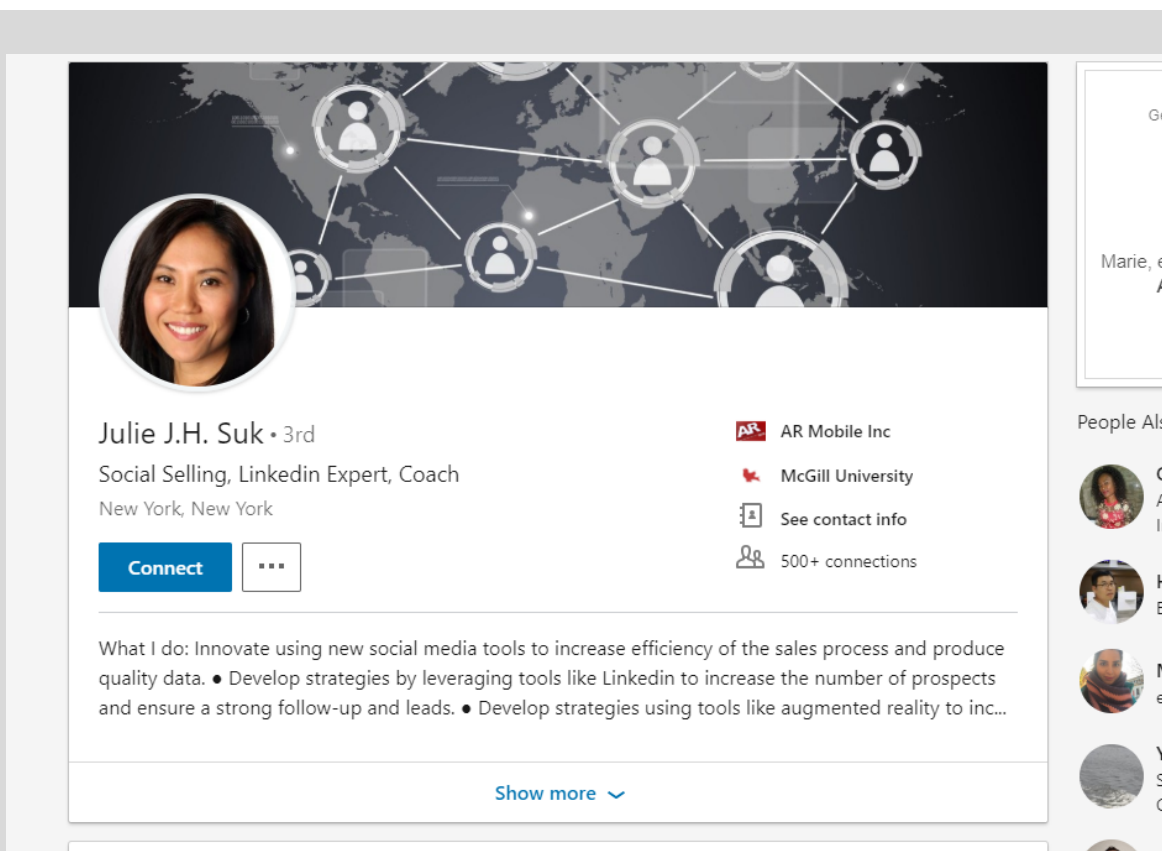


# 4 Key Ways to Optimize Your LinkedIn


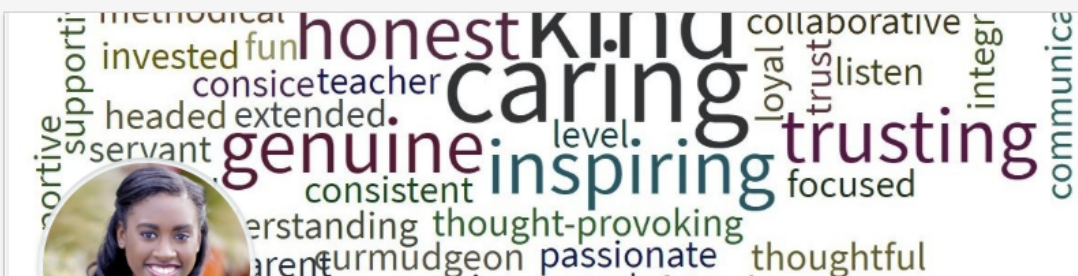
One of the cornerstones of taking charge of your career and business is how you present yourself. The old way was having a pristine resume at the ready. Now, the resume has been trumped by the LinkedIn profile. This isn't just a static list of your accomplishments anymore. Your LinkedIn page is a living extension of who you are in the marketplace. Use this guide to finally get your LinkedIn profile popping so you can start attracting new opportunities and networking in your sleep.

