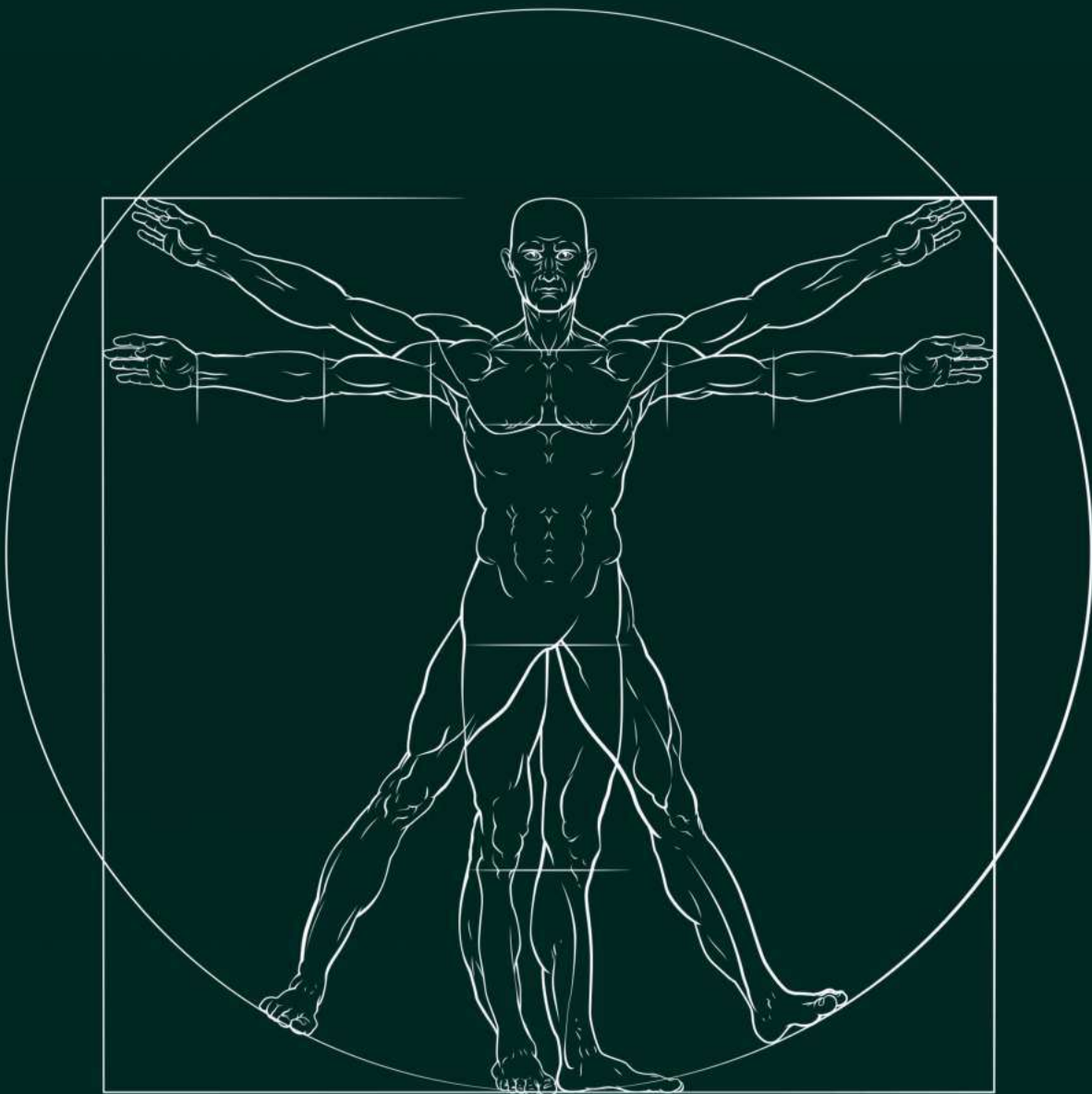


Anatomy of an Outstanding

LinkedIn®

Personal Profile Page



Crafting an outstanding LinkedIn personal profile that is both IMPRESSIVE and EFFECTIVE in building your professional brand requires careful consideration and development.

