

# How To Create A KILLER LinkedIn Profile



*Social 4 Biz*  
membership

Simple, fun & stress free social media training

# Introduction

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It doesn't matter if you are using LinkedIn to look for a job, network with other members in your industry, or gathering leads for your business, have a professional and attractive LinkedIn profile is the best way for you and your business to ensure that you are being found by the right people, at the right time.

When you create a LinkedIn profile, it is important to remember that if you want to get noticed by the right people, you have to write for your audience, as opposed to writing for yourself. Your profile should not be focused on boosting your ego, but rather on showing your expertise in a way that will get your target audience to say to you, "I'd like to know more about who you are and what you do." Ultimately, your LinkedIn profile is about your personal and professional branding.

Your company profile on LinkedIn is the basis on which all your communication and interactions on the networking platform are built, as well as being the foundation of your personal brand. When all is said and done, your LinkedIn profile should provide you with some quick wins, and an ample number of opportunities to build many long-term business relationships.

If you've been on LinkedIn for a while and aren't seeing the results that you'd hoped for, or if you are new to LinkedIn, here are 11 steps for creating a killer LinkedIn profile to get you noticed.

# Add a Cover Photo to Your Profile

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LinkedIn now provides members the ability to add a background or banner picture to the top card section of your page, which can significantly increase the professional look and feel of your company profile. Adding a background or cover photo to your business page can also help your profile stand out from the more than 500 million profiles. You want to use this opportunity to personalise your profile to represent both you and your business.

A picture is worth a thousand words and your cover picture can and will talk for you. You can use this profile picture to showcase your company by adding a photo of the products or services you sell. Whatever you do, make sure that you don't leave it as the generic background that comes with your LinkedIn membership.

## Get Serious About Your Profile Photo

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Too many people spend countless hours trying to create a great LinkedIn profile, only to destroy their branding by either neglecting to include a profile picture or having an image that reflects poorly on them. Research shows that most people take less than a tenth of a second before formulating an opinion and drawing a conclusion about you. This means that when they visit your LinkedIn profile, the picture you've chosen as your profile picture instantly tells them a story about you.

You need to include a professional picture of yourself if you want to convey a professional message to your followers. If you are going

to add a picture of yourself, it should be either a shot of your head and shoulders or one that shows your head to waist in the frame. Make sure that you are dressed professionally and that it matches your message and role. Photos, where you make eye contact and smile, will attract the most attention. When you look the part, those who view your profile will believe you are the part.

## Optimise Your First and Last Name

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LinkedIn is a platform that is highly searchable, which includes the name section on your profile. When you are adding your name to your profile, you need to determine what prospective clients might write in the search function within the platform. For example, you are a business client, and a potential customer is searching for someone who is a business consultant in the Denver area, would your name appear in their search and what impression would it give them, what about if they did a Google search?

Ultimately, it's your profile, and short of using anything illegal or abusive, you can use any form of address that you wish. However, it is essential for you to remember that people buy from those that they know, trust, and like. So, you have to make sure you think about what you do here, just don't include your degrees or qualifications, and never include emojis or favicons. Just make sure that what you put is searchable, and that it represents who you are in the best possible light.

## Optimise Your Headline

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LinkedIn gives you 120 characters to convey a message about who you are and what you do, and how you can solve your target

audience's problems. Your headline is where you get to begin telling your story and should be in sync with the story that you share with your network.

LinkedIn will automatically default to the title of your current role. This is usually pretty bland and conveys very little about who you are. Remember, LinkedIn is searchable so you should be using this opportunity not only to tell your story, but include as many keywords that you can that are relevant to your industry. Don't be boring. You may be tempted to use your headline to show off your qualifications, but this says very little about what you can do to solve the real issues of your prospective clients. Use your headline to create interest and demand a reaction from your words.

## Create a Professional and SEO Focused Summary

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One of the most critical areas on LinkedIn is the summary area of your company profile. Your summary is your opportunity to create a great first impression and get your target audience to want to know more about what you can do to help them. It is the very first section that they will see on your profile, and is where you can showcase your expertise in the field. It needs to be as good as you can make it.

