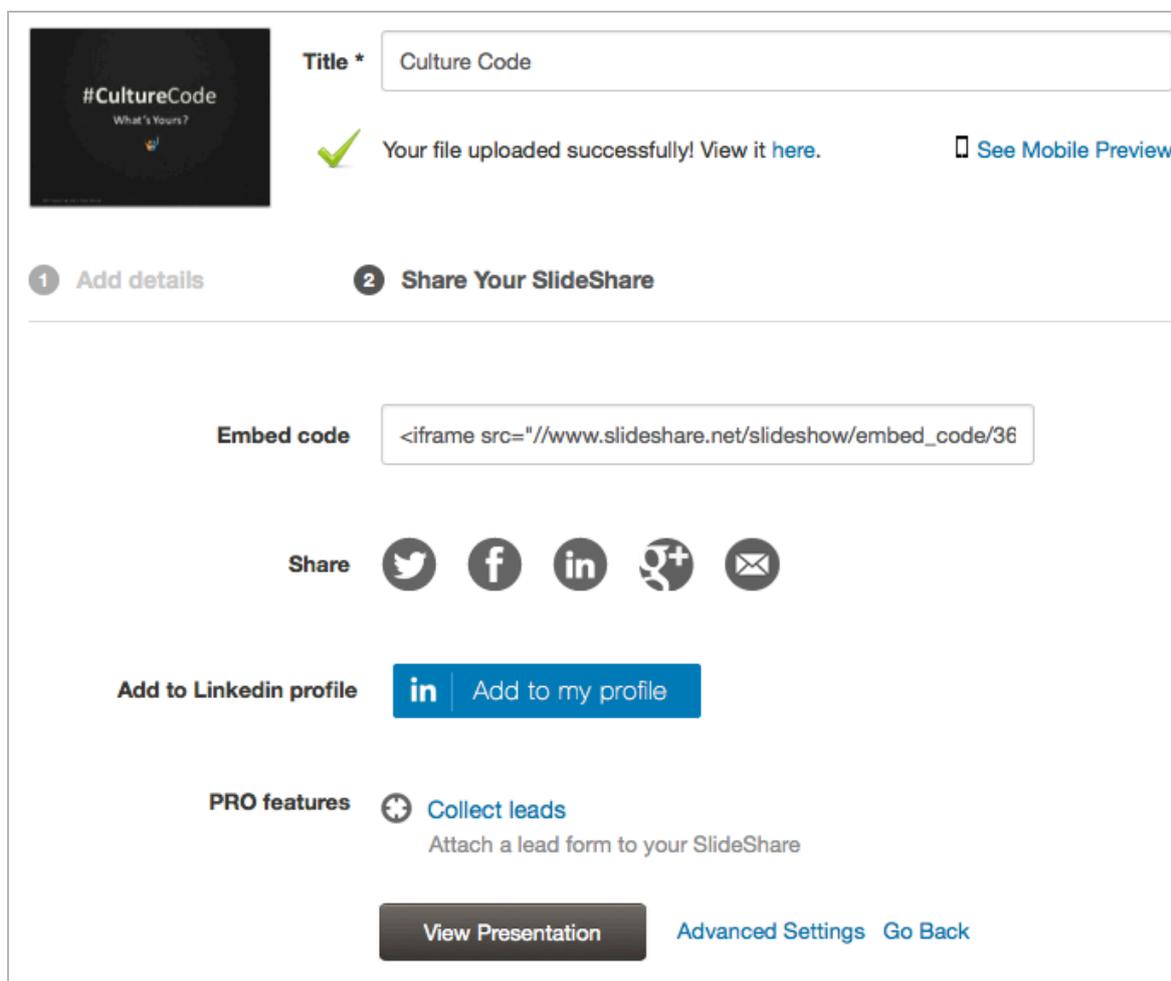


Here are the instructions, directly from Slideshare of how to add a slide show to LinkedIn:

Log into SlideShare and choose to add a published SlideShare or upload a new one. If your accounts aren't connected, you'll receive a prompt to connect your LinkedIn account.

**Add Published SlideShares:** Go to “My Uploads” (top right, under your profile picture), hover over the SlideShare you want to add, and click “Add to profile.”

**Add New SlideShares:** When you upload a new SlideShare, you will now see the option to add it to your LinkedIn profile. (See screenshot below).



The screenshot shows the SlideShare upload interface. At the top left is a thumbnail of the slide with the text "#CultureCode" and "What's Yours?". To the right, the title field contains "Culture Code". Below the title, a green checkmark and the message "Your file uploaded successfully! View it [here](#)." are displayed, along with a "See Mobile Preview" link. The interface is divided into two steps: "1 Add details" and "2 Share Your SlideShare". Under "2 Share Your SlideShare", there is an "Embed code" field containing the code: `<iframe src="//www.slideshare.net/slideshow/embed_code/36" />`. Below this are social sharing icons for Twitter, Facebook, LinkedIn, Google+, and Email. There is also an "Add to LinkedIn profile" section with a blue button that says "in | Add to my profile". At the bottom, there is a "PRO features" section with a gear icon and the text "Collect leads" and "Attach a lead form to your SlideShare". Finally, there are three buttons at the bottom: "View Presentation", "Advanced Settings", and "Go Back".

Your SlideShares will automatically be added to the Summary section of your LinkedIn profile. Here is a nice example of how Jay Baer made a slideshow presentation at Slideshare and added to his LinkedIn profile.

**How I Wrote and Marketed a New York Times Best-seller**

slideshare • The totally true, inside story of how Jay Baer wrote and marketed Youtility, a New York Times bestselling business book about truly, useful marketing

**25 Secrets**  
How I Wrote and Marketed a New York Times Bestselling Business Book  
by Jay Baer

Get a juicy, free book excerpt at [Get in touch](#)

slideshare 1 / 48

Professional Portfolio 3-11 of 15

**Jay Baer**  
Inspirational Marketing Speaker and Best-Selling Author | Youtility: Why Smart Marketing Is about Help Not Hype

Like (1) • Comment (1) • Share Link

Francisco T. Navarro likes this

Francisco T. Navarro Amazing detail of your process and strategy. Complete alignment with Youtility mindset. Thanks for the creation and guide. • 5 months ago

Add a comment...

Comment

Have you won any awards, badges or certificates? Post visuals of them on your LinkedIn profile for social proof. You can also take a screenshot of your website, save it as a graphic file and upload your website as a visual. Have you written articles for your blog? You can post a photo with a link to an article. Just be sure to add visual aids to your profile to make it stand out.