## GREAT IMAGES

The most memorable parts of your profile is your profile picture. This is your first impression to most recruiters, other business owners, and potential clients. Pick a high resolution professional looking headshot that you can use across all of your social media so that people will recognize the image no matter where they are searching for you. The closer the shot, the better. Combine that with a stylish banner that resonates with your brand or industry, and you are on your way with creating some lasting first impressions. Here are a few that I love.







Job Offers to Your Inbox - Tech professionals! Start getting job offers in your inbox from week


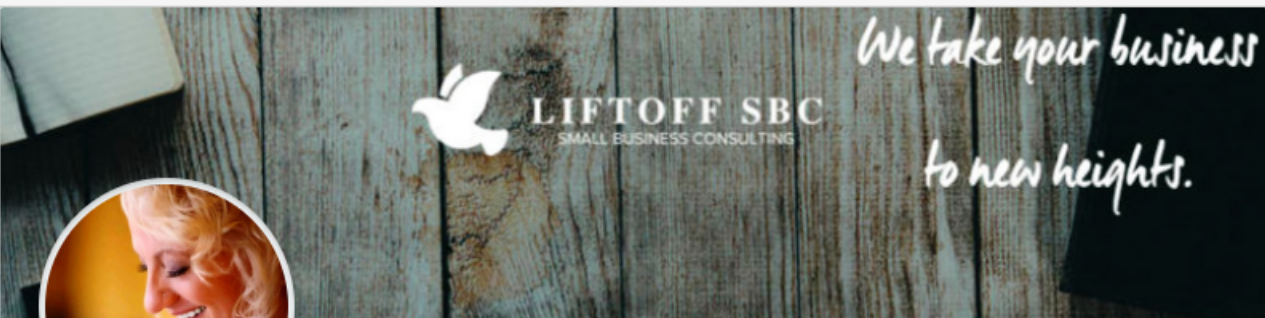


**Angel Franklin** • 2nd  
Head of Global Talent Management at Tesla  
Las Vegas, Nevada Area


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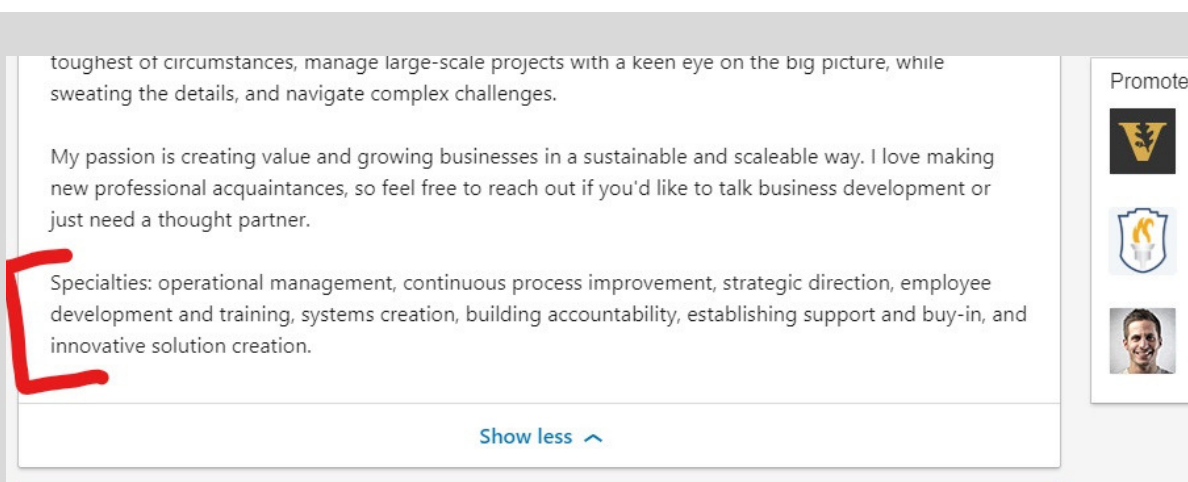
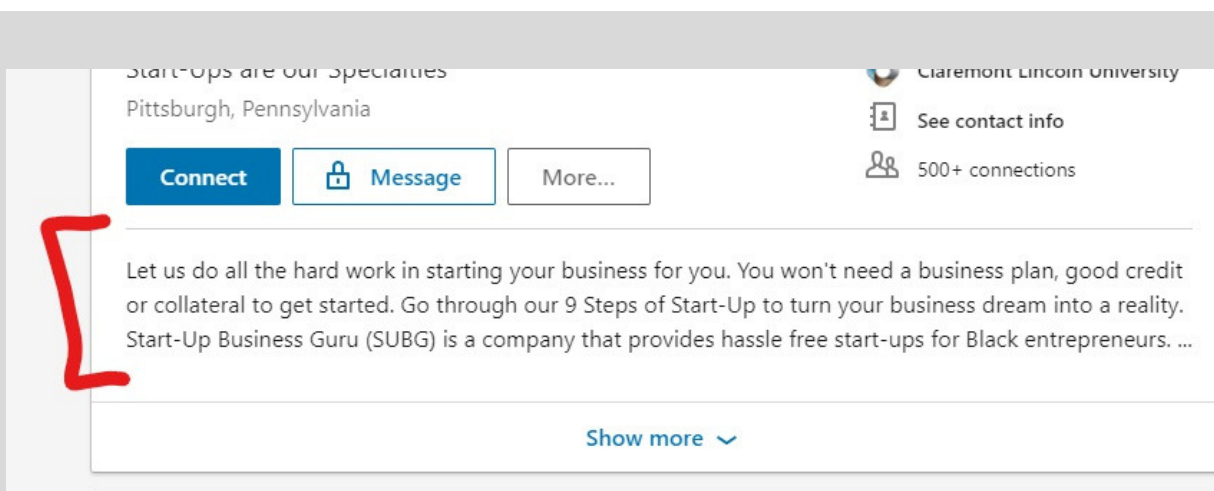


-  Liftoff Small Business Consulting
-  Liberty University
-  See contact info

## WORD PLAY

Two things on profile copy. One: you have an executive summary section to write long form copy about your business, mission and carer objectives, but only the first 38 words are visible when someone first comes across your profile. This is a teaser before they click "see full profile". Entice and with a concise description of your products and services in those first 38 words.

