



How to Make Your LinkedIn Profile An Unstoppable Asset

Rachel Simon, Founder & CEO, Connect the Dots Digital



Outline/Agenda

- This session provides an overview of the key components of a professional LinkedIn profile and the value of leveraging the platform for your organization. We will explore how to organically use the power of LinkedIn to build meaningful relationships, develop thought leadership, and showcase expertise to achieve goals.
- Learning Objectives:
 1. Learn how to make a great first impression on LinkedIn.
 2. Highlight the key components of an optimized LinkedIn profile.
 3. Learn how to leverage your personal profile when it comes to your organization's LinkedIn presence and goals.

Why LinkedIn?



- #1 channel for B2B content
- Of the 900M+ users, only about 2-5% share content weekly
- Your customers are active on LinkedIn
- 50% of website/blog traffic comes from LinkedIn
- 80% of B2B leads generated on social media come from LinkedIn

Opportunity
to STAND
OUT and be
Seen



5 Key Areas of an Optimized LinkedIn Profile

- Photos: Profile Picture & Banner Image
- Headline
- About (Summary)
- Experience
- Skills



PROFILE

Photos: Profile

Who would you connect with?



contente
consulting



**VISIONING SOLUTIONS
TO EVOKE CHANGE**


Civic Engagement
Strategic Consulting
Community Planning
Urban Design




Contente Terry · 1st

Founder & CEO, Contente Consulting - Bridging the gap between residents, stakeholders, and the social & economic development of sustainable communities | Board Member ♦ Trainer ♦ Mentor
♦ Proud Foster Mom

Atlanta, Georgia, United States · [Contact info](#)

 Contente Consulting, Inc.

