



Podcast #053

How to make more of your LinkedIn Profile

Hello everybody and welcome back to another episode of The Marketing Menu with myself, Nicky and with Liz. We mentioned that last time we were on that we were going to concentrate this month on LinkedIn and how you can make more of your profile to better effect.

I think this is really timely. I've been really aware that LinkedIn has catapulted almost into the consciousness. I seem to be dealing a lot more with LinkedIn content than other content.

Okay, that's interesting. It's a bit slow to burn, isn't it, because it's been around since 2003. Obviously, most of us are familiar with LinkedIn, but for those who aren't, it was set up in 2003 really to help the business community. Apparently, it's dealing now with 300 million users in 200 countries. So you know, it's pretty massive actually, but it does allow members to grow their business by establishing networks of professional and trustworthy people.

Yes, so on LinkedIn, your profile page emphasises your skills, employment history, professional skills, and connections with any business teams and it also offers a newsfeed that are editable so the boxes are actually editable.

It allows you to create a professional portfolio that really helps you build those connections far beyond the world of job seeking..

which is kind of what it was set up for, wasn't it?

It was and some people still believe that that it is very much in the domain for recruitment consultants. It's like your online CV. Yeah, but very, very useful. It does really offer some excellent, what I call underused search tools in terms of building your network because you can search for people by location, by their job title, by certain keywords, the company, for example, it's your most up-to-date customer list actually. It's very under-utilised. It's a great way of establishing credibility and you could also join in conversations by interest in terms of the groups, whether it's sector-specific or maybe it's a vocational thing, you just want to build at your local network.

That's really where you get noticed, isn't it, by participating in those groups?

Yes Really, really useful. Let's have a look today then at optimising your profile, the pictures and also your bio. What sort of reaction do you want people to have when they check you out?

Could I add something in there about profile pictures? Please let them be professional and not one of you on the beach. Remember, it's a professional platform.

Absolutely. When it comes to promoting your news, I have what we call an 80 to 20 rule, which is it's 80% about information and 20% about the sale. So it's not really a selling platform. It's more about you establishing your credibility.

Think searchability - use keywords to describe what you do and what your skills are based on what you want to be known for. Then tune the content and the language to your target audience. Think about who it is that you want to notice you, including bullet points, key points, subheadings, and always include a link to your website, maybe email sign up, something like that.

You don't need to actually record your email and your telephone number because that information is going to be out there somewhere, but it's important to use a meaningful and distinctive job title. If you put in Director, it doesn't really add anything. So you could say Director of which department, what your interests are, what your particular skills are, that sort of thing.

And then there's your credibility. You need to list your credentials, your experience, projects and not just your professional ones either, the things that you do in your spare time. If you, you're out there running a marathon for charity, that says a lot about you as a person just as it would on your paper CV.

And then finally seek some endorsements and recommendations. Now, this can be a bit of a challenge because again, we don't know, but nobody likes to ask, but do try to get into the habit of asking for them.

LinkedIn makes it easy, doesn't it? It'll say ask for a profile and you can click on a button and it will send an email.

In the majority of cases, people aren't going to respond but it's still worth getting into that habit.

If you're looking to refresh your LinkedIn profile, and have got a bit stuck here are 10 ways to set your profile out.

Yes. So the format could take this: in the headline mention your main objectives and highlight your skill.

Yes, and write it in the first person too.

Write a statement of intent. So what is it that you do? How did you get there? You could also mention any qualifications you have and reference your work-life journey and follow up to how you got there.

Yes, with what you're doing now. Now you can include an inspirational quote or a mantra maybe that you stand by and believe.

Ensure that you include any pain points that you help others overcome and how you solve them, of course, because that's really transformational.

That's what people want to know and always include a call to action. Now that might be a video link, a company page, a call me, a direct message, but always a link to where they can find out further information.

Ultimately though always ensure that you keep your profile up-to-date. You use those keywords that are relevant to your industry and use that throughout your profile, write in the first person, speak directly to your target audience and add those all important links to your publications and sources of information.

So what would you say the three top tips are for writing a LinkedIn profile?

Well, I think after today's podcast, it might be a good idea to revisit your profile, rewrite it given those opportunities that we've mentioned here. Perhaps just look at the keywords that you're using, whether they're relevant and specific enough, and write for your audience.

Brilliant. So, that's our first LinkedIn session. Next week we will be looking at tips for developing your company pages on LinkedIn. So until then, it's a goodbye from me, Liz Gordon.

And a goodbye from me, Nicky Matthews.