Two: LinkedIn is an online database which means all SEO rules apply. Think about what keywords you need on your profile page so folks can find you for what you do and what they are looking for. Bake them into your long form exec summary or list them as "specialties" in a structured fashion at the end of your summary. Either way, you will still come up in search based on those words being in your profile. Put all your accomplishments and awards on your LinkedIn too. Your affiliations and accolades (keywords) are tagged to you as well.



## Accomplishments

### 17 Courses

Biostatistics • Chronic Disease Management • Community Health Assessment • Community Health Interventions • Environmental Health & Safety • Fieldwork I • Fieldwork II Capstone • GIS in Public Health • Health Program Planning and Funding • Health: Community Organizing & Development...

### 4 Publications

Validation of the BREAST-Q: a new patient-reported outcome measure for breast surgery patients

- Shifts In Intentions And Attitudes Regarding Prophylactic Oophorectomy After Brca1/2 Results
- Decision types regarding prophylactic oophorectomy among women seeking Brca1/2 testing
- Attitudes toward prophylactic colectomy in HNPCC patients

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## TAKE ACTION AND CONVERSE

To activate a network you have to converse. You can stay abreast of what's going on in your industry by following influencers (people and organizations) in your field. Subscribing to newsletters or feeds like "The Daily Rundown" can help you keep up with regular updates in the world of work. This provides you with content you can easily share and comment on.