 Georgia Institute of Technology

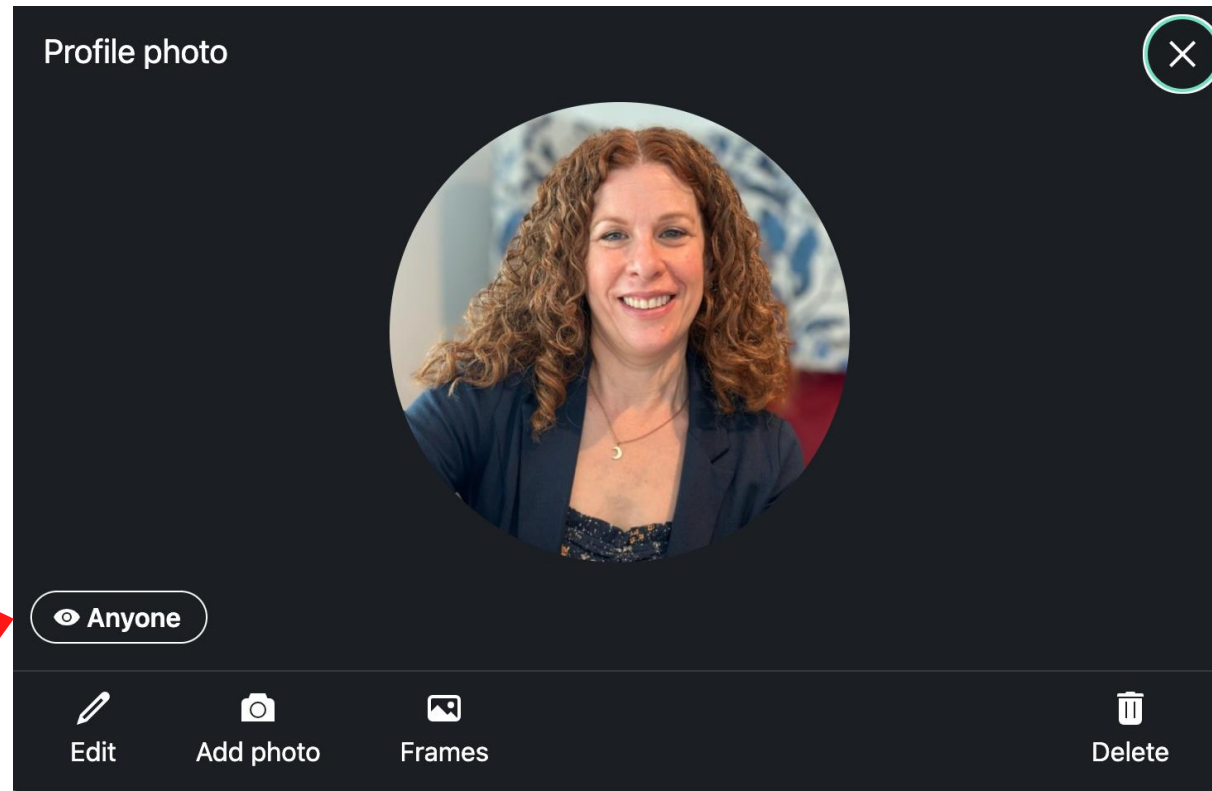


Ignore




Photos: Profile

Are You Invisible to 2nd & 3rd Degree Connection?



Photos: Profile

DO 

- Choose a professional headshot
- Make eye contact and smile
- Update your photos every 2-3 years
- Add a colorful background that matches your brand colors

DON'T 


- Crop yourself out of a photo
- Use a picture with your kids, dogs, or unrelated to your profession
- Use a selfie
- Use a photo that does not look like you anymore

Photos: Banner

**When you leave your banner image blank
it's the same as a billboard reading "Your Ad Here"**



Photos: Banner

DO 

- Use your organization's branding or use an image that conveys your industry
- Keep it simple and inviting
- Leave the left lower 2/3 blank

DON'T 

- Leave it blank!
- Use too much wording – it can be hard to read
- Use a photo that you would put on Facebook


Headline

Someone should be able to know your industry and area of expertise in one line (220 characters)

WHO you are
WHAT you do
WHY you do it
WHO you do it for



Headline

DO 

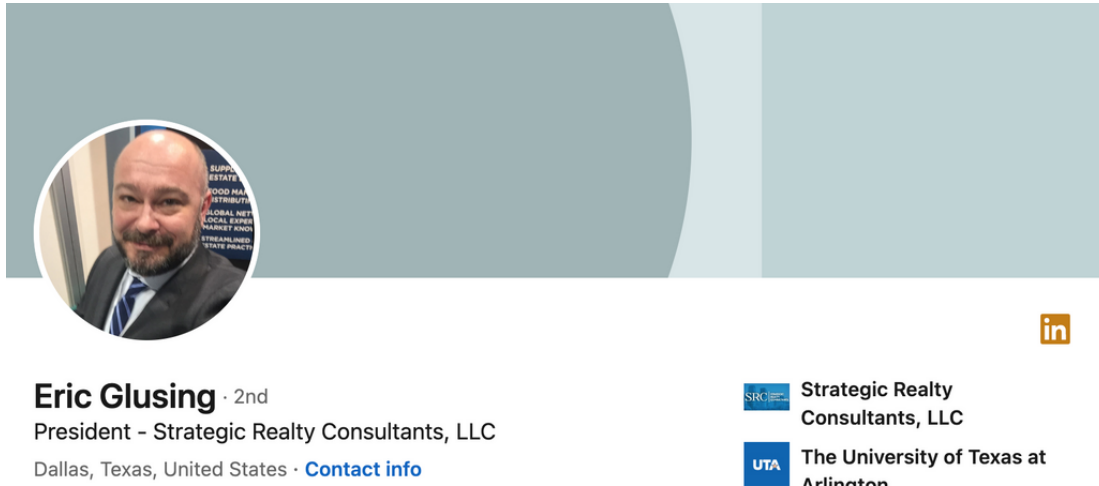
- Front load your headline – the first 40-50 characters are most important
- Focus on the VALUE you provide
- Add something that can be a conversation starter

DON'T 

- Default to your current title and company
- Use unicode text – it can not be seen in search
- Use too many emojis – a little go a long way

Before & After

Who would you connect with?



