

Leveraging the Power of LinkedIn



Top 5 Reasons Why You Should Be On LinkedIn

- 1. Millions use it!** With over 380 million members, LinkedIn is the world's largest professional network. They gain 2 new members every second!
- 2. People are researching you.** All kinds of people use all kinds of ways to learn about you. LinkedIn gives you an opportunity to control what they discover about your strengths and, more important, about your brand.
- 3. It is the most efficient way to manage and grow your network.** Stay connected to past and current colleagues, learn what people are working on and sharing. Celebrate their promotions and career movement. Share expertise, ask questions, and learn best practices.
- 4. It is packed with invaluable resources.** LinkedIn helps you expand your success by offering crucial connections and expertise. Want to solve problems that can't be solved by the people in your department? Need to open doors with cross-functional teams or partners? Need a vendor referral?
- 5. It is the ultimate personal branding platform.** LinkedIn provides one of the best opportunities to increase your visibility and credibility with members of your professional community. Now that you can add videos and images in your summary and work experience fields, you can develop a truly three-dimensional view of your brand.

LinkedIn Headline

Don't use the LinkedIn default headline. Make your Headline work for you. Think of your Headline as something that gets you noticed and opens doors, as a value statement, as the future, not the present. It's your opportunity to stand out from the crowd.

Elements of a great LinkedIn Headline:

- Highlights top accomplishments or areas of expertise
- Describes how you can help others
- Short and Impactful

Samples of Effective Headlines:

1. Enhancing revenue by exploring social media channels ★ Forbes Top 50 Influencer ★ Keynote Speaker, Author, Consultant
2. Experienced Internet Retail, Advertising and Marketing Senior Executive
3. Video Producer ★ Travel Video ★ On-Camera Host ★ Motivational Speaker ★ Marketing Trainer ★ Online Media Consultant
4. Executive Coach | Leadership Development | Business Performance Coaching | Business Communications
5. Executive Recruiter Specializing in Online Media

Now it's your turn, in the space provided, create your own headline using 15 words or less.

LinkedIn Summary

Your LinkedIn summary is one of the most valuable pieces of real estate you've got when it comes to showcasing your authentic, genuine, and amazing self. It's the place where you get to be more personal than on your resume or in a job application.

4 Important Elements of a Great LinkedIn Summary

1. Engaging and Original

This section is, truly, your playground. You have 2,000 characters available to you—use them to tell your story, in your own words. What do I mean by “tell your story?” I mean, take the opportunity to showcase who you are as a professional and what makes you interesting, memorable, and extraordinary. Begin with a captivating hook and then reel the audience in with your authentic narrative.

For instance, instead of beginning with:

Detail-oriented business analyst with strong problem-solving skills.

How about:

I was the kid who didn't break apart my Rubik's cube so that I could get all the colors lined up—I was the kid who solved it. And I've not stopped taking on impossible, beat-your-head-against-the-wall challenges since.

2. Written in the First Person

LinkedIn is designed to facilitate conversation between people. And it's far easier for visitors to your profile to imagine having a conversation with you when you write the summary in the first person. Yes, go ahead, leave in the “I's,” the “me's,” and the “my's” in your LinkedIn summary. This conversational tone will resonate with your current and potential connections so much better than if you pontificate your entire summary in the third person.

3. Angled Toward the Specific People You Care About the Most

Before you write a single word in that summary, ask yourself this question:

Who am I talking to?

If you have no idea who you're most interested in influencing (and what they're going to be looking for), it will be a lot harder for you to craft a message that showcases you in a way that aligns with your most important audience. And what will this audience want or need to know about you? How will you capture their attention?

Remember that your entire LinkedIn profile is a marketing document, one that showcases your professional strengths to a specific audience. Who is the audience to whom you're marketing your talents?

4. Clear on What You Want the Reader to Do Next

It's called a summary section, but by all means, don't simply use the LinkedIn summary to outline who you are; spell out to your network or visitors what you're looking to accomplish, and what you'd like for them to do next. Give them a compelling reason to connect.

And again, it can be engaging (and, yes, even humorous). Consider something like:

I'm always looking for a new problem to solve, so if you've got a doozy you need hand with, feel free to contact me directly at joesmith@gmail.com.