Posting and sharing relevant work experience or knowledge is a great way to stay relevant in the minds of others. Use the "write an article" feature to repost your own new, or existing content. Comment on other content and remember to respond to comments on your posts as well to keep engagement up.

The screenshot shows the LinkedIn search interface. The search bar at the top contains the text "daily rundown" and is circled in red. Below the search bar, a list of search results is displayed, each with a LinkedIn logo icon and the text "LinkedIn Daily Rundown (Region) 3rd+ • The news Region professionals need to know now." The regions listed are Europe, Australia, Canada, UK, and US. A red arrow points to a link that says "See all results for 'daily rundown'". Below the search results, there is a section for a post by "My father died 5 years ago this month. His layoff from JP Morgan Chase certainly had something to do with him developing pancreatic cancer. Laid off at 61. Dead at 68. ...". The post has 426 Likes and 73 Comments. At the bottom, there is a banner for "Access exclusive tools & insights" and a "Free Upgrade to Premium" button.





**LinkedIn Daily Rundown (US)**

The professional news you need to know now.

Sunnyvale, California

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Sunnyvale, CA, US

**Content Producer, Bus**  
Carpinteria, CA, US

**Executive Assistant**  
Sunnyvale

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**Leading with S**  
Viewers: 27,809

**Squarespace 7**  
**Training**  
Viewers: 20,831

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So I taught 11 workshops last month on unconscious bias and inclusivity in the workplace, and then I wrote a thing... How do we include the white guy in conversations about bias? I have thoughts:



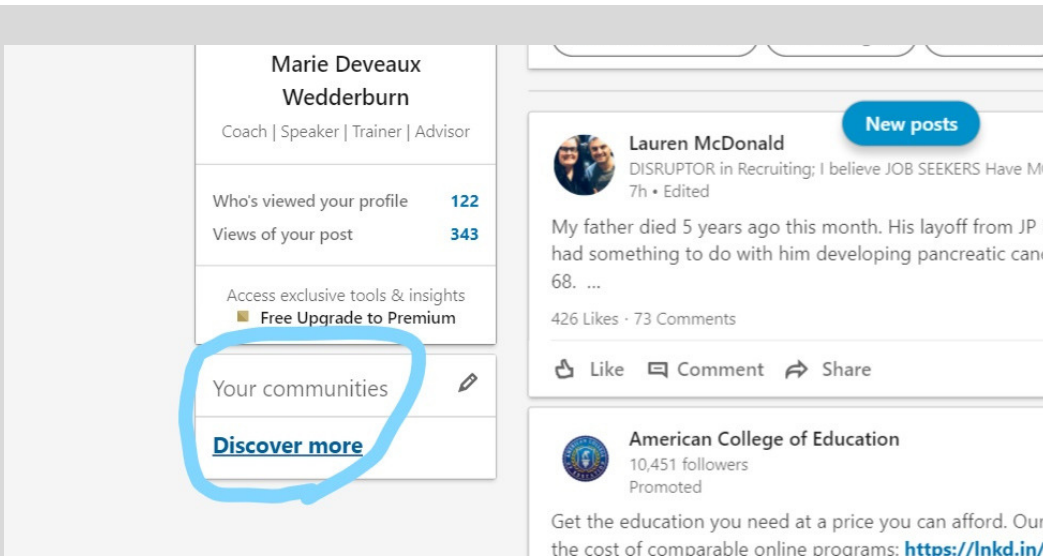
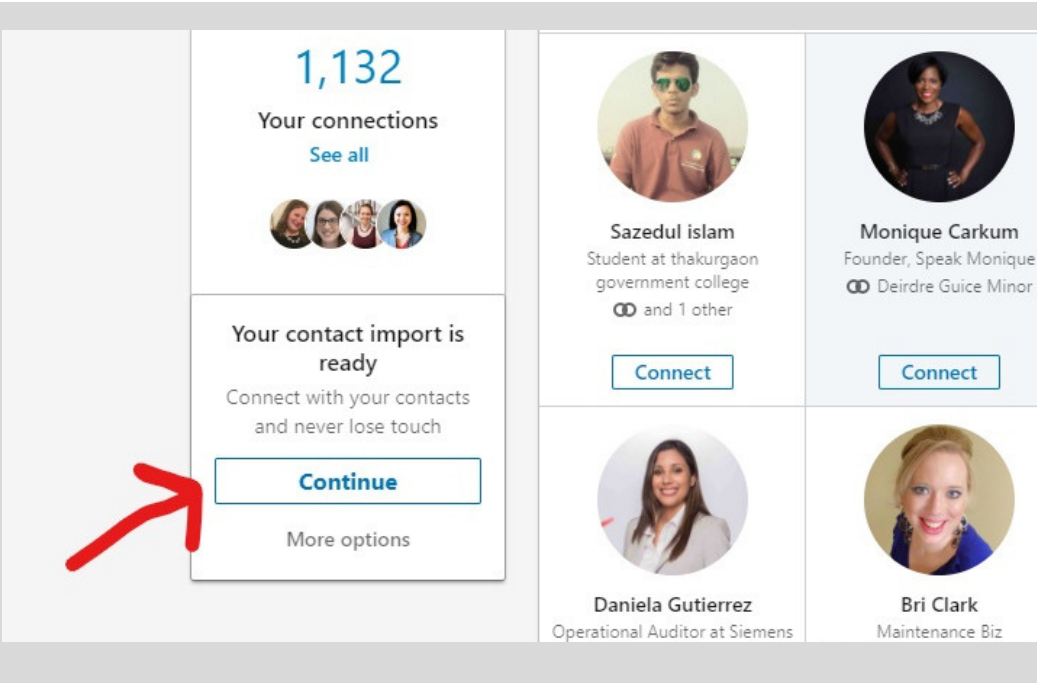
**Blaming for Bias is Backwards**  
mariedeveaux.com