Tip: Be creative and mix up your visual content. Add some photos, some video, a slideshow, etc. And...a real tip here... be sure to change the content of your visual content often. Every time you create visual and add content, LinkedIn publishes your profile on **the wall of all your connections!**

# 13 EXPERIENCE NECCESARY



The experience section of your profile is where you will list your employment history. But please don't just copy and paste your resume into this section. This section can be much more than a boring resum2e and if you use the tools and tactics provided, you will be highly successful on LinkedIn.

Use this section to create a snapshot of yourself as a professional. Do this in a way that entices your reader to want more and tells your reader exactly what you can do for them. If you lose them with boring jargon, there is very little chance you will get a second chance with the reader.

You want to start this section with your most recent job position and work backwards. Ideally you will want 5 work experiences in this section, but **you must have 3** in order for LinkedIn to allow you to achieve a complete profile. If you have had more job experiences than 5, just chose the 5 most important. If you have worked for only one company for your entire career, you can use the same company and list it three different times with different job titles and accomplishments.

To start, go into the edit profile mode and scroll down to the experiences section. Click on "add a new position". It will first ask you for your company. Be sure to use the drop down and select your company if it is listed there. If a

company has a LinkedIn company page and you choose it from the drop down, LinkedIn will load your company logo in this section for you. It will also attach you to that company as an employee which will allow you to easily connect with co-workers later.

The next thing to fill in is your title. LinkedIn allows you 100 characters in the title field and you should use this to your advantage and use your industry keywords so that you can be found in searches! As an example, don't just list yourself as the "VP of Sales". Utilize industry keywords like this:

*VP/Vice President of Laser Cutting Machine Sales for the Metal Fabrication Industry*

Doesn't this explain to your reader exactly what this person does? People tend to just gloss over phrases like "VP of Sales" because it is not descriptive and really does nothing to give you insight into the person's job.

Next is the description field. Before you fill out this section, you need to make a list of what you do or did in this job position and what you accomplished. Again, stay away from business jargon and fluff that is meaningless to your reader. Let's look at an example.

Business Jargon example:

#### Custom Software Sales

- Software Sales Account Executive
- Experience in Business Intelligence
- Secure Mobile App Development
- Well Rounded Sales Background

Benefits Example:

#### Custom Software Solutions for Small Businesses

At ABC Company, I specialize in the sales of custom software tools and secure mobile apps for small businesses. The software is affordable and will help to improve and streamline business processes for companies that are tired of wasting time and money on repetitive manual tasks.

Can you see the difference it makes in taking the time to explain what you actually do in your job position and how it can benefit your reader, rather than just write jargon filled bullet points? You want anyone who is reading your experience to understand it, not just those in your industry. You never know where your next opportunity can come from.

It is okay to use bullet points by the way, if you are more comfortable with that style of writing. However be sure to list your bullet points as benefits or accomplishments so there is something in it for your reader. To use the same example:

#### Computer Software Solutions for Small Business

- At ABC, we specialize in custom software and secure mobile apps
- Our goal is to streamline your business tasks to make your job easier
- We have helped over 500 small businesses save time and money
- Our company has longevity and has been serving customers for 35 years

You will also notice the bullet style above. LinkedIn provides a text only platform but you can get around this with bullets. You can use keyboard short cuts, but the easiest way to use unique bullets is to find the bullet on the web and just simply copy and paste it into LinkedIn.

To summarize, the main points of the experience section are to utilize as much of the 100 character title that you can and write your descriptions in a language that everyone can understand. If you do this much, you will be way ahead of your competition. Make your experience section into compelling benefits or accomplishments and be sure to let the reader know exactly what you can do for them.

One last tip on this section. Remember the lesson on the Professional Portfolio where you learned to add visuals to your profile? Well, this is one of the sections that LinkedIn will allow you to use visuals, so use that to your fullest and make the best of the opportunity. Add line cards, product pictures, pdfs, brochures, certificates of accomplishments and more to your experiences section.

# 14 SKILLS AND ENDORSEMENTS



The skills and endorsements section of LinkedIn is relatively new. You add your skills to your own profile and other users who know you (called connections) can endorse that you possess these skills.

Here is how to add skills to your LinkedIn profile:

You can add and remove skills from the *Skills & Endorsements* section on your [Edit Profile](#) page. Maintaining a relevant list of skills on your profile will help others understand your strengths and match you with the right opportunities.

To add skills in your *Skills & Endorsements* section:

1. Move your cursor over *Profile* at the top of your homepage and select *Edit Profile*.
2. Scroll down to the *Skills & Endorsements* section and click the Edit icon in the upper right.
3. Type the name of a skill and then choose it from the dropdown list that appears. If your skill doesn't appear, completely type in the skill name in the field.

4. Click *Add*.

5. Click *Save*.

Linkedin will allow you up to 50 skills on your profile. In this case, I don't recommend that you add all 50. You want to choose the skills that are most important while being accurate. You don't want to over-list or look like you are trying to spam Linkedin with these keywords.

However, **you must have a minimum of 3 skills to reach All-Star Status.**

Linkedin will let you type in whatever you choose when adding a skill. However, the key here is to start typing your keyword for your skill and see what Linkedin comes up with. When possible, it is best to choose the suggested form of a word that Linkedin fills in for you. For example, if you are trying to type in "copywriter", but Linkedin fills in "copywriting", you should choose Linkedin's form of the word.

Linkedin uses their version of skill keywords to match you with other users and this will become very important when you get to making connections. Also, when you start to get endorsements, Linkedin will list the skills with the most endorsements first. Skills without endorsements are listed in the order that they were added. There is no way to make a skill without an endorsement appear higher than those with endorsements.

Here is a screenshot of Sales Expert and Guru, Jeffrey Gitomer's skills and endorsements section of his Linkedin profile:

**Skills & Endorsements**

Top Skills

- 99+ Social Media Marketing +
- 99+ Sales +
- 99+ Marketing +
- 99+ Leadership +
- 99+ Lead Generation +
- 99+ Marketing Strategy +
- 99+ Sales Management +
- 99+ Sales Process +
- 99+ Selling Skills +
- 99+ Public Speaking +

Jeffrey also knows about...

- 99+ Customer Service +
- 99+ Business Development +
- 99+ Customer Satisfaction +
- 99+ Customer Retention +
- 99+ Team Building +

Also note that once you get 99 endorsements on a skill, LinkedIn stops showing you the exact number of endorsements and lists the endorsement as 99+.

