

PERSONAL BRANDING EXPERT

LINKEDIN BRANDING EXPERT

JANE ANDERSON & KYLIE CHOWN

CONNECT

LEVERAGE *your*
LINKEDIN
PROFILE *for*
BUSINESS
GROWTH *and*
LEAD
GENERATION

... IN LESS THAN



MINUTES
PER
DAY



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“Over the past 100 years, we have moved from the Industrial Age, through the Information Age to the Digital Age. To thrive today, you need to be online and your expertise needs to be on show. Jane Anderson and Kylie Chown have shone a light on the path to having a digital presence on LinkedIn that really connects with your target audience and makes your expertise stand out. Clear, practical and simple, *CONNECT* is a must-read for anyone using LinkedIn to do business.”

– *Dermot Crowley, Productivity Expert and author of “Smart Work”, Wiley, 2015*

“The rules of connection have changed. We can connect and influence at the touch of a button and, as a result, our ability to manage our personal brand across multiple channels is critical. In this book, Jane and Kylie share how LinkedIn can build and leverage your brand to drive commercial and personal success. A must read packed with learnings, tools and tips for anyone wanting to take leadership of self.”

– *Janine Garner, Collaboration Expert and author of “From Me to We”, Wiley, 2015*

“*CONNECT* offers insights and practical tips on how to use LinkedIn to leverage your profile and business. Helping the reader work through at a strategic level what they want to be known for and then providing valuable guidance to achieve this. Put simply, if you have a LinkedIn profile and you are serious about your professional brand, then you must read this book.”

– *Gabrielle Dolan, author of “Ignite: Real Leadership, Real Talk, Real Results”, Wiley, 2015*

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– Jane Anderson

Thank you to my parents and family. Your support and encouragement allow me to do what I do.

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– Kylie Chown

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Chapter 1

Why is LinkedIn So Important For You?

Reid Hoffman, the co-founder of LinkedIn, recently said: “If you can get better at your job, you should be an active member of LinkedIn, because LinkedIn should be connecting you to the information, insights and people to be more effective.”

In 2009, Jane began working with people on LinkedIn. It wasn't that LinkedIn was new; it was that it had been reserved for executives. She was helping people get jobs after the global financial crisis, and every so often she would meet someone who needed to be on LinkedIn. They were so reluctant to get online. She tried to find someone who could write their profiles. There wasn't anyone, so she began to write them herself.

Fast forward to 2011. Jane was on a plane next to a gentleman. She was flying between Brisbane and Canberra. She talked to the gentleman, and discovered he owned a technology company specialising in network security. He was also a professor of IT security at a university. He did a lot of consulting work in Canberra for the Australian Federal Government. Jane asked him: “Are all your team on LinkedIn? How do you use LinkedIn as part of your business?”

He said: “Actually, I've removed our sales team. I just have one sales manager now. I allow them to spend one day a week in forums on LinkedIn and other sites. Our technical experts answer questions and are connected to our customers. This is just how our customers want to communicate now, and our business has changed quite dramatically as a result.”

Since then, we've noticed that traditional sales approaches and the new ways of selling and creating leads are quite different.

Most people will ask: “Isn't LinkedIn just like an online version of your resume?” Or: “Isn't it like Facebook, but for business?”

A LinkedIn profile is like your own personal website for your business and for you as someone in charge of sales or business growth. We're in the connection economy. When we're online, we want to be able to connect.

People do their research long before they get in touch with you. A CEB study found that about 60% of a buying decision is made before the person buys from you. It's a bit like TripAdvisor, where people do their research online before they decide to connect.

You can access people, information and misinformation more readily. If you need a financial planner and you're in Sydney, Australia, and you want to talk to someone in New York because you have been told they're the best, then that's what you can do. You're no longer restricted by location.

You can also access experts. Nowadays, if there is an expert in flamenco dancing and they are in Spain, you can go online and learn from a flamenco dancing teacher in Spain.

This is because of sites such as Elance, oDesk and Popexpert.

You might be thinking, "What does that have to do with LinkedIn?" What it means is that if you focus locally, you must have a strong presence, and LinkedIn is an effective way of achieving that.

It's getting more difficult to access decision makers because they're so busy. According to a study by the Radicati Group, business users sent and received on average 121 emails a day in 2014, and this is expected to grow to 140 emails a day by 2018. The amount of information landing in inboxes is extraordinary.

