

## The Ultimate LinkedIn Guide

**For New Users** 



# Learn How to Build Relationships and Increase Your ROI This is a MUST!

Presented by:





Aspiring New York
Times Best Seller

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# Why LinkedIn?

Great for building your networking

A good profile will get you noticed by recruiters

Establish yourself as an expert in your field

Find info about companies

Connect with industry professionals from around the world

Build your brand

See who is hiring and whose is looking to be hired

# What makes good LinkedIn profile?



### **Profile Picture**

Your headshot should be current and professional. Good lighting and appropriate attire are a must for looking the part.

#### Banner

The banner behind your picture is valuable. It should reflect what you do as a professional.

### Your Headline

Your headline is MORE than just your company and position. Adding personal flare to your header helps you stand out from the pack.

Remeber, keep it professional.

### Summary/About Section

A good summary expands upon the headline. It gives the prospect a good understanding of exactly who you are and what you do.

### Recommendations

Use your LinkedIn profile to your advantage. Look the part and show the prospect who you are and what you do as a qualified professional.

# What makes good profile photo?

### Professionally taken



A clear, high-quality shot taken by a professional will make your profile look 100x better!

### Shoulders and up

A headshot is typically a closely cropped photo of a person from their shoulders up, simply for the purpose of putting a face to a name!

### Simple background

A simple, solid colored background is your best bet to keeping your headshot looking professional. No distractions!

### **Professional clothing**

You should be wearing what you would wear to an interview!

### A photo that looks like you

Avoid excess photo editing. Your headshot should naturally represent YOU as a professional.

### Headshot Guide

#### **Get Started**

- At Purple Cow Branding, we provide FREE LinkedIn headshots!
- Contact our team! See contact info on page 5. Schedule a time to come visit our studio and meet with one of our photographers.

#### **Before Your Headshot**

- Email us back and let us know if you want a grey or black backdrop. (If you choose black we ask you to wear a brighter color to stand out!)
- Review our Headshot Tips (pg. 6)
- Good heaadshot examples:





#### What's Next?

#### You've had your appointment... Now what?

- We will edit and crop your headshot to the photo package you requested.
- You will receive an email with your edited headshots attached within 1 week!
- Please feel free to reach out to your photographer with questions.

# Things to remember for your headshot

- Wear solid colors. NO striped shirts or plaid patterns. (Pinstripe suit jackets are okay.)
- Bring a comb/brush for last minute touch ups. If you have long hair,
   it shouldn't obstruct your face.
- For those wearing earrings:
  - No large hoop earrings
  - Avoid ornate or complicated earring designs
- Don't be afraid to SMILE! (People like smiles!)

### **Contacts:**

To schedule a headshot:

For a FREE marketing consultation:





# Choosing the Right LinkedIn Profile Picture



## When selecting your LinkedIn profile photo, start by knowing what NOT to do!

### It's always a good idea to avoid the following:

### **Having No Profile Picture At All**

How can anyone tell what you look like? How can people associate with you? How can people connect with you?

### The "Couple" Picture

You love your significant other, but this is about you! Show yourself off in a professional way.

#### **The Cropped Photo**

You look good in a picture with your friend, your significant other, or your sibling. But having their shoulder in this cropped photo isn't a good look!

#### **The Family Picture**

Everybody loves their family, but a B2B professional profile is not the place to show them off.

#### The Selfie

This is anything but the right picture for your professional profile! You want to look successful, prepared, and ready to take on the world.

### **The Sporty Spice**

We're happy that you're active, and we all love the sports we play during our free time. But let's keep those photos for Facebook and Instagram.

#### **Out with Friends**

Again, this is a professional website! Keep your social life on your other social media accounts.

### **Old or Poor-Quality Photo**

Having a current picture is the best way to represent yourself. Although these are great photos for Facebook and Instagram, they aren't acceptable for B2B platforms like LinkedIn. With the advice below, you should be able to make a good first impression with your profile picture.

### What TO Do:



Choose a photo that looks like you. Make sure your face takes up at least 60% of the frame. Choose the right expression. Wear what you would wear to an interview. Choose a background that isn't distracting.

### Editing Your LinkedIn Profile

## Choose a Specific Audience for Your LinkedIn Profile

The first step to improving your LinkedIn profile is to identify your audience. Who do you want to connect with or be seen by?