Eric Glusing · 2nd
President - Strategic Realty Consultants, LLC
Dallas, Texas, United States · [Contact info](#)

Strategic Realty Consultants, LLC
The University of Texas at Arlington



Eric Glusing · 1st
President & Founder, Strategic Realty Consultants - Tenant Representation & Consulting with a Point
Dallas-Fort Worth Metroplex · [Contact info](#)

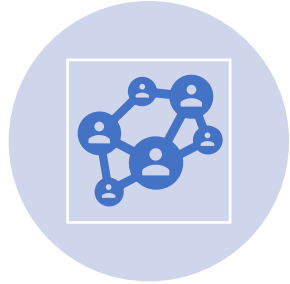
Strategic Realty Consultants, LLC
The University of Texas at Arlington



Ignore



Build a Strategic LinkedIn Network



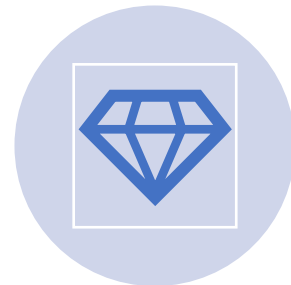
Make sure you are connected to your “real world” contacts – clients, customers, partners, colleagues, etc.



Use the SEARCH feature to identify the right people to connect with based on your priorities and goals



Always include a personalized message when sending a connection request – keep it simple and about the recipient (NEVER sell in the message)



Download your LinkedIn network 3-4 times a year to identify the “hidden gems” or gaps

Define your “Content Buckets”

- What do you know really well?
- What you love to talk about?
- Industry trends and areas of focus
- What are the common questions you hear in your industry?



Remove Your “Content Blinders”

Take an inventory of what you already have:

- Blog posts
- White papers/ Case Studies
- Videos
- Podcasts
- Images/ infographics
- Past social media posts
- Emails
- Presentations



Engagement = Relationships



Identify important people in your industry and bookmark their profiles in your browser or ring the bell on their profile



Comment, comment, comment! Set a goal to comment on 5-10 posts a few times a week.



Always reply to comments on your content – don't "post & ghost"



Use the DMs to start (non-salesly) conversations.

