

Session 2

Getting connected

In the right-hand column you will see a small heading.

If you click the arrow next to 'Show more' the section expands and allows you to edit your information.

Some of this information is visible to all your connections and some only to your first level connections.

The first item next to the LinkedIn icon is the link to give people to find your LinkedIn profile.

Your LinkedIn URL, websites and Twitter name are all visible to everyone.

Phone, email and birthday are usually only visible to 1st level connections. Although you can change who sees your information.

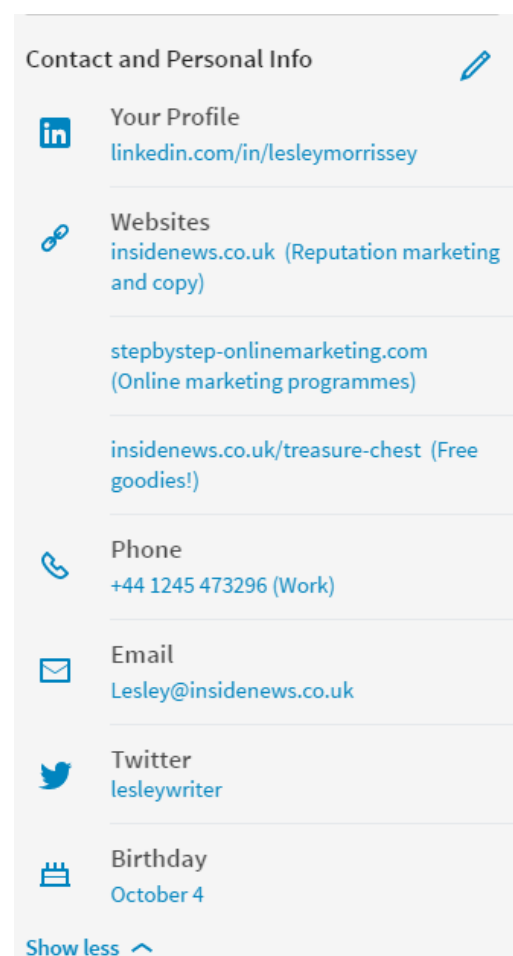
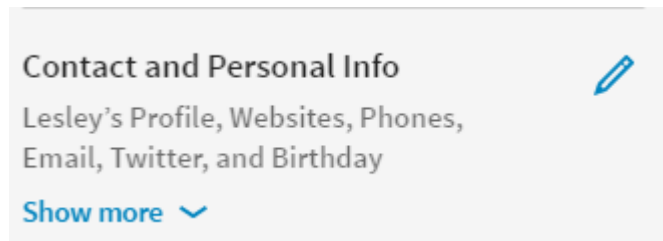
Bear in mind that LinkedIn will use your birthday in their strategy to encourage people to stay in touch by showing it on your birthday to your connections.

Email

Only use a professional email; the one you use for business. This is a business platform and generic emails such as gmail, yahoo, aol, btinternet, hotmail, etc. simply present you as unprofessional.

Changing your primary email will require you to enter your log in details again for security reasons and this will be the address all your LinkedIn communications go to.

If you change your business email remember to change your LinkedIn email too.



Phone

Your business or mobile number. Don't provide your home number unless you want calls to come through to your home number. If other people answer this (e.g. your children) it can come across as unprofessional.

Website information

A URL followed by (Company website) is not very interesting. People don't click on it very often. To improve the 'pull' factor add words that are more interesting.

You have three entries for websites or blogs – even if you only have one website you can have three links to different pages on your site.

To add your website links click the pencil at the top of this section to open the editing boxes. Select the first website option and choose *Other*.

Edit contact info [X]

Profile URL
[linkedin.com/in/lesleymorrissey](https://www.linkedin.com/in/lesleymorrissey)

Website URL

Type (Other)

- Other
- Personal
- Company
- Blog
- RSS Feed
- Portfolio
- Other

This will create a new box to type your description in.

Repeat this process for other pages on your website or other websites.

When you've done this, add (or check) the other information in this box. Scroll right to the bottom and you'll see this just under your birthday:

If you click on this it expands to allow you to choose who sees your information.

Don't forget to save your additions and edits when you're finished.

Only you

Your connections
Only members directly connected to you will be able to see this.