Are you trying to get a new job, grow your network, connect with people to start a business, or something else?

However you plan to use LinkedIn, you should have a clear idea before moving on to the next steps. With a one-size-fits-all approach, your LinkedIn profile may quickly go unnoticed. One of the most important tricks to LinkedIn is to have your message laser-targeted to your audience.



### **Edit Your Profile**

Edit individual sections of your LinkedIn profile to best reflect your professional experience.

To edit sections on your profile from your desktop:

- Click the "Me" icon at the top of your LinkedIn homepage, then click "View" profile.
- Click the "Edit" icon to the right of the section you'd like to make changes to.
- Make changes in the fields provided.
- Click "Save."

### Tips Before Getting Started

### **Avoid Buzzwords**



Buzzwords are the words you see all the time on LinkedIn and in job descriptions, but that doesn't necessarily say a lot about an individual. A list alone of common buzzwords, including "innovative," "driven," "hardworking," "effective," "successful," and "motivated" can easily be seen as unimpressive. Instead, consider using synonyms of these buzzwords: "resourceful," "diligent," accomplished." Ask yourself if a possible keyword or phrase needs more context to make sense. If someone came up to you and told you they were "effective" or "innovative," you'd probably think, "At what?" or "Prove it." You'll send a stronger message by showing you have these qualities.

### **Check Out the Competition**

See what others in your industry are doing to demonstrate their professional expertise and success. Let's say you're a scientist. Search on LinkedIn for "scientist" and find a couple of profiles that look great to you. See what skills they are listing, or what their headline is. Try to notice what made you click their profile in the first place from the search screen.

### Your LinkedIn Banner

### **Utilize your banner**

Most LinkedIn users understand the value of a good profile image—it's the first (and often only) thing people will see on the platform. Whenever you're publishing posts, liking, or commenting, other users see your headshot.

However, the cover image is the next best piece of real estate. It's the first thing (even before your profile image) users will see when they visit your profile page. It takes up an incredible amount of real estate at the top of your page, but many people fail to take advantage of it.

### LinkedIn Headline Formula

#### **Keyword Filled Overview**

The first part of your headline should be a keyword-filled overview or your role and responsibilities. You should aim to include 3-8 keywords/phrases that match what employers are searching for.

When people are looking for something on LinkedIn, they type some words into the search box and LinkedIn serves up results it believes are the most relevant. The people who show up at the top of the search results typically mention those keywords frequently in their profile and have them included in specific areas that carry more weight, like their LinkedIn headline. If you want to show up in more searches, you need to have the right keywords in your LinkedIn headline.

## Include Relevant Certifications in Your Headline, but Not Too Many



One or two certifications can boost your headline and help people quickly recognize your professional qualifications. However, it's a big turn-off when someone has eight obscure abbreviations and certifications in their LinkedIn title/headline.

#### **Value Illustration**

The second half of your headline should be focused on a "mini pitch" that illustrates your value and accomplishments!

Simply calling yourself a salesperson would be pretty boring – plus, it doesn't communicate the value you add. Use the part of your LinkedIn headline to describe how you improve your customers' lives.

To make it easier, here's a simple formula: "[job title]: helping X do Y."

# What should my LinkedIn Summary look like?

### **Engaging and Original**

Take the opportunity to showcase who you are as a professional and what makes you interesting, memorable, and extraordinary. Begin with a captivating hook and then reel the audience in with your authentic narrative.

#### **Written in First Person**

LinkedIn is designed to facilitate conversation between people. And, it's far easier for visitors to your profile to imagine having a conversation with you when you write the summary in the first person. This conversational tone will resonate with your current and potential connections so much better than an entire summary in the third person.



#### **Get Personal**

A personal approach works well if you are either in an industry where soft skills matter more, or where you are less experienced and wanting to get a foot in the door. It also works well if you are focused on using LinkedIn more for actual networking than specifically job-hunting. When people know something interesting about you and your personal story, they will be naturally intrigued.

### **Keep It Simple**

If you're not sure where to start, start at the beginning and lead with the basics. You will want to tailor your wording according to the type of professionals you're hoping to attract, no matter what. If you are in a field that might attract more technically-minded people, if it makes sense to keep it simple and to the point, including a lot of numbers.