To cut through this noise is quite difficult, so we have to go to spaces where people hang out. Considering the average person spends two hours per day using social media, this is where we need to go to connect with them. We are in the connection economy.

The truth is we don't even know about missed opportunities because we don't get feedback.

Challenges with the Current Sales Process

Pigeonholing, Stereotypes and Unconscious Bias

You would have heard the saying: "first impressions last". In fact, Margaret Thatcher once said: "I usually make a decision about a person in the first 10 seconds and I usually find that I'm right."

There is a lot of information and misinformation out there. People want to

understand who you are and where you're coming from. Otherwise, they will stereotype you very quickly. Their perception could be based on what you have done in the past, rather than what you can offer for the future.

You need to determine what you want their interpretation of you to be, and convey yourself in that light when you connect. They may not need your help right now, but they may know someone who does.

Something to remember is that your mistakes are not as obvious online as they are in the real world and you don't know the opportunities you're missing. People can look at your profile and move on, and you don't even know. There is a world of opportunity sitting at your fingertips. It's now time to take the opportunity to help those clients who are looking for you and need your help!

Some other challenges in the current selling climate include:

- **Access to decision makers:** This is more difficult as gatekeepers are becoming more challenging to manage.
- **“Digital First”:** Increasingly customers are undertaking research online before making buying decisions. As mentioned, 60% of a buying decision is made before a customer makes contact. This means the use of Google searches are increasing. Sites such as Trip Advisor to choose hotels and Urban Spoon to choose a restaurant are examples of that.
- **The high cost of doing business:** Organisations are finding it increasingly challenging to meet skyrocketing overheads and wages. Businesses don't have money to waste any more.
- **Flexibility:** Businesses need to be able to move fast. Customers' needs change quickly and businesses need to be agile, yet stay on track.
- **The struggle to find more ideal customers:** It's difficult for businesses to position themselves for new clients and markets.
- **Time and money:** A business's growth isn't restricted to a local area anymore. We have access to markets nationally and internationally, but it takes time and money to build those markets and have a presence in those locations.
- **Unqualified leads:** We don't have time to waste on people who don't meet your sales criteria.
- **People do their research:** Customers research online to find the cheapest option.
- **The increasing cost of search engine optimisation and Google AdWords:** It's becoming extraordinarily expensive to get results from online advertising.
- **A feeling of paralysis:** With the sea of information available, combined with a lack of time and money, many businesses choose to do nothing. It can all seem too hard.

The Connection Economy

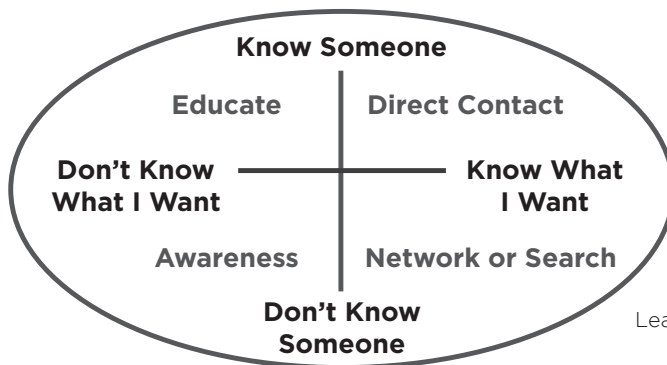
The old ways of selling have changed. It used to be about calling. It used to be about samples and then trying to get meetings with people. Now it's quite different. Now it's about leveraging people's social networks. It's about engagement, which means connecting with people, and it's about education. We need to be able to educate people about how we can help them. This is, essentially, the social sales model.

Past	Present	Future
Employees	Role Models	Ambassadors
Cold Calls	Tribes	Engagement
Sales Demonstrations	Education	Thought Leadership
Salesperson	Trusted Adviser	Expert
Transaction	Solution Selling	Lifetime Partnership

According to Ipsos Open Thinking Exchange, the average person spends two hours a day on the internet. IBM's Global CEO Study found that CEOs believe social media utilisation for customer engagement will increase by 256% over five years to become the second-most popular way to engage customers after face-to-face communication.

How You're Found in the Marketplace

Customers find you via various means when they work with you. The following quadrants are the most common.



Lead Generation Matrix
© Jane Anderson

So, How Do People Find You?

“If I know someone and I don’t know what I want.”

