

# **Make the Most Of**

# **LinkedIn**



**Seven Steps To Greater  
Career Success NOW**

## **Make The Most Of LinkedIn?**

### **Seven Simple Steps To Greater Career Success NOW.**

LinkedIn is an online platform you need to take seriously. In this short guide are seven important steps that you should take, when you decide that LinkedIn really matters, as far as your career is concerned.

When you think about writing or updating your LinkedIn profile, do you consider that you are just about to embark on a boring chore that will waste your precious time? I hope not.

Before you get to the seven steps and begin writing, think carefully about your audience – not about yourself. Then write your profile to interest the people who make up your audience.

#### ***Why do you need to take more interest in LinkedIn?***

Since its early days LinkedIn has been the social media platform for professionals. Today LinkedIn has more than half a million users around the world. That means a lot of people can readily access information about you. They can also access that information about you 24/7 and 365 days a year. If your profile is available in this way, you want to make it interesting, don't you?

If you do not use LinkedIn much, remember that your free account can get your name in front of lots of people who are looking for someone like you.

Assuming you take action as a result of reading this guide, you will be doing more than over 90% of those who have profiles on LinkedIn currently do.

**Take a look at your LinkedIn profile and see how many of the seven steps you already follow.**

Now read on.

### ***Step One: Think About Keywords!***



Remember that LinkedIn is a search engine, just like Google or Amazon. Keywords on your profile should deal with your skills, especially those that are specialist and unusual. The more you use relevant keywords, the more often you are likely to come up in searches that other LinkedIn users make.

Make a list of the keywords you would like to be found for. Think how to use those keywords, too.

Use your chosen keywords in:

- your professional headline
- your summary (as near to the beginning as possible)
- your job titles and experience.

That means start to think about your keywords NOW.

Do your thinking and make your list before you progress to Step Two. **Then experiment. Some keywords will bring you up in searches more often than others. Learn which are the best keywords for you.**

*Example:*

*Recently I made sure the words: education, local government and central government were noted near the beginning of my LinkedIn summary. I am coming up in more than 20 additional searches per week as a result of making this change.*

*I shall probably use these keywords in other parts of my profile as I update my entry.*

Every time you work on your LinkedIn profile remember that you want to use the keywords that someone who does not know you yet, would use in searches to find the expertise you are trying to tell them (e.g. prospective employers, thought leaders in your profession) that you have.

## **Step Two: Set Out What You Want Your Profile To Do For You**

Take a look at your profile. What do you like about it? What do you dislike about it? Is it delivering lots of views and lots of interest from the right people as far as you are concerned? Are people contacting you as a result of seeing your profile?

Are there any profiles of other people that you like? If you do, what do you like about them? Do certain people always seem to come up in searches that you make? Why do you think this is?

**Hint: keywords.** Are you regularly visible in the searches you make covering your expertise? (No need to look for this information. LinkedIn will tell you each week how many searches you appeared in.)

Now think carefully about what you want to achieve with your LinkedIn profile. (Present yourself better to your peers, impress senior people in your organisation, and impress recruiters...) **It's your next task to think about this.** Your decision will shape how you write your profile.

When your profile is boring or when the main points do not jump out at the reader, you have missed your opportunity to make the most of LinkedIn. People who have found your name will not bother to plough through prose that is unattractively displayed.

## **NB**

**I know that my profile works well for me because clients from abroad seek me out and ask for my help with their LinkedIn profiles. They make their searches using keywords and then they get in touch.**

## **Step Three: Name, Photo And Professional Headline (Your Top Box)**

Consider three major issues in this section.

**The Name You Display:** Do you use the right name, the one you are known by? It may sound foolish but there are people who use a different name online from what they use at work. They also fail to include any nicknames that it would be useful for them to note.

**The Image You Upload:** Then there are lots of people who upload “selfies” of themselves, upload holiday pictures, upload cartoon images or fail to upload a photograph at all.

**The correct action is to upload an image that shows you as a professional person.**

**The Professional Headline That Tells People Everywhere About How You Can Help Them:** In 120 characters write a professional headline which will encourage the right LinkedIn users to look at your full profile. This means you must try out several versions of your headline and keep trying until you have produced something that is interesting to the right people on LinkedIn and which uses some of those keywords you have been working on. In other words do not type immediately into the box that is available for your headline in LinkedIn.

**Work through the following professional headlines. In most cases I have written them. They all work for those who own the profiles from which the headline has been taken.**

I teach you to succeed using LinkedIn ✓ LinkedIn Training ✓  
LinkedIn Marketing Tips For Businesses

Healthcare Modernization Consultant►Accomplished EMR  
Systems Analyst►EPIC Certificated Healthcare IT Professional

OD Consultant►Keynote Speaker: Public Sector Reform and  
Modernisation►Helping Caribbean nations build greater prosperity

UK Based Solicitor & New York Attorney: Specialising In Wills,  
Trusts, Probate and Court of Protection Issues

**(In all cases the LinkedIn user had defined his or her audience  
before writing anything, so using terms like Accomplished  
EMR Systems Analyst did not need an explanation.)**

Now work on your own headline and remember your professional headline follows you around when you appear in searches on LinkedIn, when you comment on an article, when you post an update or article and so on. That makes lots of reasons why you should spend enough time on your professional headline to get it right.

Below is what my top box looked like at one time.



## Margaret Adams MA FCIPD

Creator of eye-catching online profiles plus bestselling career-oriented books to help professionals succeed at work.  
United Kingdom

Add profile section ▾

More...