### **Featured Section**

### **Show Off Your Expertise or Best Work**

Just below the "About" section is the "Featured" sections, which allows you to showcase media, links, and LinkedIn articles and posts at the top of your profile. Sharing the work or mentions that are most relevant to your personal brand and LinkedIn goals is a great opportunity to show your skills in action. If you have an online portfolio, the "Featured" section is a great, highly visible spot to link to it.

These are especially helpful if you don't have a lot of work experience, e.g., an intern or a recent graduate. For example, if you're a recent Software Engineering graduate, you can mention your GitHub profile with the projects you've worked on in school.

### **Add Relevant Links and Media**

You can add links, images, videos, and files to the entries in your "Experience" section as well as your "Featured" section. So use this to your advantage: Link to your company websites, projects you've worked on, articles or reports you've published, or anything else that can let recruiters see the work you're writing about with their own eyes.

# **Experience Section**

# Do More to Emphasize Specific Accomplishments



Under past jobs, mention specific numbers and accomplishments in your bullet points under each previous job. Consider doing this in your profile "About" section, too.

Don't just say, "Responsible for \_\_\_\_". Instead, start with a verb like, "Grew" or "Led" or "Increased" and then put as many real results and accomplishments as you can. How did you help your employer? That's what to talk about.

Don't just list your roles and responsibilities. "I did sales at Company X" says nothing about your success.

# Use Numbers & Data To Emphasize Accomplishments

Throughout your profile, use numbers and data to emphasize your achievements. This will allow you to seriously stand out from the rest of the candidates.

"I did sales at Company X" VS.

"I closed over \$200,000 in sales deals at Company X in 2019"

# Licenses & Certifications

### **Show Off a Little**

Underneath your work experience and education are additional spaces to show off your background and qualifications. Are you fluent in another language? Did you win a well-known award or write an article for a well-known publication in your industry? Are you licensed to practice in multiple states?

Adding this information to your profile is a great way to showcase what makes you unique and helps you get in some additional keywords as well. But remember that if these skills and experiences are important to landing your next job, you should also try to work them into an earlier section.





### **Skills Section**

### **Re-Order Skills**

In the "Skills & Endorsements" section itself, you can have up to 50 skills, but profile viewers can only see your top three, so choose the most important ones for these slots. You can control which skills show up first on your profile by clicking on the edit button. Pin the skills that you want to highlight. You can also reorder the remaining skills to prioritize and tell the story you want. You can also get other people in your network to vouch for your abilities.

### **Provide What Only You Can Provide**

Don't try to be someone else. Yes, look for influence and inspiration on LinkedIn, but provide what only you can provide. What talent or skill or know-how can you offer your community? Ideally, choose something only you can offer.

### **Add Your Skills Everywhere**

Promote your skills throughout your profile, not just in the "Skills & Endorsements" section. As mentioned earlier, you should put them in context in your experience section, but make sure that your most relevant and marketable skills also appear in your summary and headline.

## Recommendations

### **Seek Strong Recommendations**

Recommendations really enhance the credibility of who you are as a professional. You can ask people you've worked closely with for recommendations, but be sure to give that person talking points that help shape the story you want your profile to tell. Your recommender should know what your goals are for your next career steps as well as what skills and experiences you'd like them to emphasize. Keep your recommendations current.

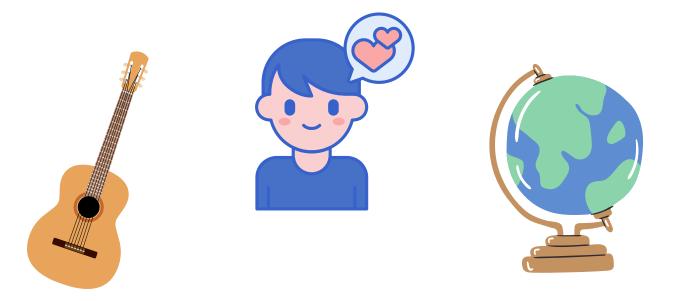
### **Give Out Recommendations**

The best way to get a recommendation is to give one. If you write a recommendation for a colleague, they're likely to return the favor. Plus, it's good practice to help out the people in your network.