Hint: You should take the time to study [Jeffrey Gitomer's LinkedIn profile](#). It is one of the best I have seen and he uses the Professional Portfolio to maximum the effects. His LinkedIn profile definitely stands out from the crowd and lets you know he is a forced to be reckoned with!

# 15 EDUCATION



The education section of your LinkedIn profile is pretty self-explanatory. Here is how you edit this section:

You can add or change information in the Education section of your profile from the [Edit Profile](#) page. If no schools are listed, the Education section will not appear when others view your profile.

To review your education information:

1. Move your cursor over *Profile* at the top of your homepage and select *Edit Profile*.
2. Scroll down until you see the full *Education* section of your profile.
3. Click the Edit icon next to the school information you want to update or remove, or click *+ Add Education* to add a new school.
4. Type the name of your school, then select the school name from the list that appears.
  - To be included in the alumni data or add recommendations on your school's [University Page](#), a school must be selected from the dropdown list.
5. Click *Save*.

In order to achieve All-Star status on your LinkedIn profile, **you must have at least one school listed**. So, make sure you have something in this section.

When possible you want to type in the name of your school and select the school from the list that appears on LinkedIn. By selecting your school from the dropdown list, you will be included in the alumni data and this will help you get connections later on. You also have to select the school from the list if you want to add recommendations on your school's university page. If you select your school from the list, LinkedIn will automatically add the logo of your college or university.

If you didn't attend college, then use your high school information and type in the name of your high school. If you were home schooled, you might try typing in your last name and then the keywords "high school". So, for example, Smith High School, if your name is Vicki Smith.

Just remember, you **must have at least one school** in this field to achieve All-Star status, so if all else fails, you could just add the "School of Hard Knocks". It fills in the profile section and shows you have a sense of humor.

# 16 INTERESTS AND PERSONAL DETAILS



The additional information section of your LinkedIn profile contains three areas, interests, personal details and advice for contacting you.

## **Interests**

Add interests outside of the business realm here to show that you are human. Some ideas are reading romance novels, skiing, hiking, sky diving, yoga, going to Cleveland Browns football games, etc.

You can be descriptive by adding phrases just like I have shown you above. This not only shows the human side of you, rather than just the workaholic, but these interests can also help you tremendously when you go to get connections, so be sure to fill out some of your interests and add them here.

## **Personal Details**

Your personal details section of your profile allows you to add your birth date and your marital status on LinkedIn. Fields in this section will only be visible if you add your information. This section does NOT show up on your public profile (which we will discuss in just a bit).

When you enter details into the personal details box, you can click on the padlock icons there and that will allow you to control the visibility settings for

this information. You can choose to make this information visible to your connections (1<sup>st</sup> degree only), your network (which is your 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> degree connections) or with everyone on LinkedIn.

### **Advice to Contact You**

I can't stress enough how important it is to make sure you complete this information. The point of being on LinkedIn is to make connections and network. How can you network if others can't contact you? You should enter the email address that you signed up for LinkedIn with in this section. You should also include a phone number where prospects can easily reach you.

If you want to add even more professional accomplishment sections on your profile (and I recommend you do), you can add additional sections by following this advice:

You can enhance your profile by adding sections for volunteering & causes, organizations, patents, projects, publications, skills, certifications, languages, courses, honors & awards, and test scores.

1. Move your cursor over ***Profile*** at the top of your homepage and select ***Edit Profile***.
2. Under ***Recommended for you*** on the right, click one of the suggested sections to add it to your profile.
3. Type in the information and click ***Save***. The section will then be added to the ***Background*** box on your profile.

# 17 START TO CONNECT



While advanced strategies on how to get connections and use LinkedIn is outside the scope of this book, LinkedIn does **require you to have 50 connections** in order to achieve All-Star Status.

So let's take a look at how to start getting connections. First, you need to understand how LinkedIn classifies connections.

On LinkedIn, people in your network are called connections and your network is made up of your 1st-degree, 2nd-degree, and 3rd-degree connections and fellow members of your LinkedIn Groups.

Here is how this works:

- **1st-degree** - People you're directly connected to because you have accepted their invitation to connect, or they have accepted your invitation. You'll see a **1st** degree icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn.
- **2nd-degree** - People who are connected to your 1st-degree connections. You'll see a **2nd** degree icon next to their name in search results and on their profile. You can send them an invitation by clicking **Connect** or contact them through an InMail or an introduction.

- **3rd-degree** - People who are connected to your 2nd-degree connections. You'll see a **3rd** degree icon next to their name in search results and on their profile.
  - If their full first and last names are displayed, you will be able to send them an invitation by clicking **Connect**.
  - If only the first letter of their last name is displayed, clicking **Connect** is not an option but you can still contact them through an InMail or an introduction.

**Fellow members of your LinkedIn Groups** - These people are considered part of your network because you're members of the same group. You'll see a **Group** icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or using your group's discussion feature.

Unlike other social media platforms like Twitter, where you can start following anyone, LinkedIn encourages you to only connect with people you know. There are ways to get around this which I talk about in my advanced strategies LinkedIn book, but let's just work on people you know for now, to get you to your 50 connections.

To start building your connections, click on the Connections tab on the top navigation bar. Then drop down and select "Add Connections. This gives you several ways to find connections. You start by entering your email address and LinkedIn will import your address book to suggest connections and help you manage your contacts.

Another way to find connections is to go to the Connections tab on the top navigation bar and drop down to "Find Alumni". This will bring up a screen with your schools on it and show other alumni from that school. Here you should be able to find classmates that you know and can connect with.