Every area of your LinkedIn profile should be maximized with valuable information that will make it a no-brainer for your prospective buyer to want to work with you.

Below are the areas we will review.

| | |
|--------------------|---------------------------------------|
| Profile Picture | Career Break |
| Banner | Education |
| Headline | Skills |
| Talks About | Recommendations |
| Providing Services | Courses |
| Creator Mode | Licenses & Certifications |
| Featured | Varied Accomplishments & Involvements |
| About | Interests |
| Experience | Supported Languages |
| Past Experiences | |

The Golden Rules

There are a few Golden Rules that, if followed, will help you achieve your goals. Adhering to these principles will get you noticed for all the right reasons.

- When writing digital content, try to **say as much as you can in as few words as possible**. Look to build a narrative that keeps your reader engaged and curious for more. Each thought and phrase should lead you to the next. Avoid long-winded or run-on sentences.
- Try to **use all available characters** in the fields provided when crafting your LinkedIn profile.
- Try to use all available characters in the fields provided when crafting your LinkedIn profile.
- Incorporate all the central keywords you want to be found for. **Incorporate the keywords** naturally throughout the text.
- LinkedIn does not (currently) have text formatting capabilities, so be creative about infusing emojis to **break up long blocks of text**. There are some very simple diamonds, circles, and square emojis available so you can maintain an elegant professional feel if that is what you are going for.
- **Open up privacy settings** so you can be found by individuals that may be searching for you. Go to Settings & Privacy, then Visibility for options.
- Write your entire LinkedIn Personal Profile in the **first person**. It conveys proximity and authenticity to help you promote genuine professional connections.

Profile Picture

400 (w) x 400 (h) pixels

This is the first thing a visitor will look at when they visit your LinkedIn page. Many times, people will click on the picture to see your face up close and look you in the eyes as they would in person. Make sure the photo you select is a great representation of you. Use a headshot only, no full-body pictures. Make sure it's one that's been taken in the last five years at the most. Ensure that it's a high-quality image with great resolution. Select a shot with a direct look into the camera and preferably one with a smile. You want to come across as someone friendly and easy to work with, yet confident and professional.

Banner

1128 (w) x 191 (h) pixels

A banner provides a space to visually illustrate your brand, values, and business offerings. It adds to your first impression and should be leveraged with careful consideration. If you want to position yourself as a thought leader in your space, consider including a photo of yourself on stage, speaking to a group or "out in the field."

The image should be fully branded and aligned to the visual feel of the company you represent. You can incorporate a tagline, a motto, or a company power statement. Using a temporary image to promote an upcoming event or special campaign can also be very effective.

Headline

220 Character Limit

The Headline text shows as a preview when an individual comes across your LinkedIn profile page in various places on the LinkedIn platform. It is most powerful when it speaks to the need of your target audience and identifies what you do. Begin the Headline with an action word like Empowering, Delivering, Showcasing, Accelerating, or Disrupting. In most cases, simply posting your job title is NOT ENOUGH.

This is where you want to share your personal value proposition. Incorporate your most vital keyword if possible. The LinkedIn algorithm prioritizes Headlines when seeking results for user searches. Your Headline should be written with both the algorithm and reader in mind.

Again, try to use all available characters. The current limit is 220 but LinkedIn sometimes changes that. Use emojis or other interesting characters to break up the headline segments.

Depending on the objective, including awards or special achievements can also be appropriate.

Talks About

5 Hashtags

This section is generated when Creator Mode is turned on – which is recommended if you're looking to grow personal followers and position yourself as an industry expert. While this is explained below, the "Talks About" section displays right below the Headline, and its main purpose is to show potential followers what you post about most. You can select only up to 5 hashtags, so make them count.

Contact Info

Edit your Contact Info tab so that your prospective buyers can reach out to you! This is an often-overlooked field. Be sure to list an email that you check often. Will you get a few spammers? Yes, of course - but if that's a concern, you can list an email that an assistant filters through daily.

Be sure to fill out the website URL field.

And while you're there, why not list your birthday? There's a good chance you'll receive a few incoming well-wishes that you can then leverage as conversation starters.

Providing Services

This section may or may not already be activated for you, but if not, you can do so by clicking the Showcase Services section in the first area of the profile.