### Interests Section

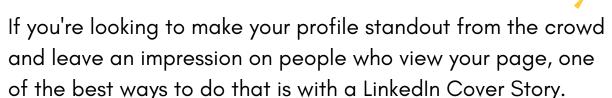
### **Talk About Your Interests**

The "Interests" section all the way at the bottom of your profile is often overlooked, but it's the secret to getting interesting and shareable content into your LinkedIn feed! LinkedIn will show you posts about topics in your "Interests" section. You can share and comment on these posts, or use them to find other professionals you'd like to network with.



# How to Make Your Profile Stand Out

### **Make a Cover Story**



In early 2021, LinkedIn rolled out the "cover story" feature that enables users to embed a 30-second, mini-introduction video into their profiles. Once a cover story is added, an orange ring appears around the user's static profile photo. When someone visits the profile, a preview of the video auto-plays silently within the photo frame. Clicking on the profile photo plays the full video with audio.

### **Use Custom Profile Link**

Customizing your public profile URL makes you easier to find. It's a quick, easy way to differentiate you from all of the other LinkedIn users out there. This is particularly important for those with common names. Doing so boosts your credibility. The link goes right to your personal profile making it a simple and effective way to gain more traffic.

# How to Make Your Profile Stand Out

## Add your LinkedIn Profile URL to Your Resume



Your LinkedIn Profile is just an interactive version of your resume. If you are happy with the content on your profile, add the link somewhere near your contact info. This will give hiring managers and recruiters an added reason to look at you.

# Focus On Your Accomplishments in the Descriptions

In some ways, you can approach your LinkedIn profile as you would your resume. Rather than just listing your job duties under each entry in your experience section, you should be detailing your accomplishments. Each of your bullet points should describe not only what you did in your past jobs, but also how you did it, what the results were, and how it impacted your team or company. Whenever you can, include keywords to show what vital skills you used and when, and quantify your experiences and achievements. Numbers will help recruiters see the scope of your work and make your accomplishments feel more specific.

### Unemployed? No Problem!

# Include a Current Job Entry, Even When Unemployed

When recruiters search on LinkedIn, one of the pieces of information the platform uses to return results is your current position—and if you don't have one, you might not appear. If you don't currently have a job, you should add the position or positions you're looking for (Social Media Coordinator/Assistant, for example), but add a line in the spot usually reserved for the company name that makes it clear you're not saying you're employed, like "Seeking new opportunity" or similar.

### "Career Break" Feature

LinkedIn added a "Career Break" feature that allows users to highlight a time period when they took a pause in their career. People may have taken a break because of full-time parenting, bereavement, caregiving, a gap year, layoff, or other life needs. Mentioning the break could be a chance to show the experiences and skills learned during that break in a positive light.

# **Explore Job Transitions with Career Explorer**

A tool most users are unaware of is Career Explorer. Career Explorer helps you uncover potential career paths and real job titles based on your skills.

### Unemployed? No Problem!

### Add "Open to Work" on your Profile



If you are looking for a job, a great way to let recruiters and hiring managers know you are available will be to add "Open to Work" banner on your profile picture. This will better set you apart and will help lead to more opportunities.

To do this just open your profile and select "Open to". There will be a few options but once you select work, you should see the green banner on your picture.

Here's what you'll need to fill out:

- Job titles: Add job titles you'd like to have. Think about titles your potential clients or dream companies might be using when they search for recruits.
- Workplaces: Include your working situation. Do you want to work in-office, remotely, or a hybrid of both?
- Job locations (On-site): Where on-site would you be willing to work? This helps recruiters look for workers in geographic locations.
- Job locations (Remote): If you're working remotely, where will you be based out of?
- Start date: Are you ready to start working now, or are you just casually browsing?
- Job types: Do you want full-time, contract, part-time, internship, or temporary work?

### LinkedIn Best Practices

### Match Your Resume and LinkedIn

Your resume and LinkedIn don't have to be identical. But your past positions, companies, degrees, and licenses and certifications should match up—and so should the dates. Don't contradict yourself. You don't want hiring managers to think you're being dishonest.

### **Tailor Your Profile to Your Industry**

While your resume should be tailored to each individual job you apply to, your LinkedIn profile should be tailored to the industry you work in or want to work in, as well as the role you have or the type of role you're hoping to land. In your descriptions, emphasize the elements of your past experiences that are most relevant to the types of jobs you want. You can also include relevant volunteer work or school projects both in your experience section and the dedicated "Volunteer experience" and "Education" sections lower down on your profile.

