

CHEATSHEET TO SUCCEED | LinkedIn®



*This LinkedIn® CHEATSHEET TO SUCCEED coaches you in a quick orderly manner to a professional, catching LinkedIn® profile. **Read on and you are on your way to become TOP OF MIND** in your industry with a **KILLER LinkedIn® profile**. Follow the steps below, and you too will be found on LinkedIn®.*

- 100%** - A 100% complete profile appears significantly more often in the search results. **LinkedIn®** tells you exactly what you still need to do if your profile is not 100% complete.
- NAME** – Only fill in your name. No phone number, no 300+. **LinkedIn®** doesn't accept this and is starting to act upon this breach of their terms of use. Titles are fine.
- PHOTO** – Use a quality, business photo that clearly shows your face. Use at least 80x80 pixels and no more than 4000x4000.
- HEADLINE** – Think like your customer: “What is my target audience looking for?” (product, service, specialty, etc.) Use interesting, keywords to formulate a catchy slogan that will make you **‘Top of Mind’**. You've got 120 characters to make that **unforgettable first impression**.
- SUMMARY** – Don't use your summary to describe your company. Ask yourself: “What makes me tick? Why do I do what I am doing?” Write about that first. Just make sure to keep it professional! Then write about the what and how.
- SPECIALTIES** – Make a list of all your specialties, use bullet points like **◆ ◆ ✓ ➔ ▶** to emphasise your specialties even more.
- EXPERIENCE** – Enter every single position you held after secondary school, even (relevant) student jobs. Make it as easy as possible for people (ex-employers, ex-colleagues, ex-clients, ex-suppliers, etc.) to find you and link with you. Does your career include more than one position with the same company? List your highest job title and mention the previous positions in your description. Make sure you list responsibilities and results. Volunteer work is listed under **VOLUNTEER EXPERIENCE**
- EDUCATION** – This is so much more than just your degree! Don't forget your secondary school, and list all your courses and workshops. Show that you are continually developing yourself personally and professionally. And remember... people who did the same course can find you by searching for the course they once did.
- RECOMMENDATIONS** – You will need a minimum of 3 recommendations in order to get a 100% complete profile. Ask previous managers and happy clients. Ask them to write **WHAT** you did together and **HOW** your input made a positive difference. Also **GIVE** recommendations; this gives you exposure to the whole network of the receiver.
- WEBSITES** – Always try to list three websites and choose 'Other' instead of 'Company Website'. Haven't got three websites? No problem! Refer to relevant pages within your site or to an important project you worked on.

Top Of Mind with LinkedIn, Blogging & Twitter

LinkedIn® Master Coaching, LinkedIn®
Group Coaching and Social Media
Marketing



- in TWITTER** – Are you on twitter? Add your twitter account and choose the option “Share only tweets that contain #in” this prevents you from cluttering your connections homepage (and defriending!).
- in PUBLIC PROFILE URL** – Change this to your own name, **Google** finds you more quickly and you can use the URL in your email signature. This is also called a vanity URL. Here is an example of a vanity URL for a LinkedIn profile: <http://nl.linkedin.com/in/petrafisher>
- in GROUPS** – Join at least ten **LinkedIn®** groups: five groups where you share knowledge with people in your industry and five where your prospective clients are found. You can use boolean expressions when searching for the perfect groups. Play an active role in group discussions and show your expertise. **Bonus tip:** be especially active in discussions with the most comments. Apart from the ten group mentioned: join another ten groups based on the principle “the bigger the better” because you can message all group members, even if you are not connected!

My name is **Petra Fisher** and I gladly help you achieve concrete results on LinkedIn. **Spend a mere 20 minutes a day on LinkedIn® and you will be "Top Of Mind" in no time.** I once had a [LinkedIn® profile](#) (2003) and didn't use it. I lived in Darwin, Australia and didn't know anyone really using LinkedIn that first year. Since 2009 I am using **LinkedIn®** actively and consciously. I really think the power of your 2nd degree network is awesome! Suddenly I find myself being that professional who is found on **LinkedIn®**. That's pretty nifty...



LinkedIn® KILLER Profile Training

In-company workshops, specifically developed for companies that want their employees to get more results with a powerful and professional LinkedIn® profile.

LinkedIn® Coaching

Especially developed for executives, entrepreneurs and sales professionals! This service varies from a straight forward profile analyses to executive or professional coaching sessions to:

- be recognised as expert in your field within four weeks!
- successfully gain access to a big group of prospective leads!

LinkedIn® Lecture / Presentation

Is your organisation interested in a LinkedIn®, Blogging or Social Media Marketing lecture or presentation? You can book a presentation for your own staff, your business partners or as the start of a networking event.

Feel free to [email Petra Fisher](mailto:info@petrafisher.com) or [Skype](#) me for more information.

I am currently based in Amsterdam. I deliver training in Europe, Australia and North America on request.