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## LinkedIn Profile Mastery

**How to get your LinkedIn account looking fabulous. Below are 10 TIPS to having a great looking LinkedIn account that stands out and magnetises your tribe with authenticity.**

### 1. Profile Pic

**Having an amazing profiles with photos gets 21x more views and 9x more connection requests.**

Your profile photo shows up **everywhere** on LinkedIn. From connection requests, to comments, to messages, to reactions, to your profile page. Pretty much anything you do on LinkedIn, your photo will show up next to it.

Your profile photo is your first chance to enhance your personal brand by putting a face to the name. And how you present yourself in your profile photo impacts how you're perceived on the platform.

Keep in mind, don't just choose any old picture, you should choose a GOOD photo.

Here are a few best practices:

1. You can either get a professional headshot or take a photo yourself. The phones these days have some fabulous cameras. Just make sure the light is facing your face.
2. Before taking the picture, close your eyes and imagine yourself connecting with the audience, then open your eyes and feel yourself connection with your tribe on Linked In and calling them on.
3. Be your authentic welcoming self, photos with smiles draw more people in.
4. Photo should be 400x400.
5. BE THE ONLY PERSON IN THE PHOTO. No family, teams, or pets.
6. Include your head and shoulders. Avoid full body pictures.
7. A good photo will allow someone to recognize you in real life
8. Choose a background that doesn't distract from your face.

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## 2. Headline

**Your headline... arguably the most important part of your LinkedIn profile.**

Even more so than your profile photo and having a great photo is pretty dang important. Your headline is the phrase that appears directly under your name. And everywhere your profile photo shows up, your headline does too.

Now there are **good ways** to use your headline to your advantage and there are **better ways** to use it.

If you're currently a Coach, Workshop Facilitator, Healer, whatever your title may be, if that's what your headline says... it's good, but not great. The reason it's not great is because your job title doesn't tell anyone what you do, who you do it for, or how you help.

That makes it harder for potential clients to recognize you solve a problem they have.

A compelling headline will create interest and will earn you more connections and business.

David Ogilvy (known as the father of advertising) once said, ***"On the average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar."***

Even though he's specifically talking about headlines on sales pages, it applies to your LinkedIn headline.

Many people on LinkedIn will look at your profile photo, then your headline, and after that decide if they want to connect with you or see if you can help them solve a problem.

If your headline tells people what you do and how you do it, you'll increase the likelihood of connections (being requested and others accepting your requests).

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You'll also increase the chances of people giving and referring business to you because they know exactly how you can help.

Here's a few tips to get you started:

- Begin with who you serve and how you serve them and the result that you provide, for example *“Empowering coaches, healers and therapists to have thriving private practices & businesses by training & certifying them in skills that transform & heal and teaching them how to consistently get paid clients.”*
- Include keywords in your industry or expertise.
- Avoid slang or "fluffy" words, for example, "creative, problem-solver, results-oriented, etc." They don't really mean anything and don't communicate anything special.
- And a few things to keep in mind about the number of characters
  - There's a 120 character limit for your headline.
  - You can get up to 240 characters if you edit your headline on mobile.
  - Note that only 80 characters appear in the search results on desktop, and 65 on mobile (before it's truncated), so keep the most important information at the front your headline.

## 3. The 'About' Section Of Your Profile

The real goal of your About section is to position yourself as a solution to your audiences problems and challenges.

**Here's a couple of tips to get you started:**

1. Write it in first person
2. There's 2,000 character limit, use all the characters you can and sprinkle in your targeted keywords
3. Write as if you are talking directly to your Soul Tribe
4. Stay true to your defined character and "voice"
5. Expand on your headline
6. Add media links at the end – they are a great way showcase your brand and expertise. For example, you can add links to videos, work portfolio, blog posts, podcasts, presentations, documents and photos. The first 5 links will also show up in the About section - so make the first 5 your best.

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## 4. Your Banner



The banner is the horizontal space behind your profile photo. The default LinkedIn design is a blue banner. It lacks oomph and lets your tribe know you haven't invested time in your profile.

LinkedIn is all about helping you showcase your personal brand and your banner is one of the best place to help visually show what you're about.

Most people are visual and can interpret images faster than text. So use this space to capture attention with an image that will increase interest in your profile and encourage them to connect and learn more about you.