### LinkedIn Best Practices

### Use the Name You're Known By

A lot of people have nicknames or go by a different name than what is on their drivers license. Even though LinkedIn is a professional platform, there is nothing wrong with using the name most people would call you by.

The goal is to increase traffic to your page and show up in searches. If your introducing yourself as one name by use your government issued name in your profile, it will be hard for people to find you when they want to connect.





## I Finished My Profile! Now What?

### **Stay Active**

Once your profile is finished, you can't just abandon LinkedIn until the next time you're applying for a job: You need to be an active user. That's your number one way to start seeing more success on LinkedIn. By posting regularly once a week, 2–3 times a week, you will see an increase in your followers and your profile views. Actively using LinkedIn will help you grow your network, be more visible to your existing network, and learn more about your role, industry, and potential opportunities.

### **Use Private Browsing Mode**

When you view a profile in private mode, you'll appear in that person's Who's Viewed Your Profile section as LinkedIn Member - This person is viewing profiles in private mode. No other information about you will be shared with the member whose profile you viewed.

When you browse in semi-private mode, your profile characteristics such as job title, company, school, and industry will be shown to the member you are viewing (for example, Consultant at State Farm, Someone at Accenture, or Student at Cornell University).

## I Finished My Profile! Now What?

# Engage with Every Message, Job Request, and Connection Invite

LinkedIn wants to see you engaging with the platform. If a salesperson or recruiter uses InMail credits to send you a message, LinkedIn wants to see you answer—even if the answer is "no."

### Search Like a Pro

LinkedIn's search abilities are robust if you know how to use them. You can use quite a few modifiers to narrow down your search and find exactly what you need.

#### Here are a few:

- Quotation Marks: Find an exact phrase by putting quotation marks around your words. For example, "Founder."
- AND: Type "AND" in all capital letters between two or more terms to search for profiles that include multiple terms. For example, "Founder" AND "Tech."
- OR: Type "OR" in all capital letters between two or more terms to get results from profiles with either term. For example, "Founder" OR "Entrepreneur" OR "Co-Founder."
- o Parentheses: If you want to get really fancy, you can combine modifiers to narrow down your search. For example, Founder AND ("Tech OR SaaS")
- NOT: Type "NOT" in all capital letters before the terms you want to be excluded. For example, "Founder" NOT CEO.

# LinkedIn Connections

### **Request Thoughtful Connections**

You can start building your professional network online by connecting with people you already know, but you can also request connections from people you don't know who might be able to help you grow in your career. LinkedIn's alumni tool (under the "Alumni" tab on your school's profile) can help you find other professionals who went to your college, for example. No matter who you're requesting to connect with, include a message, and personalize! Pay attention to what they have in their profile, and be very specific about what you hope to get out of connecting. Also, be conscientious—give people an out and don't take declined connections personally.

#### **Get to 500 Connections**

Some recruiters and employers will judge you based on the number of people in your LinkedIn network.

Fortunately, after 500 connections, LinkedIn simply says, "500+ connections," so that's a good target to aim for in terms of the number of people in your network.



# LinkedIn Connections

### **Network, Network, Network**

At its core, LinkedIn is a professional networking platform. Meaning, it's OK to add people who you haven't met in real life - that's what the platform is for!

Feel free to add recruiters, HR specialists, and hiring managers in companies you want to work for to your network. This way, you'll always be updated with open positions that they might have, and you'll pop up on top of all other candidates when these recruiters do search for someone with your skill-set.



### Using LinkedIn

### **Keep Profile Updates to Yourself**

While it is important to keep your network and connections updated, the bigger your network grows the more notifications you will get.

A lot of the time when you make an update to your profile or hit a professional milestone such as a work anniversary, these updates are visible to your connections on your Recent Activity. Even if you didn't actively post it. This can open the door for a lot of unnecessary notifications. To limit this just change what kind of updates you want your network to see in the settings.

### **LinkedIn is for Learning Too**

The main attraction of LinkedIn is the networking aspect. You can easily find business associates, job openings, and candidates for hire.

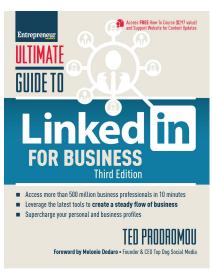
The other huge component is the knowledge that circulates through the platform. LinkedIn is full of industry experts whose mission it is to provide quality information and free resources right to your feed. If you're looking to really brush up on some skills you can also sign up for LinkedIn's online academy, 'LinkedIn Learning'. They provide courses for just about any industry, taught by real professionals, for real professionals.