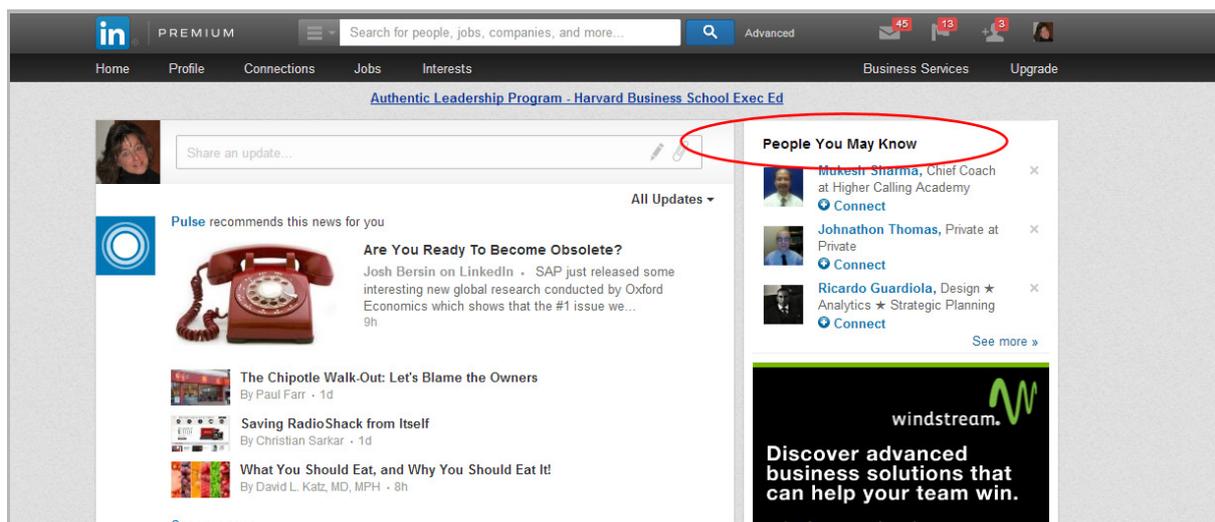
Try this tip. Go to the search bar at the top of LinkedIn. Just to the left of the search bar you will see a drop down box. Drop that down to "People" and then type in the city that you live in and search. This should bring up people from

your home town. This tip obviously works better for smaller towns than large cities as large cities will bring up much larger results to go through. Scroll through and find people you know to connect with.

You can also use drop down box to the left of the search bar to search for companies. Type in the company you currently work for and connect with your co-workers. Type in a company you may have worked for in the past and find past colleagues and friends.

An important part of LinkedIn is groups. You should search for groups in your industry or niche and join some groups. To do this, go to the search bar at the top of LinkedIn and use the drop down to the left of the search to drop down to "Groups". Type in keywords that bring up your industry or interests. The search will bring up groups for you to join. Once you join a group, you can find many people who share similar interests to connect with.

After you start to get connections, LinkedIn will then place a section on your home page called "People You May Know". This section will appear on the right side of your home page (see image below).



You should make it a daily practice to scroll through the "People You May Know" section and connect with the people you know!

To help get you started, I will be happy to connect with you on LinkedIn. Just visit my profile at:

[www.linkedin.com/in/tammyhomegardner/](http://www.linkedin.com/in/tammyhomegardner/)

If you send me a connection request, I will be sure to accept it. Please say hello and let me know how you liked this book.

# 18 THE POWER OF GROUPS



Your profile is the foundation of LinkedIn, connections are the lifeblood of LinkedIn, and groups are the heart of LinkedIn. Groups are where you will see the most interaction. It is the place where you can give something of value to help people and where others can help you. This is where you can fast track raising your “Know, Like, Trust” factor.

The power of groups on LinkedIn is truly amazing.



LinkedIn allows you to join 50 groups. While you can't actively interact with 50 groups, you should join at least 45 groups. My suggestion is to then apply the 80/20 rule and that means that you will end up active in 20% of your groups, 80% of the time. Or conversely, 80% of your groups will be visited 20% of the time.

Now you might be thinking, "Why would I waste my time joining groups if I am not going to do anything with them?" Here is why. All of the people who belong to a group you join become a part of your network. So, if you join a group that has 20,000 members, you just expanded your LinkedIn network by 20,000 people!

You should join large and relevant groups for the most part. You will want to join some networking groups, some groups relating to your industry and groups where your target market hangs out. If you have a local business, be sure to join groups based on your city and surrounding locations.

Here is a guideline of what type of groups you should join.

- ✓ Join 5 industry related groups.
- ✓ Join 5 groups on a topic that you don't know much about but want to learn about.
- ✓ Join 40 groups where your ideal target market hangs out.

### **How to Find Relevant Groups**

The easiest way to find relevant groups is to use the search box in the top center of your LinkedIn profile. You will notice a drop down box just to the left of that search box. Drop the box down and select "groups" and put in your keywords to search. Your results will automatically show up with the group that has the most members on that topic and then the rest of the listings will be in descending order.

From this screen, you can join a group or you can click on the group name and get more information about the group. You will be able to see the group members and scroll down to see if they are in the target market you are looking for. You can also view the owner of the group and more details about the group.

There are several factors to consider when joining a group:

- ✓ How many members are in the group? For the most part you will want to join large groups so that you can grow your network. However, you may come across a group that is smaller, but has highly targeted prospects for your industry. In that case, I recommend you join the smaller group.
- ✓ How many updates has the group had? This will tell you how active a group is. You don't want to join groups that have very little activity. That defeats your purpose to network.
- ✓ When you take a look at a group, make sure that the group owner has not posted a notice that states that the group allows no promotions at all. Very few groups do this, but if you come across this, you do NOT want to join this group. When group owners do this, they are doing it for self-serving purposes and want only to promote their own product and not reciprocate.

As an action item, go and search for your groups and join them. Be sure that the majority of the groups contain members of your target market and not your competitors. After you join your groups, start to participate in some of them by commenting and sharing.

# 19 FINDING TARGETED PROSPECTS ON LINKEDIN



To review, what we have done so far, you should have started making connections on LinkedIn with some “fast connect strategies” and you should have joined at least 40 groups. This should have expanded your total network to tens of thousands of people. You can check this by going to your home page of LinkedIn.com and scrolling about half way down the page. You will see a section that looks like this:

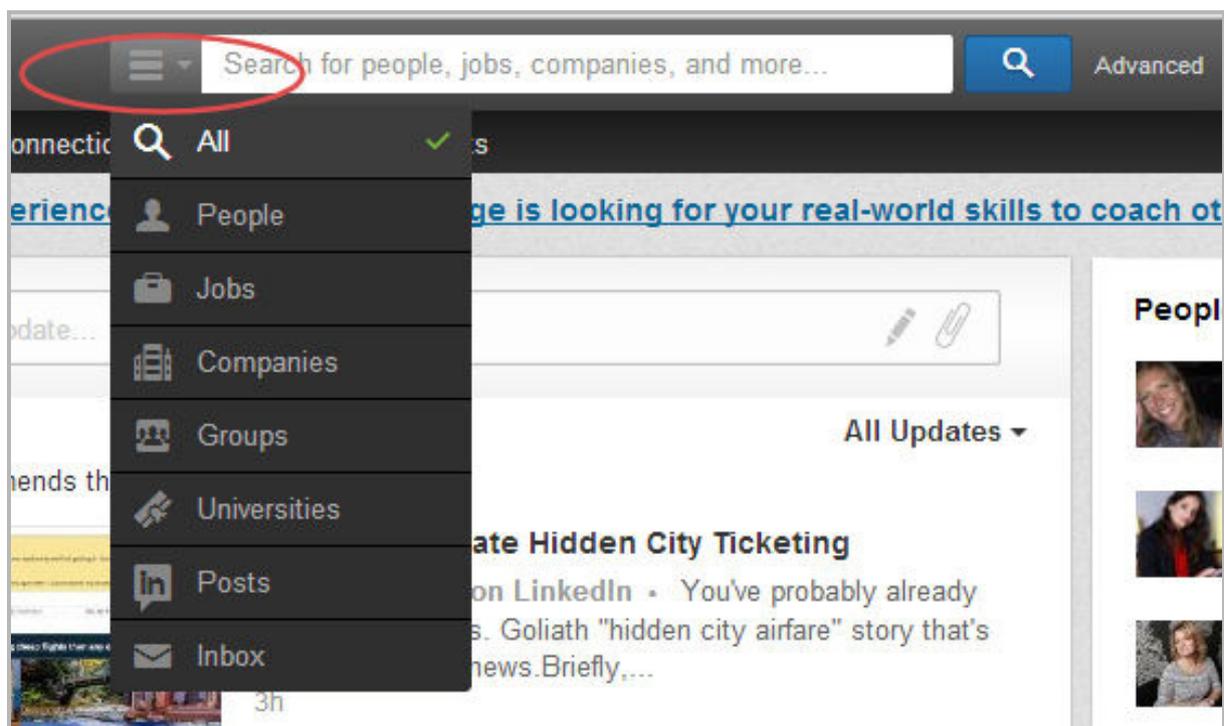


What this shows you is that this LinkedIn profile has 3,247 connections that they have made on LinkedIn. The second number shows you the total number of people in your network which includes your connections plus all of the connections in your groups. At this point you will probably only have a few

hundred connections, but that is fine to start. If you have joined 40 to 45 groups, you should have a fairly large number of people in your overall network at this point.

### Linkedin Broad Search

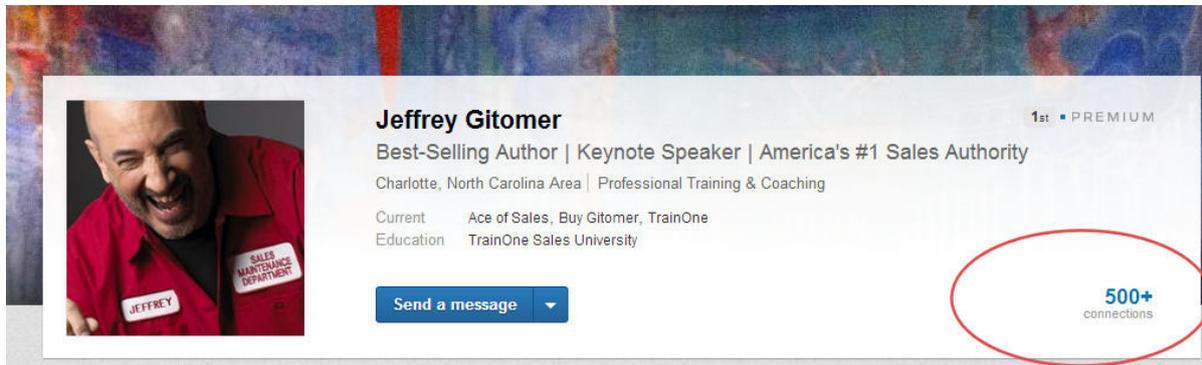
Linkedin has the standard search bar at the top center of your Linkedin account. You can type anything in that box and hit the search button to begin a search. This type of search will bring up a broad match. Linked has added a drop down box to the left of the search bar where you can make your search a bit more specific and this is a very helpful feature (see screenshot below).



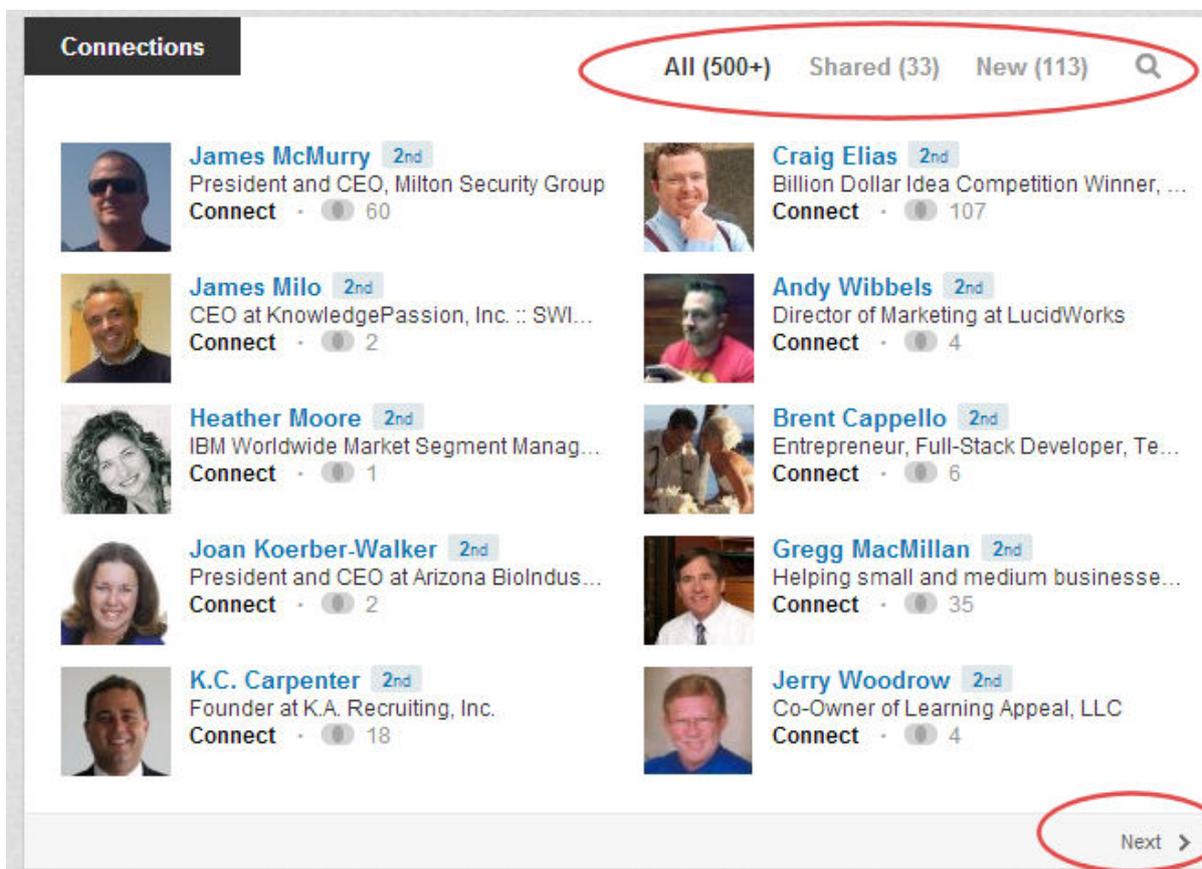
When you use this drop down, you can search by all, people, jobs, companies, groups, universities, posts and inbox. So, if you are only looking for groups, you should use the drop down, select groups and then type in the keywords that best describe the type of group you are searching for. This search will only bring up related groups and will filter out people, companies, etc.