Four LinkedIn Summary Styles and Examples

The Personality Summary

When I was 21, I climbed Mount Everest. Not metaphorically—I literally climbed the highest mountain on Earth.

While I was hiking, I thought about quitting approximately 5,000 times. (And that's a lowball estimate.) But despite the high winds, low altitude, mental and physical fatigue, and trail mix overdose, I kept going. I'm that person. Once I say I'll do something, it will happen.

Now, I put that perseverance to work as a senior account manager for Polar. I don't have to climb any mountains...but I do have to move them.

I'm well-versed in negotiations, planning and development, relationship management, operations, and logistics coordination and scheduling.

If you're interested in grabbing coffee and talking shop (or to hear how I almost fell off the mountain at 27K feet), please send an email my way."

If you're really looking to hook people, begin with an anecdote that demonstrates one or two key personality traits.

Because this type of summary focuses more on soft skills than on hard skills, it's ideal for two types of users: the networkers and the less-experienced. If you're using LinkedIn primarily to meet new people, rather than get a job, this makes you seem like an interesting person to know. You'll likely see an increase in the number of connections you make, as well as the number of people who accept your coffee invites.

And it's also great if you're still a student or relatively new to the professional world. Instead of being confined to a short, two or three sentence bio explaining what limited experience you have, you can flesh out your character traits to help people learn more about you.

The Short and Sweet Summary

I have over 15 years of experience working in data science. Currently, I work as Asana's Senior Data Manager, improving products and services for our customers by using advanced analytics, standing up big-data analytical tools, creating and maintaining models, and onboarding compelling new data sets.

Previously, I was the Chief Data Scientist at Guru, where I analyzed data from some of the biggest enterprise and networks in the world to educate the market on long-term internet trends.

Competencies: data science, machine learning, cloud computing, Hadoop, Python/Java/R, network protocols

The short and sweet summary is a smart choice for professionals in conservative or technical industries. For example, if you're a lawyer, you want to make it easy for people to see how long you've been practicing law, what your qualifications are, and the type of work you specialize in. (Plus, getting too creative might undermine your credibility.)

Whatever the case, a short and sweet summary should include your current role, previous positions (if they're relevant or notable), and your skills.

The Blended Summary

I'm a talent acquisition specialist with an interest in building the most effective workforces possible. For over 20 years, I've been helping businesses find their perfect hires. I also do consulting on compensation and benefits, new hire processes, and company culture.

When I'm not on the job, I love hiking with my dog, working my way through every recipe in the family cookbook, and indulging my love for seeing new places.

If you'd like to learn more about how my specialties please reach out via email (janedoe@gmail.com).

As the name suggests, this summary is a blend between the personality and the mission versions. It's perfect if you want to get straight to the facts, but you also want some levity in your description.

I'd suggest it for professionals in more creative industries and people whose work involves lots of other people (think sales reps, managers, or HR specialists).

To make this work, begin with your current job and a couple work accomplishments or highlights, then add some “fun facts.” However, make sure they're not too fun—“I love karaoke (ask me about my Mariah Carey cover)” is fine. *When in doubt, leave it out.*

If you need more help nailing the perfect tone for this one, just imagine you're talking to someone you just met at an industry event. Keep it light, fun, and professional.

The Accomplishments Summary

I'm a multi-disciplinary graphic designer who's delivered creative and engaging solutions across brand identity, print, packaging, and digital media.

In 2013, my online brand campaign for the Dorsey Children's Hospital won a GDUSA award, one of the most prestigious honors in the graphic design industry.

My work has also been featured in Creatique Bloq, Compound Magazine, and on the Creative Review blog.

Skills: logo design, web design, branding and identity, typography, UI design, packaging, CSS, HTML, InDesign, Photoshop, Illustrator

The accomplishments summary helps set you apart by highlighting your key work accomplishments. And you're not limited to awards, speaking engagements, or positive press. Something like “I planned and implemented a new social media strategy that tripled our online engagement in six months” works too.

It doesn't matter which summary type you choose—having a well-written, thoughtful one will do wonders for your LinkedIn goals.