Keep in mind the banner image:

- Should be 1584 x 396
- File can only be a PNG or a JPEG
- And make sure it compliments your profile and doesn't distract

And here's a few image ideas to get your creative juices flowing:

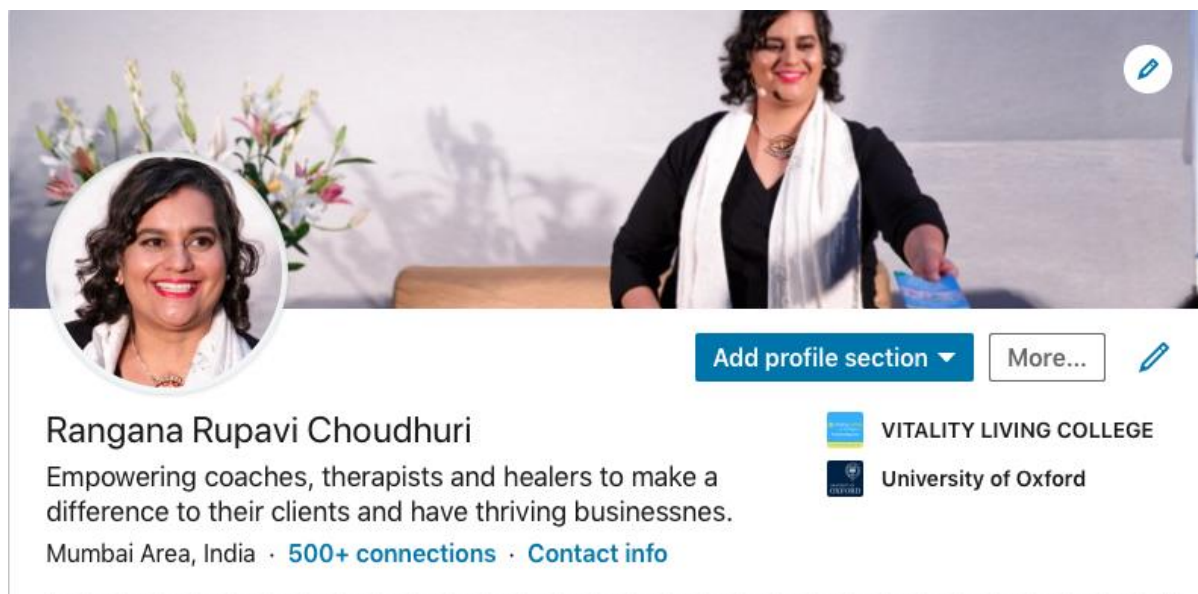
- Chose an image that showcases your purpose, mission, industry or expertise
- An image with text promoting a product, event, service or book
- An image of you doing what you do, for example: speaking, presenting, training, teaching & coaching

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## 5. Customize Your URL

Customizing your URL also makes it easier for others to find you and it's a better looking URL to add to business cards, emails and websites.

### To change your public profile URL:

1. Click the "Me" icon at the top of your homepage
2. Click View Profile
3. Click "Edit Public Profile & URL"
4. Click the edit icon next to your URL
5. Type the last part of your new custom URL in the text box
6. Click save

You can customize it to be anything that's not already taken. Ideally, your URL should be some version of your name.

If your name is already taken, try to add a hyphen, add your middle initial or name, try your last name first, etc. You may need to play around with it a little. I would **NOT** suggest using any numbers because that makes it look like it hasn't been customized.

**Important Note:** Once you update your LinkedIn URL, the old URL is dead. It won't redirect to your new URL, so make sure to update all the places your old

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URL may be and if you've already linked it to 100's of different places, it may cause more headaches than it's worth.

## 6. Share Your Story

Hands down... there is NOTHING more influential on LinkedIn than sharing a great story.

When you log into LinkedIn next, take second and look at posts that get a lot of engagement vs. those that don't seem to get any traction.

You'll notice the posts with the most engagement are usually stories.

Pause for a second and ask yourself...

Do you want to log in and only see posts that contain facts and figures, or would you prefer to read a story how someone in your network overcame a personal challenge, empowered a struggling team member, a story with a personal development insight or learning or hit a huge milestone in their life?

AND which type of post would prompt you to throw a reaction or comment on it?

People want to read interesting, unique stories about... YOU!

- How did you achieve your successes?
- How did you help others?
- How did you help your team?
- What failures did you experience along the way?
- How do you cope with struggles?
- What lessons did you learn?