1. Note that I am able to get my most important qualifications into the same box as my surname. Both qualifications mentioned matter to my audience.
2. I have a business-focused photograph.
3. I have an interesting, but enigmatic, professional headline. The important points are that people looking for help with LinkedIn and those looking to be more successful in their jobs will see that I can help them. As a result, they are more likely to look at what else my profile has to say.

Now it's your turn..... Here is a clue.

Deal with:

**Role + Level + Sector + Value You Deliver + Relevant Key**

**Words in 120 Characters**

### ***Step Four: Your LinkedIn Summary***

Over the years I have seen some dreadful LinkedIn summaries.

Most LinkedIn users seem to want to cram as much into their summaries as they can. I have seen summaries that are written as one paragraph and which deal only with the writer. They say: I do this. I did that. I won an award etc. If I see this sort of summary, I will not wade through it – neither will anyone else.

The most successful and most readable LinkedIn summaries do not use the 2000 characters available. They make use of white space, as well as signposting those who have found that profile, to the profile owner's aims, achievements, testimonials etc.

Try writing your LinkedIn summary under the following headings:

What I do

How I do this

What others say (about me)

Or

My belief

My mission

How it works

Relevant areas of expertise (as decided by others, not the LinkedIn user)

My own summary, at the moment, uses the following sub-headings:

My goal

My clients

My approach

What people say

My background

### **Warning – Extra Note**

Do not proceed with creating your LinkedIn profile without creating a vanity URL.

What is it? Mine is:

<https://uk.linkedin.com/in/margaretadamsconsultant>

## **Step Five: LinkedIn And Visual Content**

Today people make a lot more use of Visual Content than they did in the past. It is easier to upload images today than it was five or ten years ago. It is easy to upload videos where you appear doing things that complement what you have said elsewhere in your LinkedIn profile. LinkedIn is not the place to display your holiday snaps.

Here is an image that I use which shows me at work.



Do you have videos of yourself in action, doing things that you would like to continue to do in future jobs? Do you have your own YouTube channel? Check out other people's profiles and see what sort of visual content they promote.

## **Step Six A: Other People's Views**

Many guides on LinkedIn talk about getting endorsements for lots of different skills. They are also keen on recommendations.

These things matter but having two or three useful and complimentary quotations about yourself in your summary helps you to promote yourself as an expert or an authority on a very particular subject.

Here are two examples of quotations.

*“What a great LinkedIn profile. I’m speechless.”*

This is a useful quotation to include in my LinkedIn profile because I write LinkedIn profiles for clients. Getting this sort of approval is relevant to me and my future career.

*“There have been books on job-hunting before ... but this one is different.*

*Margaret Adams has a practical and logical approach to the things that matter most today and includes sections on all the things you'd expect plus some great advice on the relevance and importance of your profile on LinkedIn. She also talks with authority on the need to keep up to date by training yourself in relevant skills to build your career and get the right job in the right sector.*

*The book is a quick read ... but don't just do this. Take the advice to*

*heart and complete the actions suggested. That way you are likely to get a great job and build a sustainable career.”*

This statement endorses the fact that I write career-focused books to help people succeed in their careers.

Your task from today onwards is to look for the type of statement about yourself that endorses what you do and want to continue doing.

### ***Step Six B: Define Your Connections Strategy***



Of course you need a connections strategy. Getting connections on LinkedIn is NOT about getting as many connections as possible. It is about getting the right connections.

You will define who the right connections are for you. You will learn, over time, which are the right groups of people to connect with.

You need connections in your field of work. You need connections in organisations where you might like to work. You need connections whom you think could be valuable contacts. Choosing

the right people you want to connect with is a task you must take on. Think about how and why you want to connect with someone.

When you get in touch with someone it is no good saying: "I would like to connect with you because I think you could be useful to my career."

What could you say, if you were contacting someone you do not know and asking to connect? Would it be something like this?

"I saw in your LinkedIn profile that you enjoy working in (a defined field). I do, too. Last year I was awarded (honour's name). I see you have gained that award, too. I wonder, do you find it is helping you in your current work?

By the way, if you have time, it would be great to connect with you. I'll send you a connection request, if I may."

If, at present, the only way you have to increase your count, in terms of connections, is by connecting with people you know or by agreeing to connect with anyone who contacts you, **you need a connections strategy.**

When you come to work on this, you can "deconnect" from those you do not think are a good match in terms of interests, job fields and so on.

## ***Step Seven: You And LinkedIn Groups***

When you saw this heading, perhaps you started to think about all the groups you have joined. There is no need for that. Just think about the groups in which you are active.

You are active if you post in the group every week and if you comment on something at least twice a week. Let people know you are there and that you have something interesting to say.

If you do not post, or if you are not visible in a group, you do not do yourself any favours by being a member. You do not exist. Give to the group. Help people who ask questions and you will enhance your reputation.

Think, too, about creating your own group and inviting people to join. Choose your group title with care and make it clear what the subject matter will be. Never promote yourself to other group members, but post interesting material and ask questions of other group members. Get your name known in a positive way.

***Finally . . .***

# Career Success

I am regularly asked by LinkedIn users if they should upgrade to a premium account. My answer always asks them to tell me how they use LinkedIn. If they are unable to do what they are trying to do because the platform does not allow them to take these actions, I suggest it is worth checking out if having a premium account will solve the problem. If not, a free account is almost certainly enough for them, as it is for me.

In short, you can succeed in your career whilst still using a free LinkedIn account.

## ***About Margaret Adams MA Chartered FCIPD***

Margaret Adams has been helping professionals use LinkedIn since 2012. She has been working in the field of career development, and helping people to advance their careers, for more than 25 years.

Margaret holds a first degree in English and a master's degree in a management discipline. She is a Fellow of the Chartered Institute Of Personnel And Development and an experienced consultant.

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