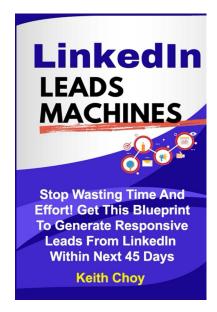
# My Top Books for Learning LinkedIn

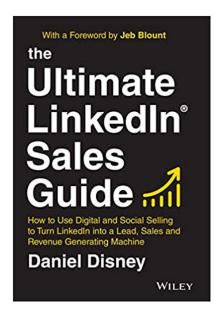
### Reading is to the Mind What Exercise is to the Body

Invest in your success even further by picking up one of these LinkedIn books. Each book here is an excellent resource for continuing your LinkedIn education.









# The 6 Biggest Mistakes Keeping You from Generating Business on LinkedIn

### Mistake #1 - You're focused on selling

It's not a sales platform, it's a relationship building platform. It's a place to find your ideal clients, it's a place to learn about them, it's a place to create a relationship.

## Mistake #2 - You're not working outside of LinkedIn

If you focus only on LinkedIn, you'll be disappointed with the results. LinkedIn is an awesome place to get information about people, but remember, you also have email, their company blog, and Twitter at your disposal.

## Mistake #3 - You aren't investing time on LinkedIn

Most successful people on LinkedIn are absolutely committed to it. They invest time. They create systems. They have a process. They are consistent.

### The 6 Biggest Mistakes Keeping You from Generating Business on LinkedIn

### Mistake #4 - You aren't creating content

From posts, to articles, to videos, there are plenty of great ways to get the interest of your existing connections.

### Mistake #5 - You aren't talking about their problems

The easiest way to get people's attention is to talk about them. In a business sense, you can take it one step further by talking about their problems.

### Mistake #6 - You don't have a transformational product or service

People don't care about you, your company, your software, your consulting, your investment opportunity, or anything else about you. What they do care about is themselves. Show them what you can offer and why it can help them.

### Linked in FAQ

### Should I pay for LinkedIn Premium or just use the free version?

Should you pay up for a LinkedIn subscription? It depends on what you plan to use it for.

If you're a recruiter, business owner, or a salesperson, LinkedIn may be an excellent way to connect with potential clients and candidates. This is especially true if most of the people in your industry use LinkedIn as a way of connecting with other professionals. However, before you get a subscription, you should carefully consider if LinkedIn is the ideal way to build a network.

For regular users, on the other hand, the only real benefit is additional jobhunting features. However, if you're currently employed or are not actively seeking new work, the mail credits and seeing who viewed your profile may not be worth the price of admission.

## Is it a good idea to include contact information in the name or headline field on LinkedIn?

This could look too desperate. It also reduces the number of characters you have for keywords which actually give you more opportunity to come up in search results.

### Linked in FAQ

# I don't feel comfortable about telling people all of the jobs I have done in the past, particularly those over 10 years old. Should I leave them in or out?

If you are looking for work, what would your ideal employer expect? The truth, the whole truth and nothing but the truth? Or an edited version? Does it add more keywords to your profile? Does it show your ability to move and grow throughout your career? Can you focus on explaining the most appropriate skills rather than duties like 'cleaning the office kitchen?' If you believe your experience from more than 10 years ago is irrelevant, leave it out. It is always up to you and your purpose.

### Is it safe to include my contact information online?

Unless you have a criminal record, celebrity status, or a job requiring a high level of security clearance, the case would usually be yes, it is safe. The reality is that nowadays, there are multiple ways for people to find out your address and phone number. If you are concerned, only include your email address!

### Linked in Checklist

### **CORE - Must Have**

- Profile Pic, Banner, & Headline
- About Section
- Education
- Job Positions
- Contact Info



### RECOMMENDED - Good Idea

- Featured
- Licenses & Certifications
- Courses
- Recommendations



### ADDITIONAL - Bonus

- Volunteer Work
- Publications
- Patents
- Projects
- Honors & Awards
- Test Scores
- Languages
- Organizations
- Causes



### **InMail**

The LinkedIn InMail gives you a starting advantage. Find the person or company you want to "Cold Call" but instead message them over LinkedIn. There is a statistical advantage in doing this instead of cold calling the office secretary.