If this is the case with a customer, they’re going to ask the people they know. If they’re more extroverted, they will probably go to their networks. If they’re more introverted, then they will jump online and do a Google search.

The benefit of being referred in your networks means you have a good reputation. If you’ve got a good reputation, then you’ve got good positioning.

The problem with someone doing a Google search is that they don’t know you, so you will be competing against others who have experience with search engine optimisation or Google AdWords. What it also means is that you will be like toothpaste on a supermarket shelf, looking the same as everybody else. You will compete on price, and that’s a very difficult space in which to sell.

If you are well networked, then your referrals will come to the fore and that can be more effective.

“If I know someone and I know what I want, then what I’m going to do is direct contact.”

If this is the case, the customer is going to pick up the phone and call you or email you because they already know who you are. The challenge for direct contact is that you have to be front of mind.

“For someone I don’t know and I don’t know what I want.”

In that case, your job is to educate. You have to make sure you’re putting content out there so people understand what you do and realise that they do have a particular problem. If someone has a problem, they’re not going to know unless you keep educating them. You want them read your content and think, “There, that’s exactly what I’m after.”

“I don’t know that I have a problem and I don’t know someone.”

In that case, your job is awareness. Your job is to make sure your profile is clear about how you help people, but you also must write blog posts and articles to help people become aware of the type of work you do. They might not need your help right now, but down the track they may realise there’s a problem they need solving.

So the challenge is that we need to work on all quadrants of the Lead Generation Matrix. Yes, those who already know you make your job easy, but remember that someone out there is trying to find you, even if they don’t know it yet.

What Type of LinkedIn Lead Generator Are You?

BLACK-BELT LINKEDIN LEAD GENERATOR			
	TYPE	FOCUS	% LEAD GENERATION
ATTRACT	Ninja	Sales Maker	100
	Influencer	Thought Leader	85
	Active	Curator	70
	Positioned	Expert	50
REPEL	Resume	Commodity	10
	Account	Lost	5
	No Account	Judged	-10

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Repel

Level 1 – No account. At this level, you'll be judged; judged that you're not up with the times or stereotyped in a way that may not be true. If you have no social media account, especially if you have no LinkedIn profile, you won't be seen as managing your presence. If you don't manage your brand, someone else will.

Level 2 – Account. This may be where a LinkedIn account came about unexpectedly for you. You didn't ask for an account but someone invited you, so you set one up. You haven't entered any information. It's an empty profile, with just your name and current position, and possibly a previous role. At least you're on LinkedIn, but it's not helping you or your organisation.

Level 3 – Resume. Your profile contains your career history and the tasks you did in your previous roles. Your summary is more about you and less about how you help your customer. With a profile that seems more like an obituary, you come across as

a commodity in the market of talent instead of an expert in your field. You appear vanilla and boring, the same as everyone else, which is untrue.

Attract

Level 4 – Positioned. Your profile is written for your future and designed to attract the right people. When people land on your profile, it's clear who you help and you are positioned as an expert in your industry. There is nothing untrue in how your profile is written; it matches the human being and ensures the reader categorises you correctly without making assumptions.

Level 5 – Active. You're positioned and starting to become more active with your profile. You feel confident about liking, sharing and commenting on posts that are linked to what you're trying to achieve. You don't like or share anything that doesn't relate to your purpose.

Level 6 – Influencer. You are now creating original content and posts that link to your strategy. People are starting to follow you and like what you're saying. A tribe might even be forming and you're seeing the same people like and comment on your posts. Your profile may get 50-150 views per week. You're seeing more clients coming to you, wanting to do business.

Level 7 – Ninja. You're now leveraging your profile to create connections and open doors. You have specific scripts that you use to gain meetings with potential clients. You're starting to have more clout to ask for what you want as you've been contributing to your audience. You know how to move potential clients through your sales funnel.

Why LinkedIn?

With more than 365 million users, LinkedIn is a great opportunity to grow a business in front of a highly targeted audience. It was originally created for executives only, but it has grown to connect professionals at all levels – even graduates, who are the fastest-growing LinkedIn demographic. The most under-represented group is women, and this presents one of the greatest opportunities online.