Complete this section in its entirety to amplify your reachability, and it will generate a Services Page. To this point, LinkedIn has not promoted the Services page much, completing it is beneficial, as it provides the “internal SEO” text to pull from. So we recommend that you take full advantage of these features.

Creator Mode

If your goal is to position yourself as an industry expert and grow your personal followership, be sure to turn Creator Mode on. Creator Mode opens up new ways to reach your audience by enabling access to additional tools like LinkedIn Live, Audio Events, Newsletters, Follow Tools, etc. Enabling Creator Mode also jump starts the algorithm. The LinkedIn platform favors content created by individuals with Creator Mode that’s been turned on.

Once you have Creator Mode turned on, the Connect button will be replaced with a Follow button. Individuals will still be able to request connecting with you, they'll just need to click the More button and reveal the Connect option.

Featured

Unlimited characters

The Featured space is a key section that should be fully and strategically updated. You can position specific LinkedIn posts, LinkedIn newsletters, LinkedIn articles, Case Studies, links to outside media (website pages or YouTube, for example), or you can even upload files.

"Featured" is different from the Activity section, which changes based upon your recent posts and engagement with others. Here, you can pick and choose the static material that your visitor will see. Currently there is no limit to how many items you can add to the Featured section, but the most important ones are those you select to be viewed first. Consider moving this content around occasionally, to keep it fresh.

About

2600 Character Limit

The About section, as written for a Thought Leader, should tell your story but also to provide data and highlights that are important to your prospective buyer. This section is your golden opportunity to persuade them that they want to explore working with you. Don't be afraid to add a little information to show who you are as an individual. A few words about a hobby, your kids, or a beloved pet can go a long way - just be sure to keep that part brief.

The first sentence - or two - should be positioned as a hook and are most effective as an intriguing statement or to create curiosity in some way. You want the reader to click the "more" button and read on. Try incorporating a colorful emoji in that first sentence to catch the eye of anyone perusing your profile.

After the hook, get right to the point and explain what your company does. Be crystal clear. Say as much as you can with as few words as possible. Speak directly to your target market. If you're targeting C-Suite individuals, the information and language you use will be different than if you're addressing middle management or Human Resources personnel, for example.

An excellent technique is to describe your prospective buyer's problem, then illustrate how you solve it. Describe what sets you apart from the competition. Provide examples of the benefits/rewards received due to your company's product. What is your client's experience? Incorporate case study bullet points if possible.

Be sure to incorporate select details about your role within the organization. Express your passion for your organization's mission or crusade. Keep this part brief, as you'll elaborate on it the experience section.

An important aspect of your About section is the weaving in of your personality - your "humanity." Virtual spaces like LinkedIn can often feel sterile, so this human element is key to catching the attention of your reader and building trust. These "fun facts" or personal interests should be placed near the end, but before the Call to Action.

Invite your reader to review your Featured section – which should be maximized with visual and written assets illustrating solutions, case studies, and other resources to guide them on their buyer’s journey. Lastly, it's essential to include a compelling Call to Action with contact information at the very bottom. If your perfect buyer reads through your About section, they should already feel compelled to reach out to you - so make it easy for them! Maybe even provide a scheduling link for a “get to know each other” call.

Experience

Start the Current Experience section with a brief description of what you currently do in your role and an overview of your industry expertise.

Then provide a company overview from a client’s viewpoint. Describe the individuals you serve along with the problem you solve for them. This can be an extension or continuation of the blurb in the About section. This is also a great area to highlight statistics and data. Be sure to use emojis as bullet points.

You can expand on your company, team, and your responsibilities with them. Always maintain perspective on the client experience.

Add two or three multimedia pieces (Case Studies, Whitepapers, Videos, Reports) below the current Experience section and invite your reader to review them. Encourage them to reach out with any questions.

Include a clear Call to Action that indicates that you’re available for discussion.

Past Experiences

Adding past experiences is not imperative. But if you write one, we recommend that you complete them all - no picking and choosing - and they should be completed to the same degree.

If you currently hold other positions with organizations, such as serving as a Fractional CMO or as an advisor, you should provide the details to those positions.

When writing these narratives, keep in mind to highlight the aspects of those roles that support your main organization.