Tell your story and be personal, authentic, and even a bit vulnerable. The more authentic you can be, the more engaging it is.

The more you practice, the better stories you tell.

Keep in mind, people want to interact with the **real** you, so even if the stories you tell aren't Pulitzer Prize worthy, as long as they're authentic and real, you should be just fine.

So let's get tactical on how to develop a great story.

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From what I've studied and learned there are a few common traits great stories on LinkedIn share.

1. Believable
2. Authentic
3. Relatable
4. Inspirational
5. Motivational

Write in the first person when you share your struggles, successes and failures. Be open. Then share the tips to overcome the pain and get the desired result. Explain the benefit of the desired result and the pain of staying the same. Inspire and motivate reflection, action and people wanting to reach out without asking them.

Those are the rules to creating a great story and the format taught is connecting captions works really well:

1. Fab opening
2. Relatable
3. Ending on a high note
4. Spacing
5. Focus

This framework works exceptionally well on LinkedIn posts, but does need a bit of tweaking when applying it directly to your profile, because your profile is you telling your story.

But keep in mind that your audience doesn't care as much about your story as they care about what your story MEANS for them.

Tell your story!

## 7. Make the Work Experience Enticing Share

When LinkedIn was created most people, including me!, simply copied and pasted their resumes onto their profiles. Listing responsibilities, tasks, duties and so on.

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There's nothing wrong with it, except... it's pretty boring.

Plus people do not want a resume.

They want to know about you, what you did and what makes you talented, unique and special.

One of the best ways to stand out is by telling a story through your work experience.

This accomplishes two subtle things.

1. Pulls potential employers or potential clients into a story about you
2. Keeps the story about YOU and what you've done, instead of focusing on the company you worked for.

This part is about letting your brand shine without bragging about you. Instead sharing how you did what you did and the outcome you got.

A few questions to brainstorm for those who were employed by companies:

- What were you hired to do?
- What challenges did you face while doing it?
- How did you overcome those challenges?
- What were your top 2-3 achievements?
- What were the biggest projects you worked on?
- What did you improve for your role, team, department, or company?
- How did your work impact the company? Did you save the company money or bring in more revenue? Be specific
- Did you win awards that are worth sharing?
- What did you learn in the process?
- What did you learn in your time there?

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A few questions to brainstorm for those who have their own private practice or company:

- What made you decide to do the work you do?
- What do you love about it?
- What are the struggles and successes you went through?
- What are the types of clients that come to you and how do you approach things?

That should give you enough to outline a great story to tell from your current and previous role.

If you have extensive work experience, do this for the most recent work experiences. Also include any others that would be relevant for what you're currently doing or what you want to do in the future.

## 8. Rather than tell how good you are, show it

Instead of telling everyone how awesome you are, **SHOW** us!

When you give facts, they prove the self-promotion, without you needing to point it out.

If the facts aren't that impressive, then you'd rather tell than show... right?

And that's the point.

If you're telling instead of showing, it makes it look like the facts aren't really on your side, so it doesn't boost your credibility or authority.

So focus on creating facts that are worth showing off.

There's a few places you can use this rule on your profile:

- Banner Image -> if you look at mine, you can see I've got an image of a campaign I built for a client with the total number of new customers from that launch.
- Headline

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- About Section
- Work Experience
- Licenses and Certifications

Until you have a respectable number, you don't have anything to show off, so focus on serving your audience and continue building something great so you can show it off later.

## 9. Make it easy for people to connect with you

I'd be willing to bet the 2 major reasons you're on LinkedIn are:

1. To grow your personal and professional brand
2. Increase your opportunity (either getting hired or getting leads and sales)

So, make it easy for people to connect with you both on LinkedIn and off.

First I would encourage you to have "connect" be the primary call to action on your profile instead of the "follow" option.

If you have follow set as the default here's how to change that:

1. Go to settings
2. Click on the privacy tab
3. Go to blocking and hiding
4. Click the Follower dropdown
5. Toggle the Follow button from "Yes" to "No"

Second, include your contact information in the "contact info" that shows up on your profile.

I suggest including website, phone number, and email.

Now if you'd prefer people to reach out to your company and not directly to you that's fine, just include your company phone number and email here.

The easier you make it for people to connect and contact you, the more likely they are to connect or contact you.

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## 10. Keywords Attract People

Keywords are essential to attracting the right people to your profile.