Let me show you a secret way that I find targeted prospects by using a basic search to bring up people that I already know. You can find highly targeted prospects just from people that you already know by reaching out into their

network on LinkedIn. Here is an example. Let's bring up Jeffrey Gitomer, a world renowned sales authority guru, who is a first connection of mine. We then want to click on his connections (see screenshot below).



We can see that Jeffrey has 500+ connections and if we click on that, it will take us to connections and will show us the first 10 of his connections (see screenshot below).



There are several things to notice on this screen. First, you will notice that all of Jeffrey's connections are 2<sup>nd</sup> degree connections of mine (that is because he is a first connection). Next, at the top you will notice that we have the choice of viewing all of his connections, just those connections that we "share" or his "new" connections. I always just check to see that a person has new connections because this lets me know that they are currently active on LinkedIn.

We can also use the next button at the bottom right of the screen to view the next ten connections.

NOTE: To the right of the "new" connections we have the magnifying glass which is the search icon. This will come in very handy.

Let's use this search box that is located at the top of Jeffrey Gitomer's connections page. Remember, this search box will not be searching your entire network, but will only show results inside of Jeffrey's connections. So, in essence, your results will be "a friend of a friend".

Since I am an entrepreneur and author, other entrepreneurs may be interested in my information products. So, I am going to search all of Jeffrey's contacts for any entrepreneurs.

As an action item, go try some searches of your own. This method will bring up many highly targeted prospects for you to go through and connect with.

## 20 DIRECT CONNECTION METHOD



Now that we have gone over how to find targeted prospects, the next step is to start connecting with those people. How do we do this?

If you are interested in connecting with a prospect outside of the advanced search, you can use the direct connection method. However, in most cases you will need to search and find the persons email address in order to use this method. When you click on the blue connect button, you will get a new screen that looks like this:

**Invite Carrie to connect on LinkedIn**

**How do you know Carrie?**

- Colleague
- Classmate
- We've done business together
- Friend
- Other
- I don't know Carrie

**Carrie's email address:**

**Include a personal note: (optional)**

Hi Carrie: I came across your profile today and also checked out your website. You have now made me a fan. I am impressed with your business ideas and would be interested in connecting with you.

To Your Success,

- Tammy Homegardner

**Important:** Only invite people you know well and who know you. [Find out why.](#)

or

You will notice in this example that I have chosen to click the radio button beside the text “Other”. When you do that, the form asks for the potential prospect’s email address. LinkedIn will not let you send the invitation without a correct email address. Also notice that this method of sending a connection invitation does allow you to personalize the invitation and I have done so in this example.

Let’s briefly go over the other options that LinkedIn gives you on this invitation form.

**Colleague** - If you choose this option, LinkedIn will make you choose from a drop down list of any jobs that you posted to your profile. You will need to have past employment in common to use this option.

Classmate – If you choose this option, LinkedIn will make you choose from a drop down list of the schools that you added to your profile. If you did not go to any of the same schools as your potential prospect, you should not use this option.

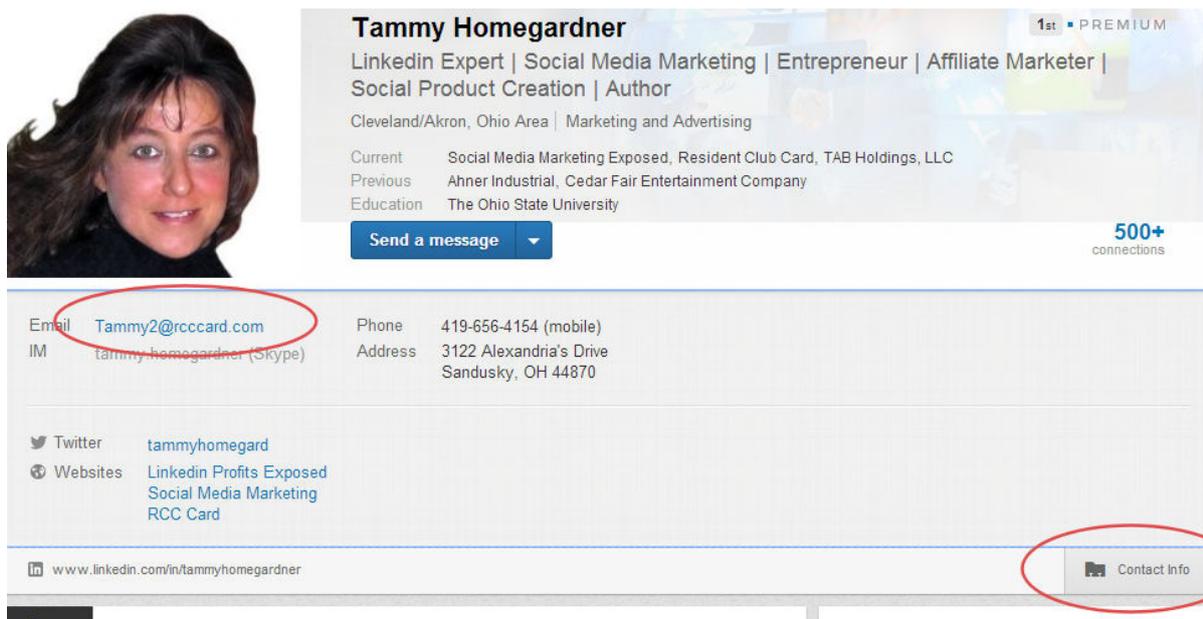
We've Done Business Together – This option will give you a drop down of companies that you have worked for to choose from. It is basically the same as colleague and if you haven't done business with the prospect, I don't recommend you use this option.