LinkedIn Summary Practice

Practice creating your LinkedIn summary and fill in the 3 main elements.

Hook:

What your interests or talents are (written in first person, conversational):

A compelling reason to connect:

LinkedIn Recommendations and Endorsements

Which are more important to your LinkedIn profile, Recommendations or Endorsements? Answer: Both.

Including endorsements and recommendations in your profile is a great way to complement and confirm the skills and experiences you've listed while also catching the eye of potentially interested professional parties.

LinkedIn has made endorsements easier to manage by allowing you to highlight the skills and strengths you're proudest of. They also rolled out a refreshed recommendations management page designed to make it easier to manage your recommendations and recommendations requests. You can also now reorder your recommendations – moving your best recommendations to the top of the stack for each experience.

| LINKEDIN RECOMMENDATION | LINKEDIN ENDORSEMENT |
|---|---------------------------------|
| Written treatment | Mouse click |
| Documents an experience with you | Devoid of details |
| Offers deeper insight into your professionalism | A surface level acknowledgement |
| Deliberate, focused and planned | Reflexive and serendipitous |
| Active validation | Passive approval |

Endorsements: A LinkedIn endorsement is confirming your colleague's talents when it come to a specific skill or trait. These votes of confidence add up and send a strong signal about your abilities to accomplish specific tasks. You can vouch for a skill listed on a connection's profile with a simple click of a button, or, if you feel they are missing a skill, suggest they add a new one (rest assured, you have a choice of whether or not to add that new skill to your profile if someone suggests one).

The right endorsements can go a long way in helping you establish your professional brand — and not all endorsements are created equal. For example, a Project Management endorsement from an existing colleague is more valuable than a similar endorsement from a high-school friend might be. It is therefore in your best interest to add the most appropriate skills to your profile and select the most relevant and credible endorsements to show.

Recommendations: Writing a recommendation lets you drill down into the how and why of your experience working with someone. The golden rule of powerful recommendations is "Show, don't tell". It's more interesting to read how Allison built and motivated her team to achieve stellar results instead of reading that "Allison is a great manager"? Always remember that the most compelling recommendations tell a story rather than provide empty statements.

A well-done recommendation should describe and give specific examples, whether they reflect someone's ability to excel under pressure, act as a compassionate leader, succeed as a collaborative team-member or business partner.

Example of a Strong LinkedIn Profile

Notice how this LinkedIn profile is **NOT** copied and pasted from a resume.

#1. Professionally taken headshot

#2. Attention Getting Headline

#3. Complete Experiences

#4. Connections, Contact Info, Customized URL

#5. Compelling, interesting summary, using a natural, conversational tone.

#6. Clear call to action so your reader can reach out and easily contact you

Donna Serdula
Writer of POWERFUL LinkedIn® Profiles Author ✓
Speaker ✓ Social Media Advisor Web Strategist ▶

Current Vision Media Donna Serdula, Social Media, LinkedIn Profile Writer, Facebook, & Twitter
Prev DesignPoint Solutions, Microdesk, CCC Information Services, Inc.

500+ connections

English | www.linkedin.com/in/todonna/ | Contact

BACKGROUND

SUMMARY

My name is Donna Serdula and I love helping people tell their story and build a POWERFUL professional brand.

My mission is to help professionals take control of their internet presence and present themselves in a way that inspires, impresses, and builds confidence in their abilities, products, and services.

Unfortunately, it doesn't matter who you are or what you do, it's not easy to write about yourself.

I hear it all the time, "I can't sell snow to an Eskimo / manage complex projects / lead exceptional teams... but sell myself."

Besides, who can find time to write about themselves?

You know this... People make a first impression with the world. If your LinkedIn® profile doesn't showcase your skills and portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn® profile stand out from the crowd?

Well, I do.

As a LinkedIn® Profile Writer & LinkedIn® Profile Optimization Specialist, I craft engaging, targeted, & highly compelling LinkedIn® Profiles that get you NOTICED & FOUND.