LinkedIn was developed in 2003 by Reid Hoffman. He organised a team from PayPal and SocialNet to work on the idea. Growth was slow to begin with, some days only attracting 20 people at a time. Fast-forward to 2009 when Jeff Weiner, previously an executive at Yahoo!, took the reins as CEO while Hoffman managed product

development. By the end of 2010, LinkedIn had 90 million members and 1000 employees around the world. By 2013, it had reached 225 million members, acquiring two members per second. Today, it has more than 7600 employees and is listed on the stock exchange. The site is available in 24 languages and has members listed in more than 200 countries. In 2015, LinkedIn acquired Lynda.com for \$1.5 billion.

LinkedIn doesn't seem to be going anywhere any time soon. It has had a dramatic impact on the way business is done in the digital world and has been a game changer for professionals and businesses.

Fears of Using LinkedIn for Business Growth, Lead Generation and Networking

Time and Return on Investment

One fear people have about LinkedIn is how much time it will take out of their day. "Are you going to say that I have to sit on LinkedIn for half an hour a day or 20 minutes a day? I just don't have that kind of time." Definitely not. That's not a good use of time for a lot of. In some areas, such as business development and sales teams, it is a good use of time, but for most other roles it's about getting the profile written correctly and leveraging it to support other business activities.

Loss of Talent

One of the other fears leaders have about LinkedIn is that well-written profiles will lead to recruiters poaching their organisation's talent. If that happens, it means the profile has been written incorrectly. The LinkedIn profile-writing strategy for a team member versus a job seeker is very different. It is a different process, with a different result. If the profile is written based on what the organisation wants to achieve, then it won't appear in talent pools and it will be clear to a recruiter that the team member is not looking for a job.

Looking Stupid

Many clients we work with have a fear of looking stupid or failing to manage their profile successfully. They may also be concerned about not knowing how to handle the situation if they post something online that people disagree with.

Competitors

Some people are concerned that their competition will use LinkedIn to see what they're doing. "What if they try to steal my clients? How do I protect my connections, my clients and myself?"

So What's This Really About?

Connection

As humans, we have an innate need to belong. Our sense of community and tribe dictates our self-esteem. In today's digital world, it supports our need for connection through sites such as Facebook, Twitter, Instagram and LinkedIn.

People Buy From People

People buy from people, and they buy from people they know, like and trust. This marketing speak has been going around for years, but it is amplified in the connected and social-network economy.

Accessibility

If you have built a website, you may find it takes a few weeks to index correctly with Google. This has a high impact on your business if you're sitting and waiting for enquiries via your website. LinkedIn's indexing generally takes two days, so you can be found in a Google search much faster.

Experts

If you aren't positioning yourself effectively to your market, someone else is. Your expertise needs to be accessible to your market via blogs, videos, books and podcasts. LinkedIn is the perfect place to leverage your thought leadership.

24/7

Waiting to get in contact with people or doing your research by making phone calls doesn't work anymore. With websites, Facebook and LinkedIn, businesses are now

open to the public 24/7 and marketing needs to be able to reach customers in the hours that suit them. Clients respond to emails at 2am and on Sundays. We no longer work 9-5 and no longer have a work-life balance. It's just life.

Low Cost

We live in a global – not just a local – marketplace. The internet has opened access to experts across the world on oDesk, Elance, Popexpert, Facebook and LinkedIn. Accessing experts in other countries used to be expensive, but we can now work with experts around the world at a competitive price.

Rely on Search

By purely relying on a Google search to get clients, you risk minimising your positioning. You become like toothpaste on the supermarket shelf, where people are trying to decide which one to buy but they're not sure, so they just buy the one on special. You need to stand out to maximise your positioning in the market and show what makes you different.

Connection

This is about being found for what you want to be found for, and creating networks and leads. It's about being positioned correctly in your client's mind so that leads convert to sales more easily. As Seth Godin in *Tribes* says, your network becomes your greatest asset for business growth.

Reflections and Actions

- How much does your marketing currently cost?
- How are you measuring the success of those activities?
- How do you manage your face-to-face relationships online?
- How do you educate your tribe?

Chapter 2

Where Are You Now?

Bill Owens, the 40th Governor of Colorado, once said: “We know that, when it comes to technology and the economy, if you’re not constantly moving forward, then – without a doubt – you’re moving backwards.”

LinkedIn can seem like a huge beast and knowing where to start can be bewildering. This leads to procrastination and putting it into the too-hard basket. You may feel frustrated because you know there is an opportunity there, but you don’t know how to make the most of it.