Are you familiar with SEO?

It stands for search engine optimization.

The most popular search engines are:

- Google
- YouTube
- Amazon

The search bar on LinkedIn is a search engine to look through over 600 million users information, company information, hashtags, and content.

And it's this search capability that will lead to attracting the right people to your profile.

In this case, keywords in your LinkedIn Profile will define what your personal brand is about, so having an easily searchable profile will increase attention on your profile.

Use keywords strategically on your profile to show up more often in LinkedIn's search results for terms related to what you do or want to do.

### **You'll also want to keep in mind:**

1. Use specific keywords rather than generic ones

You can sprinkle keywords just about everywhere on your profile, but not all places are weighted the same.

2. Put the most important keywords in the most visible places

The most important places you should have keywords should be your headline and about section. After that, it would be your work experience. Take full advantage of the space you're given.

3. Think about search intent

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- To help you know what keywords to use, think about the person whose attention you want. Who are you trying to attract to your profile.
- Then think about what keywords they would search for and why.
- Last, put those keywords in that places they will see them most quickly (headline & about section)

4. Sometimes it's helpful to see what keywords your current profile reflects. Here's how to do so:

- Go to your LinkedIn profile
- Click "More" next to "Add profile section"
- Save to PDF
- Go to <http://www.wordclouds.com/>
- Select "Open PDF Document" from the file menu
- Choose your LinkedIn profile that you just saved
- View your wordcloud.

The words and terms that are the largest in size are the keywords your current LinkedIn profile is ranking for. Keep what you like and adjust for what you don't.

If you're not happy with your keywords here's a fun little thing to do to help brainstorm as well. Right now, you can download most anyone's LinkedIn profile as a PDF.

Find an influencer in your industry, download their profile as a PDF, and upload it into wordclouds. See what keywords they are ranking for.

You could also do this with job descriptions.

Find job descriptions for your ideal role or dream buyer, copy and paste those descriptions into wordclouds and write down the keywords in those descriptions. Then use them in your profile!

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Last tip, review your keyword list on a regular basis and update your keywords/profile as needed.

## 11. Prioritize Recommendations

Most people have zero recommendations. It's pretty rare to see a profile with 5 or more recommendations

You want someone to say "Wow, they must really know their stuff, because they have a ton of recommendations." when they visit your profile.

The more recommendations the better, especially the ones that go into detail about who you are, why you're awesome, and how you're different.

Recommendations are also win-win scenarios.

When writing a recommendation for someone else, give them the same care and consideration you'd expect in return. Be thoughtful, thorough, and specific.

You can both give recommendations and request recommendations. Be generous in giving recommendations and you'll find many of your connections will reciprocate.

**NOTE:** Recommendations, either given or received, will NOT automatically appear until the profile's owner approves it. If you get a recommendations you don't love, you don't have to approve it. It will just hang out in limbo.

It's a good practice to give and gather recommendations on an ongoing basis, rather than grouping them and having a flood of them all together.

If you're currently building your profile, having good recommendations will help you build a strong foundation, so go ahead and reach out to several people and ask for recommendations. 3-5 is a solid number to start with, but aim to gather 20+ over time.

Ask from:

- Previous employers
- Co-workers

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- Clients you worked with
- Clients you currently work with

One way to get a really great recommendation is to give an unprompted really great recommendation of someone who is inactive on LinkedIn. Be generous and kind. Write the kind of recommendation you want to receive.

When asking for a recommendation, LinkedIn will prompt you to include a message. Example of message to send when requesting a recommendation.

I recommend customizing the message to say something like this:

Hi [PERSONS NAME]

How are you? How are you doing? I noticed you are at [COMPANY] doing [Role]. I am finally getting round to updating my LinkedIn profile and reaching out for a recommendation. We worked together on [ADD DETAILS] and I would love your recommendation on your experience and what you loved about it. Here are some questions to guide you:

- What was great about the work we did?
- What did you get from it?
- The reason you would recommend another person to my services?

Feel free to customize these questions depending on who you're asking for the recommendation, the type of project, etc.

The reason I like those questions, is they lead to the person giving you the recommendation to tell a story rather than an awkward jumble of facts.

These questions are also good questions to keep in mind when giving out recommendations.

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As you continue to build your brand on LinkedIn, remember that giving and receiving recommendations over time will be a healthy habit for you.

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