When YOU are “Top of Mind” so is Your Organization



Make a great first impression through a clear and branded profile



Understand WHO is in your network to ensure it is aligned with your goals

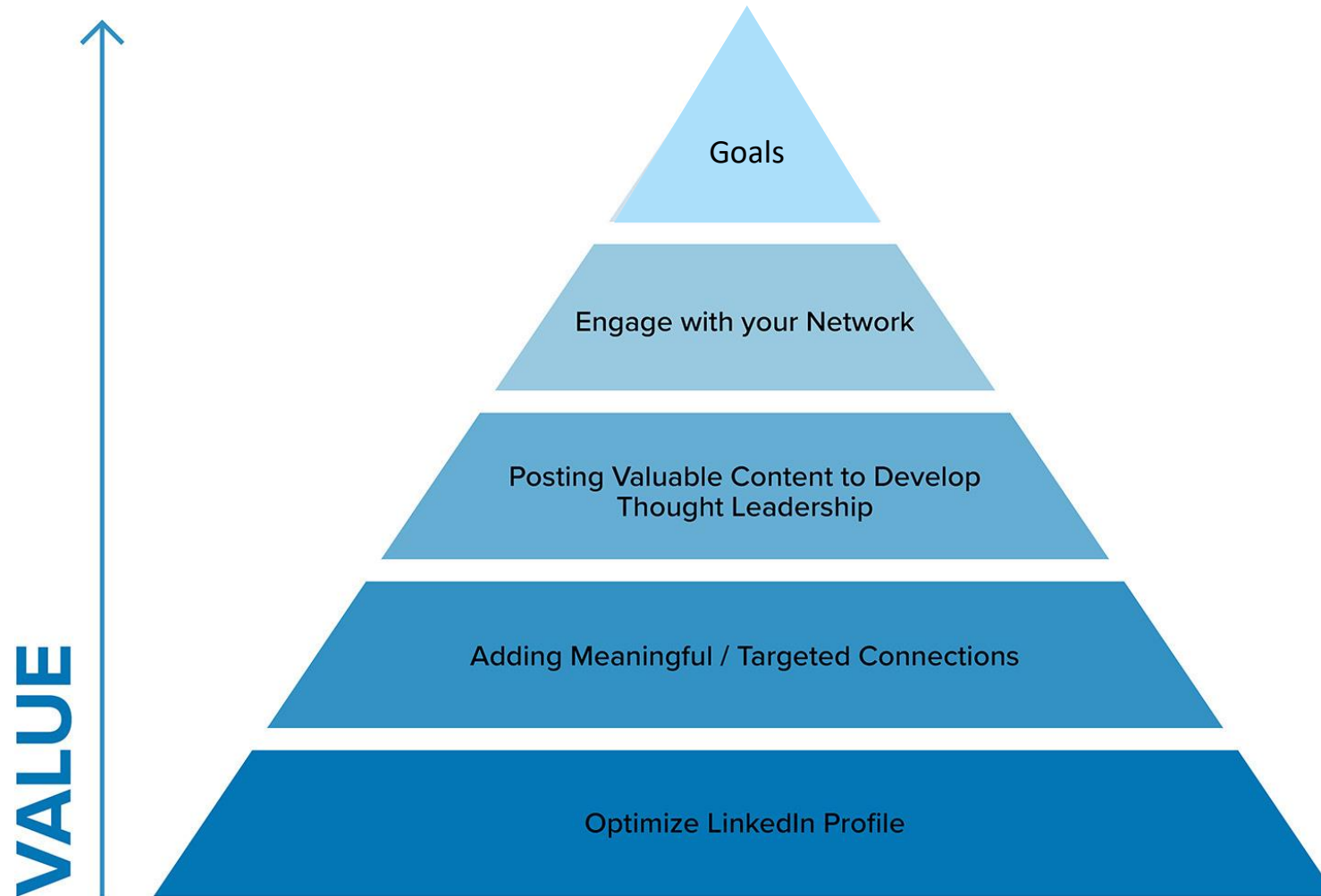


Show up in the newsfeed by posting content and/ or engaging with people in your industry



Build relationships on LinkedIn that can serve you in the “real world”

Your LinkedIn Profile is the Foundation for Your Strategy



Three Key Take-Aways

1. What impression is your LinkedIn profile making? If someone comes across you, does it convey what you do and the value you provide?
2. Do you know who is in your LinkedIn network? Do you feel like it is aligned with your goals?
3. Can you make a *consistent* plan to be visible on LinkedIn either through content or by commenting?



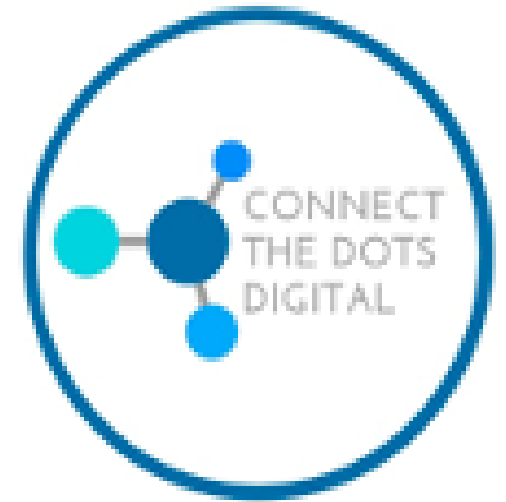
Questions?

Please be sure to complete the session evaluation!



Rachel Simon

CEO & Founder of Connect the Dots Digital –
LinkedIn Training, Consulting & Strategy



Email: rachel@ConnectTheDotsDigital.com

Rachel helps companies ensure that LinkedIn is working for them as an asset, not a liability. She works with teams and individuals to position their brand narrative on LinkedIn so they can connect organically with ideal clients, attract the best talent, and stand out as a leader in their industry.