Furthermore, perhaps you don’t want to use LinkedIn for selling but as a positioning tool when networking. People can view your profile for validation after face-to-face activity, such as attending events. You may also want to use your profile as a way of validating yourself as a leader if you’re advertising a job for a new team member.

You

Is LinkedIn right for you?

Just having a profile for the sake of it is no reason to have one. At the moment, it might be a validator for you more than a business development tool.

Bridget Loudon, the CEO of Expert 360, an online brokerage site matching management consultants with clients across the world, tells a story about her parents, who live in South Africa, and her grandmother, who lives in Newcastle. Her parents were trying to find the right surgeon to help her grandmother who had a shoulder injury. They conducted their research for a surgeon in Newcastle from their home in South Africa.

In terms of your profile, you need to think outside your immediate surroundings and immediate location. Someone, somewhere in the world is trying to find you. We are not in a local marketplace any more. We’re in a global marketplace and you need to be easily validated by people who can’t physically see you or who aren’t familiar with you.

LinkedIn is right for you if you:

- Have your own business
- Clients ask for you
- Are the leader of an organisation or school
- Are in business development or sales
- Are a consultant, trainer, coach, facilitator or an expert in your field
- Have the type of business that is reactive
- Rely on Google searches for clients

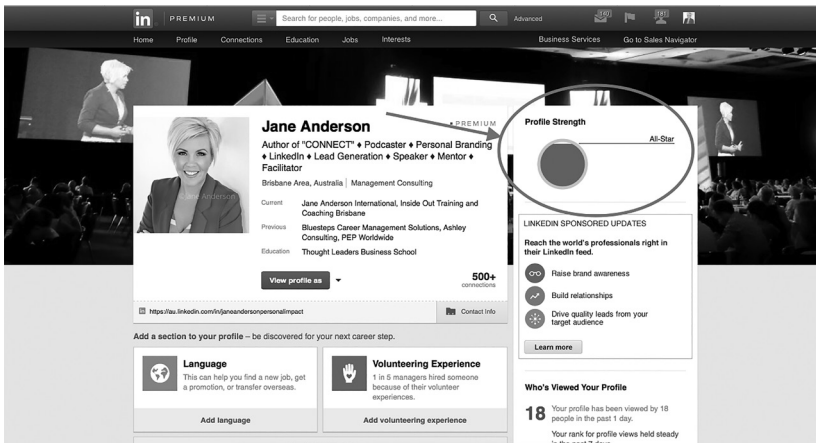
For example, if you have a pest control business, you could pay Google AdWords \$10 – \$10.50 for a click-through from a Google page. Your profile could still be well validated if you have a good relationship with real estate agents or property managers. It can still complement your business, even if you're not necessarily using it for aggressive business and sales growth. People buy from people and they buy from people they know, like and trust. In the LinkedIn field, this will mostly be business to business, but it can also be used for business to consumer, especially for referrals. For example, if I'm a personal trainer, my clients may be on LinkedIn, so it can be easier for them to refer me to their friends. They can get a feel for who I am far more quickly on LinkedIn than Facebook, especially if I'm not connected to my friends at work on Facebook.

When a potential client needs help, they will either ask their networks or undertake a search. You need to make sure your business turns up in both those cases easily. For example, if I hurt myself and I need to see a chiropractor, I will more than likely Google "Chiropractor Brisbane" and rely on the website that comes up. You can also use your LinkedIn profile to come up in the same search.