### Join Groups

Follow groups in the industry that you're targeting. This will give you information on who you need to connect with and what changes they're making in the industry, so you can bring up these changes during your appointment.



With LinkedIn, you're able to search for a certain type of person or company. If you're wanting to contact a business or person you can find people by title, company, location, or keyword.



### "People Also Viewed"



Visit the profile of your best customers and prospects, look at the side bar labeled "People Also Viewed" box. This shows other users similar to your contact. Now you have turned one prospect into several.

### People who have interacted with your post

Look at the people who are commenting, sharing, or liking your post and shoot them an InMail to say thanks for reading and interacting with your post. This opens conversation with a formal thank you rather than looking like another eager sales person who is just contacting them to get a sale.

### **Connect with 2nd Degree Connections**

You can customize a search where you can search a job title and make the only results your second connections. This means you're connected with someone they're also connected with. It will give you a higher chance of them responding to you.



### **Reach the Decision Makers**

Look for your target company on LinkedIn and go to their page. There will be a tab that will direct you to their employees. Instead of calling or InMailing people without the power to make the decision, you can find the people with the job title you need to contact. Once you find them you can InMail them, or if they have an E-mail or phone number available you can go that route.



### Tap into Employee Advocacy

This tip isn't exclusive to LinkedIn, but we believe it has the most potential when used on this platform. An employee advocacy program helps get your employees involved with marketing your business.

Employee advocacy platforms like Dynamic Signal, GaggleAMP, and Sprinklr empower your employee to share business posts on their personal accounts. They can automate their posting or manually schedule content.



### Bump Up Your LinkedIn Social Selling Index



You can find your SSI in the LinkedIn Sales Navigator. It measures your social selling skills and execution.

Four primary components:

- Establishing your personal brand
- Finding the right people
- Engaging with insights
- Building relationships

### Linked in Makeover

It's time to kick your LinkedIn presence up a notch! Let **Purple Cow Branding** revamp your profile tailored to your brand and audience. As part of this makeover, we'll also provide you with tips on strategies for engagement, hashtags, and the best times to post.



#### What does this makeover include?



- New professional headshot taken at the Purple Cow Branding's studio
- New banner graphic that displays what your company does
- New optimized tagline to bring you more profile views
- Tips on updating and completing your profile
- Tips on strategies for engagement, hashtags, and the best times to post

#### Here's exactly what we'll do:

- Give a fresh look to your profile
  - Update your headshot
  - Update your banner
  - Update content on your page
  - Update your Call to Action
  - Double check your settings
- Provide a plethora of resources to get you started with your refreshed profile
  - Strategies on engagement and hashtags
  - Best times to post for highest engagement

Contact kensie@purplecowbranding.com or call 972-430-3530 to get started!



### **Why Purple Cow Branding?**

### We use the 21st century digital marketing tool kit.

#### • New Website Development

Making it current with the new Google Analytics

#### Website Management

Monthly changes to keep it current

#### Social Media Strategy

o Finding the best social media for your business

#### • Blogging/Newsletter

o Giving back to the community - you are the expert

#### SEO Optimization

• Ranking on Google

#### • Client Data Organization/CRM

- Customer database
- Staying in touch with your customers
- o Generating more income
- o Call for Actions on the website

#### Email marketing campaigns

- Sales funnels
- Lead generation
- Getting new customers

#### • Understanding the sales process

Aligning your sales strategy with marketing

#### • Traditional Marketing

- Direct mail
- Working with your current vendors
- Brainstorming

#### Creative time

- Story branding
- Developing your USP your one-liner

#### Monthly Consulting/Strategic Planning

- o Reviewing and generating new ideas
- Measuring current strategy to boost revenue









### Let Us Help You!

For more information about our services, FREE resources, and to reach out to us,

go to:

PurpleCowBranding.com



For all things Marketing, reach out to Kensie!

For Photo/Video, reach out to Kate!







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# NETWORK TODAY with Sheryl Powers & Rob Bliss



**CHANGING THE NETWORKING MINDSET** 

### FOLLOW US ON SOCIAL MEDIA!



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Connect with Sheryl on LinkedIn













#### **LISTEN OR WATCH NOW!**











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