Stop trying to figure it out on your own and hire a LinkedIn® Profile Writer to turn your LinkedIn® profile

To learn more about my profile optimization services and pricing:
Visit → <http://www.Linkedin-Makeover.com/order-today>
Or call me: ☎ 215-436-9520 (Eastern Time Zone)

 EXPERIENCE

Owner • Social Media Strategist • Personal Branding • LinkedIn® Profile Writer • Writer

Vision Board Media
 August 2009 – Present (3 years 4 months) | Greater Philadelphia Area

Vision Board Media helps you to your business goals.

► What is your role?




#7. Experiences that describe your key accomplishments and how you impacted the organization

 VOLUNTEER EXPERIENCE & CAUSES

Causes Donna cares about:

- Animal Welfare
- Arts and Culture
- Human Rights
- Politics
- Science and Technology

#8. Volunteer Experiences & Causes

 CERTIFICATIONS

Motor Vehicle Physical Damage Appraiser

State of Pennsylvania
 January 1999 – January 2006

#9. Certifications

 EDUCATION

Rosemont College
 BA, Humanities
 1992 – 1996

Graduated cum laude. Majored in Humanities and German Literature. Would you like some fries with that? German tradition

#10. Education

 ORGANIZATIONS

National Speakers Association (NSA)
 Member
 May 2012 – Present

The National Speakers Association (NSA) is the premier organization for professional speakers. Since 1973, NSA has provided the most comprehensive resources and education designed to advance the skills, integrity and value of its members and the speaking profession.

 HONORS & AWARDS

Young Entrepreneur Profile
 Philadelphia Business Journal
 July 2010

The Philadelphia Business Journal is a weekly business-oriented newspaper published in Philadelphia, Pennsylvania.

The Philadelphia Business Journal is a weekly business-oriented newspaper published in Philadelphia, Pennsylvania.

#11. Organizations, Honors & Awards, Languages, Projects, Publications, Patents,

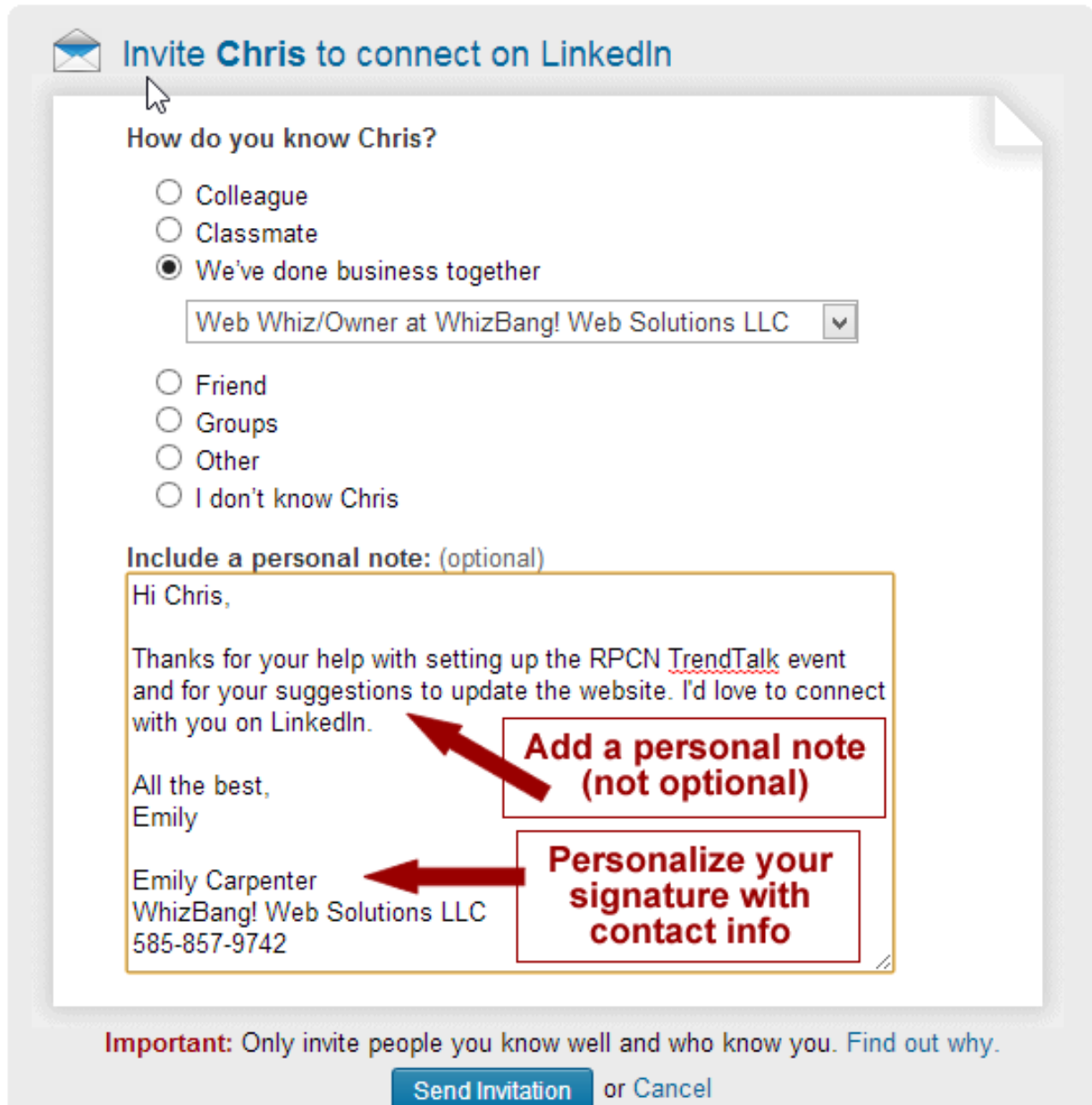
Warning: Possible Spam or Weak LinkedIn Profile