Friend – This is a dummy option from LinkedIn. If you try to use this option and send the request, you will get a message from LinkedIn stating that you have to have a connection with this person. Trust me, or try it yourself, but this option is useless.

Other – This option requires that you enter an email address belonging to the potential prospect. You can find email addresses for most people fairly easily and we will go over this in detail.

I Don't Know Carrie – This is another dummy option from LinkedIn and you certainly do not want to use this. Since LinkedIn promotes that you should only invite people you know or people who know you, they certainly aren't going to process your request if you check this option.

The best option to use is "other" unless you have a school, job or business past with the person you want to connect with. I suggest that you look for an email address in the person's LinkedIn summary. You should also check their contact information on their profile (see screenshot below).



**Tammy Homegardner** 1st • PREMIUM  
LinkedIn Expert | Social Media Marketing | Entrepreneur | Affiliate Marketer |  
Social Product Creation | Author  
Cleveland/Akron, Ohio Area | Marketing and Advertising

Current Social Media Marketing Exposed, Resident Club Card, TAB Holdings, LLC  
Previous Ahner Industrial, Cedar Fair Entertainment Company  
Education The Ohio State University

Send a message 500+ connections

Email [Tammy2@rcccard.com](mailto:Tammy2@rcccard.com)  
IM [tammy.homegardner \(Skype\)](#)

Phone 419-656-4154 (mobile)  
Address 3122 Alexandria's Drive  
Sandusky, OH 44870

Twitter [tammyhomegard](#)  
Websites [LinkedIn Profits Exposed](#)  
[Social Media Marketing](#)  
[RCC Card](#)

[www.linkedin.com/in/tammyhomegardner](http://www.linkedin.com/in/tammyhomegardner) Contact Info

You click on the contact info tab on the right side of a person's profile and look for an email address. If you don't find an email address, you will see "websites". I suggest you open the websites in a new tab and search for a "contact us" page to find an email address. It may take a few minutes of work to find the email address, but I have found that the direct connect method WITH personalization is a highly success route to go and is worth the time and effort.

# 21 PERSONALIZING YOUR LINKEDIN CONNECTION REQUESTS



One of the most important “best practices” when it comes to LinkedIn is to personalize. Personalize all requests to other LinkedIn members, when you have the opportunity. Period.

People are far more likely to accept your connection requests if you let them know:

- how you know them,
- who you know in common,
- what interests you have in common,
- or, why they should connect with you.

This is especially important when you are attempting to connect with people you have never actually met or do not know.

One thing to note: at this stage of your LinkedIn marketing, things are not about you or your products. There should be absolutely no selling at this point.

Anything you send to your connections should be for their benefit and not your own. Most people break this rule and it is one of the main reasons that they are not successful on LinkedIn. They go in and just try to sell right out of the gate which will turn prospects off, cause them to disconnect or worse...report you for spam.

You have to build relationships before you try to sell. It is really that simple.

As of this writing, LinkedIn allows you 300 characters for each connection request. It is always good to put the person's name in the message so that they don't think it is just a canned email that you copied and pasted in.

The trick in personalizing the messages is to find some common ground that you have with the prospect and capitalize on that. This can be an industry, business, location, group, etc. You can then use that as a common ground and a reason why your prospect should connect with you.

Here is a sample personalized message that you can use and insert your common connection:

Hi (insert name here),

I came across your profile and noticed that you are (insert "in the \_\_\_\_\_ field", "live in \_\_\_\_\_" here). I, too, am interested in (insert field or interest) and I would like to connect with you so that we might share interests, ideas and information. I look forward to hearing from you.

(insert your name here)

Time to take action. Go search for highly targeted prospects and begin making connections with them with personalized messages.

# 22 SECRETS OF USING GROUPS



The main secret to using groups is to post valuable content regularly and put a link back to your website or blog as often as you can in your posts. There is always power in numbers and this is why we will tell you that the power of LinkedIn lies in the groups.



Out of all your groups, start out by choosing 5 that you are going to concentrate on. These should be groups where your target market hangs out. To see all of your groups, hover over “interests” on the nav bar and chose

groups. You will then need to click on “view more” to have all of your groups display.

The idea is to network and become an expert and informational asset to all your target market so that they will connect with you and you can form relationships with them.

You can post entire articles that you have written or give them a synopsis and lead them to your website. The point is to give them something of value while you gain expertise and trust.

Since you want to post often, you don't always have to post things that you have written. You can find articles written by other people that you think are helpful. Just write a catchy headline and state in the message box that you found a great article that you thought they would find beneficial and then paste the article. Be sure to give credit to whoever wrote the article or where you found it. After you hit send you can go in and comment on your own post to get a discussion started and highlight a point in the article or ask people what they thought on the topic. This is another great way to use groups and engage with them.

You don't have to post an article or new content every day, but I suggest that you go into your groups once a day and make a post of some kind to keep your name in front of people. Besides adding content, you can make valuable contributions by posting comments to other people's posts, asking questions to start conversations or answering questions that others have asked in your groups.

# 23 TIPS & TRICKS TO SOCIAL SELLING



**Social selling basically refers to finding and connecting with your target market prospects via social media with the intent of increasing sales.**

After you have established yourself as an expert and gained the trust of your prospects, you need to move the relationship off of LinkedIn. This is where we are going to subtly start our selling processes. The easiest way to this is to direct people to your website and get them to sign up for your mailing list.

If you have a blog, you should have a sign up of some sort (for your newsletter, tips, etc.) in the right sidebar of your blog on all of your pages. Once people sign up, you now have their email address and they have been added to your mailing list. You can begin to start emailing them on a regular basis.

You should also have something of value to give away in your niche, such as an email course, a free eBook, free infographic, etc. You need to set up a squeeze page to give this gift of value away. If you are not tech savvy, you can hire someone very inexpensively to set up a squeeze page for you. The squeeze page will offer something for free to your prospects once they sign up to receive it. Here is an example of one of my simple squeeze pages:

## Free Ebook Reveals 16 Mistakes That Can Kill Your LinkedIn Profile...



Enter your name and email below and click the button to get started now...