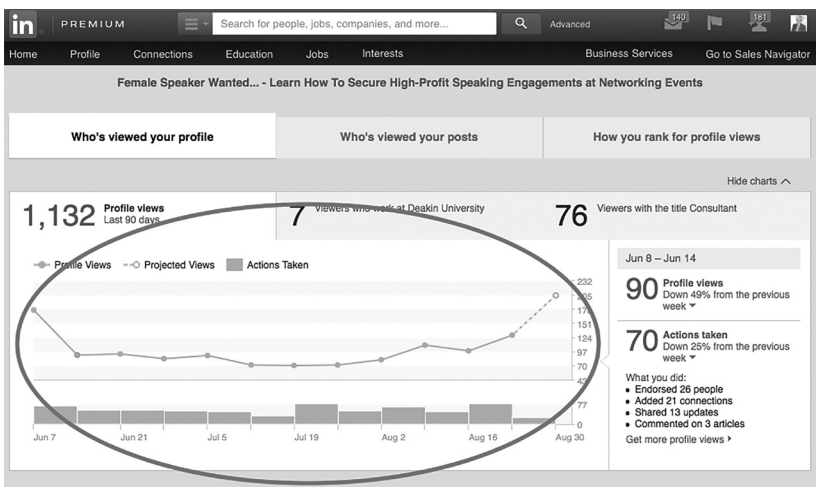
Metrics for Measuring Where You Are Now

All-Star Status

You may notice you have an area on your profile that shows if you have an “All-Star” status. This means that your profile has been fully completed. If it doesn’t say “All-Star”, then you need to fill your profile with more content. Bear in mind, though, that having an “All-Star” status doesn’t mean you have an effective profile. It just means the fields have been completed.



Visibility and Who Viewed Your Profile



If you have a Premium Account, you may notice a graph in the “Who Viewed Your Profile” area that shows a line of how many people viewed your profile and, in the bar graph underneath, the action that was taken. If your line graph is going up but your bar graph is consistently going down, this may mean that your content is not relevant to your audience. If the line is going down but the bar graph is going up, this means the right person is looking at your profile. So a line going down isn’t always a bad sign.

How You Rank for Profile Views

You’ll also notice this option that shows you how you rank in your connections. Many people place a lot of importance on this. However, it depends on who you’re connected to. If you’re an IT salesperson and you’re connected with lots of other IT sales people, you will rank low. If you’re the only IT salesperson in your connections, you will rank highly. There are too many factors to take into consideration to lose a lot of time managing this metric.

How to Manage an Out-of-Control Account

“It is just bringing me more work, work I don’t have time for.”

We recently worked with a client who was a human resources manager. During the consultation, we talked about LinkedIn and he revealed that he didn’t even log in to his LinkedIn account as “it is just bringing me more work, work I don’t have time for.”

He talked about how his inbox was being flooded with requests to connect and suppliers wanting his company’s business. He saw LinkedIn as a medium that brought him more work and people wanting things from him. He didn’t know how to control his account so he could use it to his benefit.

This client is not alone. A recent article on infoworld.com quoted professional developer Peter Wayner as saying this about LinkedIn: “It’s sure cool and it’s fun to look at hierarchies, but I’ve never had much luck with using it for more than idle curiosity.”

David Linthicum, consultant and chief technology officer at Blue Mountain Labs, has a much more positive spin. He uses LinkedIn several times a day. He says: “I use LinkedIn to get the information on people I may want to work with, may want to hire, may want to network with. Most people in IT have LinkedIn profiles, and you can understand a lot about them from their profile.” He has a problem with the site, though: “I get many people asking me to join their network who turn out to be spammers. You have to be careful who you accept.”

Some ways to take control of your LinkedIn account and have it work for you include:

1. **Control your settings.** By controlling your settings, you can take control of incoming communication notifications and emails. To do this: Under the **Privacy and Settings** option, you will see you have five main areas you can manage. These include: Profile; Communications; Group, Companies and Applications; and Account.
2. **Manage your current connections.** You can keep your connections private. The default LinkedIn setting is that your first-degree connections can see who your other first-degree connections are. By making your connections private, you protect yourself and your connections. You can also block a connection's status updates if you still want to be connected, but don't want to see all their updates.
3. **Curb your connection requests.** Carefully review any requests to connect. Inadvertently connecting with a spammer can compromise your account. You can also control who can connect with you by stipulating that they need to have your email address to submit a connection request. When someone requests a connection, you will receive an email as well as a notification in your profile. If you click on the tick, the request will be accepted. If you would like to find out more about the person, click on their name.

Google Search

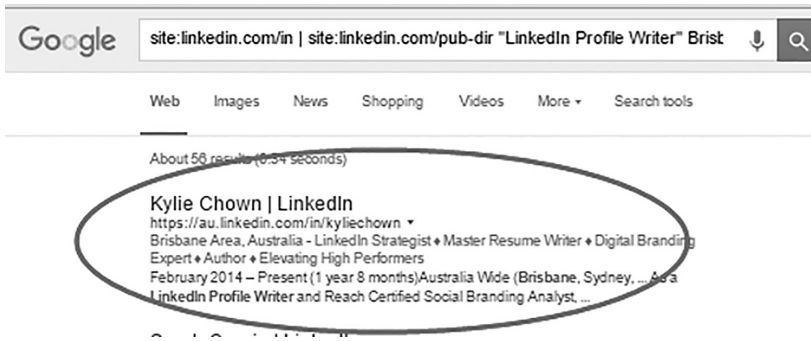
If you do a search for your profile in LinkedIn using keywords, you will turn up in the search result as the top-ranked profile, as LinkedIn search results are based on first, second and third-level connections. To get a real indication of where you're turning up in search results, you need to undertake a "clean search". You do need to be mindful of whether you're reviewing a public or individual profile.