The image shows a LinkedIn profile for 'trayvon mcdonald' with several red callouts pointing to suspicious features:

- No business name:** A red box highlights the absence of a business name next to the job title 'caterer'.
- Fake picture:** A red box points to the profile picture of a young man in a red hoodie holding a cardboard box.
- No Connections:** A red box points to the '1 connection' indicator.
- Profile not filled out:** A red box points to the 'Experience' section, which only lists 'caterer' as 'Self-employed' from 'May 2010 - Present (3 years)' without further details.

Other visible elements include the URL www.linkedin.com/pub/trayvon-mcdonald/6b/a33/6a5/ and a 'Contact Info' button.

How to Properly Invite Someone to Connect on LinkedIn



 Invite **Chris** to connect on LinkedIn

How do you know Chris?

- Colleague
- Classmate
- We've done business together

Web Whiz/Owner at WhizBang! Web Solutions LLC

- Friend
- Groups
- Other
- I don't know Chris

Include a personal note: (optional)

Hi Chris,

Thanks for your help with setting up the RPCN TrendTalk event and for your suggestions to update the website. I'd love to connect with you on LinkedIn.

All the best,
Emily

Emily Carpenter
WhizBang! Web Solutions LLC
585-857-9742

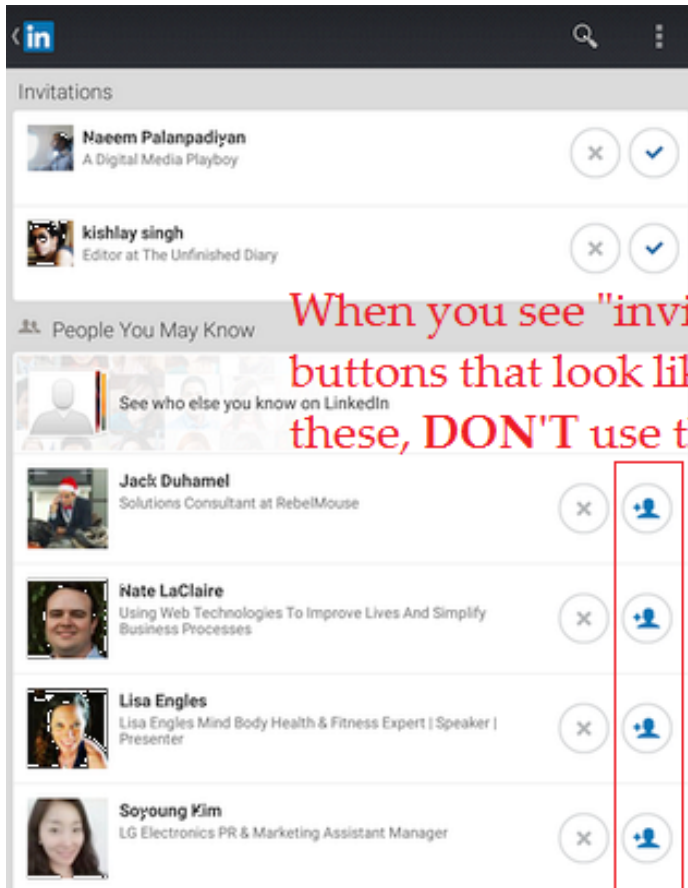
Add a personal note (not optional)