**Get Instant Access**

We value your privacy and will never spam you

Using the example free eBook above, I could post a short article to one of my social media groups with one or two mistakes people make on their LinkedIn profile and then direct them to the squeeze page to get my free eBook that contains all 16 mistakes.

I could also message some of my top connections and just offer them my free eBook as a gift to them with no strings attached and send them to the squeeze page.

There are many ways to do this, just be creative and get your message across. You will soon see your inbox fill with messages from prospects and your invitation box will be on auto-pilot!

# 24 CONCLUSION



If you have followed all the steps in this book, your profile should now be rated as an All-Star! You should have also gotten initial connections from friends, colleagues, alumni, co-workers, etc. You should have joined many groups and started participating and contributing. You should have started a daily plan to get new contacts with personalized requests. The next step is to get out there and really start networking!

If you REALLY want to be an All-Star on LinkedIn and start turning out a profitable networking machine quickly, you need to get my [next training course](#) on how to get all the profits you can out of LinkedIn. My next course contains advanced strategies as well as secrets and tips that not many people know about using LinkedIn and making some real money.

You have seen the statistics that prove why LinkedIn is so important to professional businesses, you have seen a little of what tools are available, and the direct benefits the site has to offer. Now it is time for you to learn how to USE LinkedIn to get real RESULTS and make it work for you!

**Are you ready to start gaining massive exposure, drive tons of traffic and build your brand quickly for a MASSIVE increase in profits for your business?**

If so, then you need to get my next ebook and training course below:

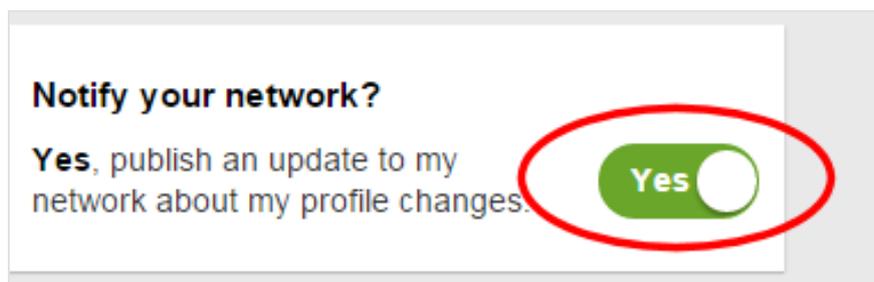
**[-> LinkedIn Exposed: How To Get Real Results  
And Make HUGE Profits with  
LinkedIn Strategies<<](#)**

P.S. Now that you have achieved All-Star Status, it is time to let the LinkedIn world know. I promised to remind you to turn your Activity Broadcasts back on and it is time to do that.

1. Put your cursor over the small photo of yourself (or the placeholder if you have not yet uploaded a profile photo) that is located in the upper right hand corner of your LinkedIn profile.
2. Chose "Privacy and Settings" on the drop down menu.
3. When the new page opens, look in the center of the screen and you will see a heading that says "Privacy Controls".
4. Just under that click on the phrase that says "Turn On/Off Your Activity Broadcasts".
5. Checkmark the phrase "Let people know when you change your profile...".

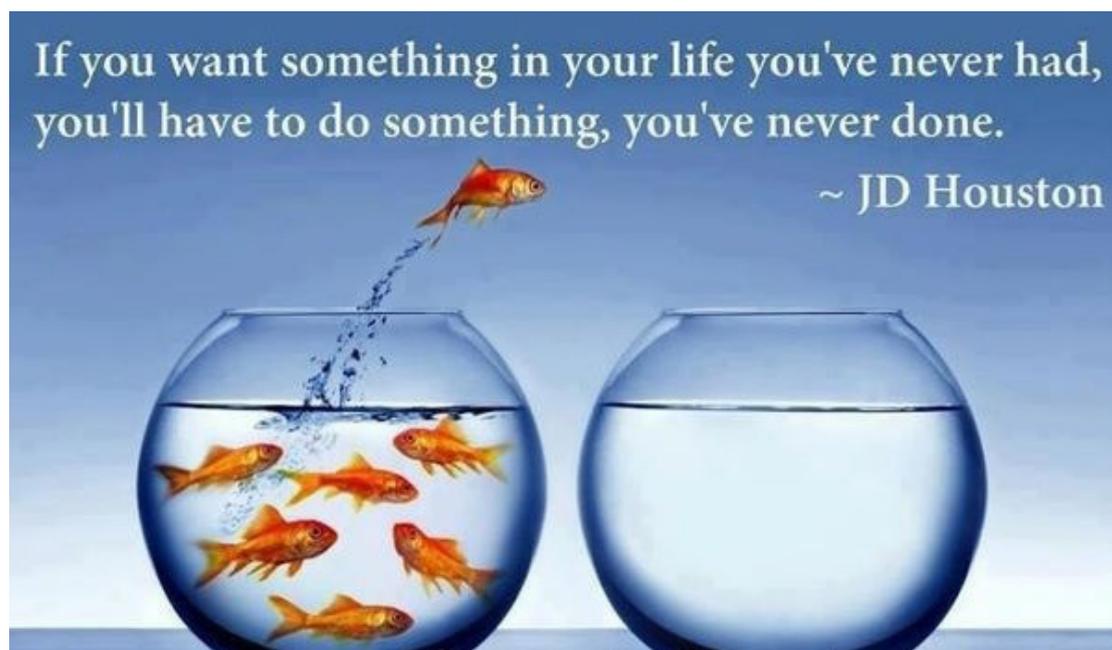
NOTE: During the writing of this book, LinkedIn made some changes to the Edit Profile page and there is a more simple way to do this. Just go to your "Edit Profile" screen and under your network on the right you will see "Notify Your

Network” (see screenshot below). There is a green button that you can toggle to turn your network publishing on and off.



Tip: Every time you update your profile with the activity broadcasts on, LinkedIn will share your profile with all of your connections! My advice is to change something on your profile or add new photos at least once a month to stay noticed.

The final thought that I will leave you with is that LinkedIn is like most things in life... the more you put in, the more you will get out of it. While it is true that LinkedIn will become a networking machine on autopilot after you establish yourself as an expert, you always want to give and to push yourself further.



To your success!