Career Break

LinkedIn provides you a section to elaborate on the details of a career break, or sabbatical, if you've ever taken one. The selections available currently list the following options: bereavement, career transition, caregiving, full-time parenting, gap year, layoff/position eliminated, health and well-being, personal goal pursuit, professional development, relocation, retirement, travel, and voluntary work.

You can connect multimedia files to support your career break.

This allows you to position your break as a positive rather than negative period of time.

Education

In this section you can list all higher education institutions, including the degrees received. In addition to an Activities and Societies section, there is a description box provided in case you want to elaborate even further.

If you have associated photos, videos, or presentations, LinkedIn provides the capability to connect them with each Education section.

Skills

This is a valuable section that showcases up to 50 specific skills and abilities. You should ensure that all 50 spots are populated and connected to the role(s) in which you put each skill to use over the years.

When a first-degree connection visits your profile, they can choose to validate - or endorse you - for a skill. Your top 3 skills will default to your highest endorsed skills; however, you can pin the skills you want seen first to the top by reordering them.

You can manage how you receive and give skill endorsements by updating the skills section settings.

Recommendations

This section should not be overlooked. Recommendations can be viewed as evidence of your skills, character, and expertise. Excellent recommendations may help prospective buyers make their decision to work with you.

Use the feature built into this section to help you easily send out requests for recommendations. This is designed to make it easy for the person poised to provide you the recommendation, as LinkedIn will effectively guide them through the process.

Here is a sample message:

*Hi George,
I am updating my LinkedIn profile and would greatly appreciate if you would you write me a recommendation for the Recommendations section of my profile.
Thanks so much!*

If you're shy or apprehensive about reaching out to previous clients and colleagues for a recommendation, know that they can truly make a positive difference. You might even offer to write a recommendation for the other person as well, if appropriate.

Courses

Here you can list specific courses taken and associate them with a company or institution of higher learning.

Licenses & Certifications

Connect any LinkedIn Learning courses you completed in this section in addition to other licenses and certifications you would like made known.

Varied Accomplishments & Involvements

LinkedIn provides various ways to display your accomplishments and involvements. Select the labels as provided and complete each field as appropriate. Currently available options are Honors & Awards, Publications, Patents, Organizations, Languages, Volunteer Experience, Projects, Test Scores, and Causes.

Interests

Along the bottom of your LinkedIn profile is a place that shows the Top Voices and Companies you follow. It also displays the LinkedIn Groups you're a member of.

Top Voices can be corporate leaders or mentors, and Companies you follow should be organizations that you respect. Be encouraged to follow individuals and companies that assist the person viewing your LinkedIn profile to know and understand you better.

Supported Languages

If you are multilingual and would like to have a second LinkedIn profile in another language, you can access this feature to expand your audience.

Custom URL

Last, but certainly not least, make sure you have updated your personal LinkedIn URL at the top right of your LinkedIn Personal Profile Page. If you have a series of numbers after your name in your URL, you should change that - do not accept the default computer-generated URL LinkedIn assigns to you. Creating a URL that's easy for people to remember (without random numbers at the end) is more professional. In most cases, it's best to use your name, if it's available. If not, be creative and incorporate your brand.

What's Next?

Plan your work, then work your plan.

Systematically **CONNECT** with individuals that fit your Buyer Persona. Build an audience of individuals that will be your target audience.

No pitching on first dates. In other words, no pitching on connection messages! You want to build a relationship first.

Begin delivering **CONTENT** in a strategic and well-thought-out manner. Developing a cadence – and sticking to it – will help you build trust and respect. Post about topics that are important to your audience. You can display that you are the expert by helping them solve their problem through your content.

ENGAGE with others on the platform. Be friendly and natural. Try to use LinkedIn every day, even if it's only for 10 minutes. Respond to comments and messages. Leave comments on others' posts.

Closing Thoughts

If all of the above feels overwhelming to you, it's okay - you're not alone! Take a deep breath and plan to approach revamping your profile one segment at a time. Start by updating a few sections and keep going until it's perfect. Or close to perfect.

Honestly, it will never be PERFECT! And that's ok.

But be prepared to keep tweaking it and making improvements as time goes by.

As you grow and develop, you'll want your LinkedIn Personal Profile to reflect that.



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