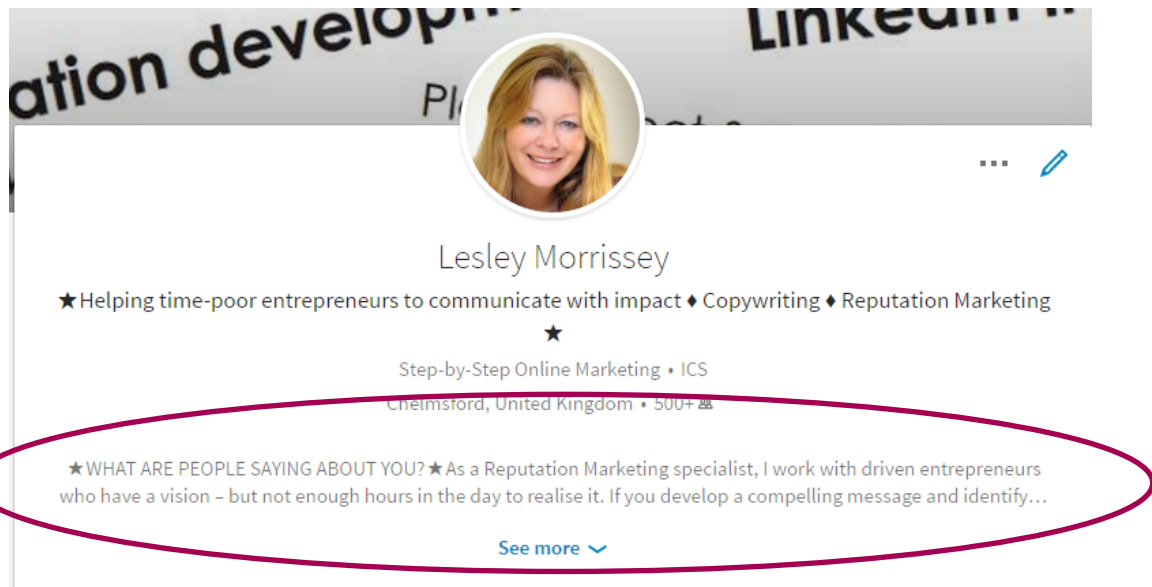
Your network ✓
Only people connected up to three degrees away from you will be able to see this.

All members

Visible to: Your network

Save

Your summary



The purpose of your summary

This is where you highlight your key deliverables for potential customers. It's an opportunity to give an overview of both services (or products) and the benefits – the 'what's in it for me?' aspects of what you do.

If you have more than one service/product choose two or three and work on those.

Planning your outline

As with your current and previous jobs, use mind-mapping to help you to plan this out. This time you are focusing on:

- Your top two or three services/products
- The benefits to your clients of using them

Write in Word and SAVE IT – just in case anything goes wrong and you lose it. It will save you frustration if your system crashes or there's a powercut!

Headings

Stay away from:

Welcome to my profile

Thank you for visiting my profile

Or anything else that isn't a good strong headline. You're aiming to grab people's attention and get them to want to read more.

★WHAT ARE PEOPLE SAYING ABOUT YOU?★

As a Reputation Marketing specialist, I work with driven entrepreneurs who have a vision – but not enough hours in the day to realise it. If you develop a compelling message and identify the most effective means deliver it, you can reach and educate potential customers.

◆LEARN TO USE LINKEDIN TO PROMOTE YOUR BUSINESS◆

Check out this online programme - full of 'how to', not just 'what'!

Subheadings

Break up the text with subheadings.

Bear in mind that LinkedIn does not have any sophisticated editing tools – you've got plain text, one size in either upper or lower case – no bold, no italics, no larger font!

Think about the layout it makes it much easier to read.

I'm not a big fan of capital letters, but using a short heading in caps with:

★STARS★

Or

◆DIAMONDS◆

... helps your message to stand out. They're great 'eye-hooks'.

Tip: Copy and paste the ones off my profile rather than try and find these symbols on a font. Much quicker!

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<http://www.stepbystep-onlinemarketing.com/linkedin-as-a-lead-generator/>

◆BESPOKE SERVICES◆

If you want help to get your show on the road or ongoing support talk to us about:

- Help to create a plan that has measurable outcomes with the minimum of effort
- An addition to your team to write web content, email campaigns, blogs, social media posts, newsletters, award presentations, crowd funding campaigns and more. Check out the Retainer Plus services at www.insidenews.co.uk/retainer-plus.

◆THE REPUTATION MARKETING PROGRAMME◆

This monthly 90-minute online session gives you:

- Answers to your big marketing challenges
- Practical strategies and models that have been proven to work
- Access to a private LinkedIn group where you can get more answers
- Ongoing email support
- Free access to Step-by-Step Online Marketing.

More details at www.insidenews.co.uk/mentoring-programme

◆STEP-BY-STEP ONLINE MARKETING◆

If you'd like to use online marketing to promote your business effectively the Step-by-Step Online Marketing website

Call to action

Complete your summary with a call to action; this might be:

- An invitation to download a free document
- Suggestion to visit the blog on your website
- A video about something relevant on your YouTube channel
- A request for your visitor to go and follow the Company Page on LinkedIn

Detailed video learning with comprehensive notes covering the wealth of online marketing opportunities. Find out more at <http://www.stepbystep-onlinemarketing.com>

Visit the Treasure Chest at <http://www.insidenews.co.uk/the-treasure-chest/>

Total characters for your summary – 2000.

Uploading additional material

Add something of value. The things people respond best to are:

- How to ...
- 17 tips to ...
- 3 things to avoid when ...
- Your [subject] checklist

You're not aiming at a huge document, 1-3 pages is plenty. With your expertise you should be able to put something together quite quickly.

These can be:

- A pdf file (don't upload Word files)
- A jpg or png file – with a diagram or graphic
- A video clip
- A PowerPoint slide presentation (use SlideShare for this, it's integrated into LinkedIn)

Media (1)



Assignment:

- Check your contact info is professional and up-to-date.***
- Ensure your website links have interesting text to encourage click-throughs.***
- Plan and write your summary***
- Think of what you might upload to add value***