You only get the first 220 characters of your summary to make a good impression. This is all that is seen before your audience has to click on the 'see more' option. It is vital that you accentuate these first few lines and words to ensure that you provide a clear idea of what you do, your skills, and what value you can add. Make sure you effectively use the relevant keywords for your industry. Also, make sure that your summary is written in the first person. When you write in the third person, it gives the impression that you are unapproachable and might make you seem like you are distant.

Your summary is your story, so be as authentic and real as you can and remember this is your real estate, so make the most of it.

## Include Skills and Endorsements

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Many people wonder whether this section has any real value for their LinkedIn profiles. The answer is Yes. Firstly, it will show off the skills that you have and secondly, it lets people who you've done business with to endorse those skills. Finally, the most important reason why you need to include skills and endorsements in your profile is that they use keywords.

Now, you may still be feeling differently about adding your skills and endorsements because you've had people who you don't know endorse you for skills that you don't have, which can be frustrating. However, a recent study conducted by LinkedIn in 2017, showed that people who include five or more skills in their profile receive 17 times more profile views.

Rather than hiding your skills away, ask your connections to endorse you for specific skills, which they know you have. You can send a simple message through the messaging function or send your contacts an email. The aim is to get a score of 99+ in all of the skills that you want to be endorsed for, and if someone recommends you for a skill you don't have, merely remove it.

## Get Recommendations

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Recommendations and word-of-mouth advertising are often the backbone of a successful business. While your summary and skills sections are an opportunity for you to tell your story,



recommendations are an opportunity for those who have done business with you to add to your story through their perspective. Recommendations provide you and the work you do with credibility. Try to get as many as you can because each one will add a layer to your story and who you are.

Some friends and colleagues may ask that you write their recommendation for them. Don't do this. You want their opinion, in their words. This is where the weight of the recommendations come from. If this happens, don't ask them to write a recommendation again, just move on to the next person.

# Gaining Relevant Connections

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Ultimately the reason to join LinkedIn is to grow your network, so everything that you do on the platform should be geared toward developing that network. For you to build a successful network for your business, you need to develop the right kinds of connections. This means you have to have a clear understanding of your overall LinkedIn strategy, as well as knowing your target audience.

By understanding these factors, you will position yourself to be able to find the relevant people with whom you can start to build a relationship. Your initial target for quality connections should be 500, but the more extensive your list of connections, the more chances you will have a developing a network in which you will gain significant levels of influence and business.

# Get Publishing

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Publishing long-form posts on LinkedIn is an excellent way to showcase your understanding of your industry and add value to your profile and network. It is also a way that you can develop influence in your market and become a thought-leader in your specific area of expertise. To demonstrate your passion and article, aim to write articles that are detailed and in depth. According to LinkedIn statistics, you want to aim for a piece that is between 1900 and 2000 words. To make your article more interesting and easier to read, make sure to include appropriate photos, questions, SlideShare and videos.

# Post Frequently

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Include updates on your news feed frequently. These posts can be in the form of short articles that are no more than 1300 characters or as short as a single line. You can also add links to your posts that will take readers to your LinkedIn articles, your company blog, or an external news site. Frequently posting updates on your LinkedIn profile is a great way to create interaction with your network through asking questions, sharing ideas, or commenting on something that you recently read that may be relevant to your network.

# Comment, Share, and Like

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An integral part of interacting with your network on LinkedIn is liking, commenting and sharing information with your network. Being real and giving great comments will let your network know that you have read their article or post and are interested in what



they have to say. They may or may not reciprocate. If you think an article or post might have a broader appeal, then share it with your network on LinkedIn, or to your other social media platforms. This helps to give your connections more exposure and is part of how you can build a relationship of trust with your connections and business followers.

## Conclusion

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So, there you have it, everything you need to know to create a killer LinkedIn profile that will get you noticed. As a business owner, if you want to generate more leads and increase sales, then you have to get your name in front of potential customers, and there is no better way to do that than creating a killer LinkedIn profile and staying active on the site. With more than 500 million users, LinkedIn has become a powerful tool for businesses who want to expand their marketing message and connect with more people who are interested in what they do.