Personalize your signature with contact info

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

or

Warning: Do Not Send Generic LinkedIn Invitations



LinkedIn tip and
WARNING

When you see "invite" buttons that look like these, **DON'T** use them. They will send the **generic** LinkedIn invitation and there's no way to undo the action.

Example of Effective LinkedIn Headlines



Petra Fisher 1st • PREMIUM

I make LinkedIn PLAIN & POWERFUL for International Professionals & Executives ♦ Speaker ♦ Trainer ♦ The LinkedIn Addict

Amsterdam Area, Netherlands | Professional Training & Coaching

Current ▶ Petra Fisher | Corporate LinkedIn Training, ▶ Studytube, ▶ ASW

Previous ▶ Wijksteunpunt Wonen Oost | Dynamo, ▶ NT Department of Correctional Services, ▶ ICDL Training Services Darwin (ECDL Foundation)

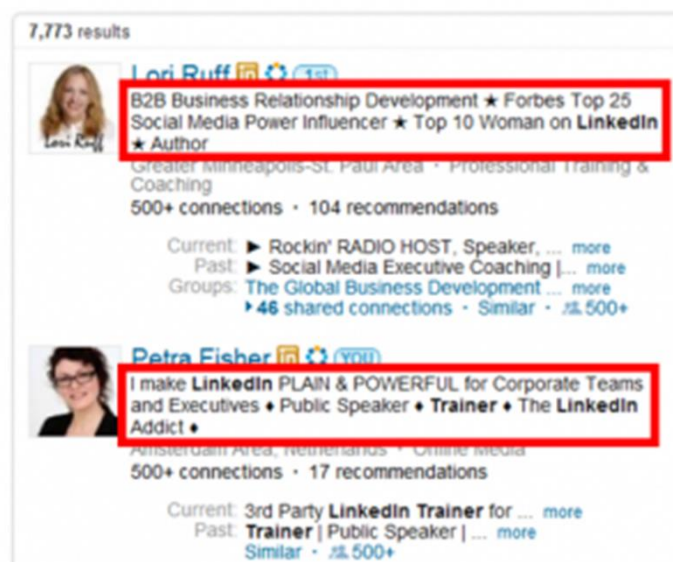
Education ▶ Cambridge University: Certificate of Proficiency in English (CPE)

[Send a message](#)

500+ connections

nl.linkedin.com/in/petrafisher/en [Contact Info](#)

7,773 results



Lori Ruff in + + (you)

B2B Business Relationship Development ★ Forbes Top 25 Social Media Power Influencer ★ Top 10 Woman on LinkedIn ★ Author

Greater Minneapolis-St. Paul Area • Professional Training & Coaching

500+ connections • 104 recommendations

Current: ▶ Rockin' RADIO HOST, Speaker, ... more

Past: ▶ Social Media Executive Coaching | ... more

Groups: The Global Business Development ... more

▶ 46 shared connections • Similar • 500+

Petra Fisher in + (you)

I make LinkedIn PLAIN & POWERFUL for Corporate Teams and Executives • Public Speaker • Trainer • The LinkedIn Addict •

Amsterdam Area, Netherlands • Online Media

500+ connections • 17 recommendations

Current: 3rd Party LinkedIn Trainer for ... more

Past: Trainer | Public Speaker | ... more

Similar • 500+