15 Likes · 10 Comments

[Like](#) [Comment](#) [Share](#)

## KEEP GOING

Grow your network by importing your email contacts (all add email addresses) and requesting connections and links. You can also bolster your profile by requesting recommendations and recommending others. Provide endorsements when the alerts come up on your home screen and soon others will be returning the favor, and visiting your profile to do it. Your 1st degree network will expose you to their network (2nd and 3rd degree). When people reach out, start a conversation through messaging and if there's synergy, set up a chat over VC or a cup of caffeine!



connections

Endorsed by 2 of Eric's colleagues at RIFF NYC

Show more

Recommendations

Ask for a recommendation

Recommend Eric

Given (1)

Kate Higham  
Office Manager at  
VerCloud Health  
May 18, 2018, Eric managed Kate  
irectly

Kate is the most effective and efficient employee I have managed in over two decades of operations. Kate expertly filled the role of Health, Safety, & Security Specialist for Etsy's Workplace team. I was particularly impressed by Kate's ability to manage the toughest situations with confidence and humility. This is a skill that takes years to develop but seemed to come naturally to Kate. As a result of this skill, Kate would often elevate the performance of each

Your contact import is ready

Connect with your contacts and never lose touch

Continue

More options

Leadership Consulting  
Bryan Ballegeer and 8 others

Jacob Longoria, Client Acquisition...  
We create wildly profitable systems for client acquisition and online sales.  
Kes LaGuerre

Ignore Accept

Ignore Accept

Marie, I noticed that you and I have a LinkedIn conn... See more

Reply to Jacob

Show more

People you may know

Bri Clark  
Maintenance Biz  
Owner/Entrepreneur/Marketer/  
Licia Watson and 2

Ronald Spence  
Investment advisor, Insurance  
Consultant, Unregistered ISO  
Primerica

Brian Perry, MBAus  
Dating and Confidence Coach  
Licia Watson and 7 others

Connect

Connect

Connect

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