



Integrated Alliances

LinkedIn Profile InfoGuide for Business

The power of LinkedIn centers around connecting people with one another. Today we don't only sell our products and services, we sell ourselves.

Your LinkedIn profile enables people to get to know you, your experience and your business. It serves as your professional "landing page" and it leads to more business opportunities.

By following our simple "FIT IN and STAND OUT" principle, you can create a profile that generates business.



1. **FIT IN** with your keywords so people find you in searches
2. **STAND OUT** with your style so they want to reach out to you

As you refresh your profile, remember:

- ♦ Turn off "Share profile changes" so you don't share until you're finished.
- ♦ Use Word, Google Docs or equiv. to craft your text. Write. Edit. Repeat.
- ♦ Use ALL CAPS and symbols (| | ♦ ♦ ♦ ★ ☆ •) to emphasize key text



Catch Their Attention with your Profile Picture and Background Image

You have only a few seconds to impress people so they are inspired to read your profile. Use eye-catching photos to entice them to learn more about you.

Your LinkedIn photo is the MOST important part of your profile. It gives people a sense of your personality and professionalism. Make sure your picture looks good in the new round LinkedIn format and follow these rules.

- ♦ It's only you and your smiling face
- ♦ Dress in business professional attire for your industry
- ♦ Use LinkedIn's editing features to crop and enhance your photo online.

An interesting background image helps you truly STAND OUT.

- ♦ Showcase your business with an image provided by your marketing department
- ♦ Create your own image or find free photos online
- ♦ Show some personality, be genuine



Headline

Like a movie theatre marquee, your headline is what they first READ ABOUT YOU. Here you “advertise” who you are and what you do.

Be concise and show some style. Start with your title (and perhaps your company) and then mix in some action words, key phrases, and add a special graphic character or two to stand out even more.

Headline Examples:

Business Owner, Growth Specialist ♦ Helping Businesses Make Better Decisions

Senior Sales Executive, ShipCorp ♦ Software & IT Consulting Services, Problem Solver

VP of Sales, TransCorp ♦ Sales Planning & Implementation ♦ Delivering Solutions for Business Growth



Summary

Use your LinkedIn summary to tell your story and sell yourself.

- ♦ Think of your ideal prospect and write to them
- ♦ Use 1st person (I am...) vs 3rd person (Greg is...)
- ♦ Short 2-3 sentence paragraphs make it easy to read
- ♦ Try some bullets when you have a series of things to share
- ♦ Optimize the first 2 lines so they click to “See More”

A business converting summary should contain these items:

1. The problem(s) you and your business solve
2. The types of people or companies you help
3. Why you can solve their problems (experience, knowledge)
4. Close with a Call to Action - Invite them to connect or reach out to you
5. Include an Email and/or phone number to get the most action



Contact and Personal Info

This section is your business card - tell people how they can contact you.

You can list 3 website URLs. Select “Other” to add a custom label. Think about your prospect and where you want to send them.

Include your birthday (only month and day) and make it visible to your network.

On your birthday, LinkedIn will notify your network - a nice lead generator once a year.



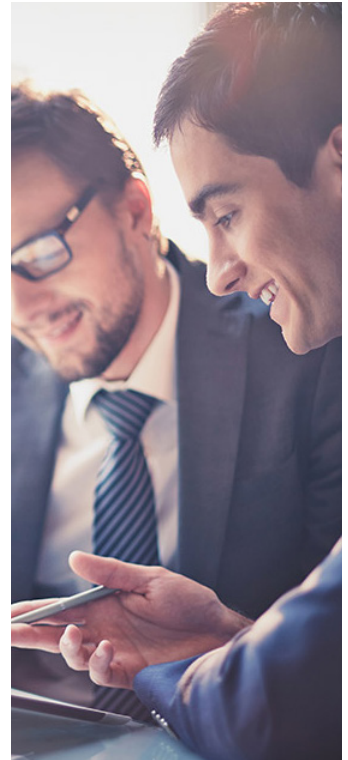
Experience

Your work experience is the second most important part of your profile. Use your CURRENT WORK experience to tell a story of your current business or position.

- ◆ Spotlight what problem(s) your company solves
- ◆ Make the text visually appealing - short and concise
- ◆ End with a CALL TO ACTION of who should reach out to you and how
- ◆ Add Rich Media (video, PDF file, PowerPoint of product/services)

For your remaining work experiences, write a description that focuses on skills that highlight your expertise in your current position. Formula for writing your work experience:

- ◆ Start with 1-2 sentences about the company
- ◆ Talk about your role and what you did to advance the work of the company
- ◆ End with any key accomplishments or special recognitions



Recommendations

People place high value on what others say about you. Recommendations from customers, superiors and partners enhance your profile. Strive for at least 5 current recommendations (within the past 2 years).

- ◆ You must be connected on LinkedIn to give or receive a recommendation.
- ◆ Ask them to describe in 3-4 sentences a specific project that you worked on together.

Rich Media

To showcase your products and services, you can add “rich media” such as a video, PowerPoint, PDF. Help your prospects meet you “virtually” with a 2-3 minute “Meet Me” video. Rich Media work best added to your current Work Experience and Summary.



Volunteer Experience & Causes

If you are currently active in the community include it on your profile under the Volunteering and Causes section. This adds a human touch to a sometimes stark profile. Use a similar description format as your work experience.

Accomplishments

LinkedIn provides additional sections where you can validate your expertise, which is especially important in some industries. The most popular sections are publications, certifications, honors & awards, and organizations (industry associations).



Education

Your Alma Mater may have great value, even schools you merely attended can help you create relationships.

In addition to college, include business or management training, technical training (i.e. Cisco), professional training (e.g. Dale Carnegie).



Featured Skills & Endorsements

As 3-5 skills are displayed, make sure they are the top skills relating to your current work. Additional skills (up to 50) are listed under "View More".



We Can Help You

Integrated Alliances (IA) has been a world leader in LinkedIn coaching and training since 2004. IA serves executives, business owners, high profile individuals, and sales teams in helping them drive new revenues with LinkedIn and Sales Navigator.

Mike O'Neil, CEO and Founder, is a 2-time Forbes Top 50 Social Media Expert, keynote speaker, published author, LinkedIn trainer, LinkedIn expert and social media industry visionary.

Laura Brandt is IA's lead on profile writing and message content. As a certified Social Media Strategist, she elevates LinkedIn profiles to strengthen the consumer-business relationship.

Get the other Integrated Alliances InfoGuides:

- ♦ [LinkedIn Sales Navigator InfoGuide](#)
- ♦ [LinkedIn Campaign InfoGuide](#)

Learn how Integrated Alliances can help you meet your goals by calling **720-897-8254** or visit www.schedulewithmike.com