LinkedIn public profiles come in two different formats: they start with www.linkedin.com/in/ or they start with www.linkedin.com/pub/

If there is an "in" in the URL this means the user has a premium subscription profile. "Pub" is for everyone else.

For example, if you were looking for a **LinkedIn Profile Writer** in Brisbane you would undertake the following search:

`"site:linkedin.com/in | site:linkedin.com/pub -dir "LinkedIn Profile Writer" Brisbane"`



By doing this search you get all profiles returned regardless of whether they have paid for a premium account or not.

How People Find You

When assessing how people find you, you need to consider the purpose and patterns that lead to how you're found. Some of the patterns come from your contacts and who you're connected to. You may notice certain people keep looking at your profile and coming back to you that way. They may have also found you more easily if you've been undertaking aggressive search engine optimisation with your profile.

The amount of content you post will also affect how you're found and will give evidence of your visibility. The best way to review this is by looking through your newsfeed.

So the overall message is that you don't need to place high in search results for everything. It depends on your purpose and who your connections are.

Self-Assessment

Here is a checklist with some questions to help you determine if your LinkedIn profile is working for you and where you need to focus your efforts.

	Current score /10	Final score /10
Establish Your Profile		
1. Does your profile address the problems and fears of your ideal client?		
2. Do you have a professional headshot?		
3. Do you control updates clogging your inbox?		
4. Is your profile fully search engine optimised in the title, summary, current role, skills and expertise, and does it include a vanity URL and contact details?		
5. Are you well validated with recommendations and endorsements?		
Total score /50		
Engage Your Audience		
6. Do you like and comment professionally?		
7. Do you create personalised scripts to connect professionally?		
8. Do you leverage LinkedIn to support your face-to-face networks?		
9. Do you curate content in a time-efficient and relevant manner?		
10. Do you contribute to groups professionally?		
Total score /50		
Elevate Your Positioning		
11. Do you undertake advanced searches to find ideal connections?		
12. Are you positioned effectively when being introduced to a potential client or contact?		
13. Can you write a thought-leading post with a call to action to attract ideal clients?		
14. Do you know how to write a compelling script to connect with ideal stakeholders via Connect or InMail, knowing the difference between the two?		
Total score /40		
Empower Your Team		
15. Can you maintain and troubleshoot your profile?		
16. Do you know how to run your business page?		
Total score /20		
TOTAL SCORE /160		

Reflections and Actions

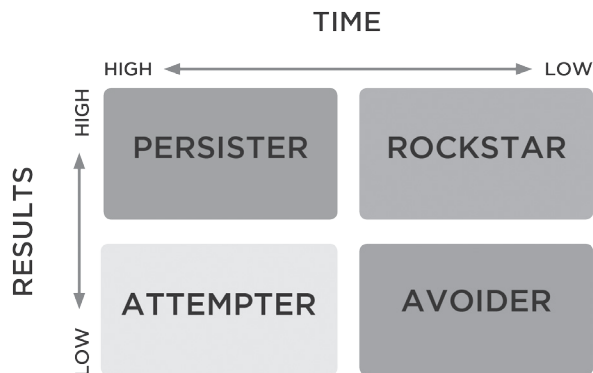
- Your score from the above activity will determine the actions you need to take in this book. Focus your efforts on where you have gaps and go to the chapter that relates to that area, so you can find out what you need to do to get a score of 10.
- Consider your Google search. Google yourself and see where you turn up in that search. If a current or potential client found it, would it be a favourable result?
- How many views per week do you currently get on your LinkedIn profile? Take a screen grab and record it.
- Give yourself a pat on the back for those areas where you have already scored 10 out of 10!

Chapter 3

How to Leverage Your Profile

Hollywood actress Hilary Duff once said: “I’m pretty good at thinking about everything – all of my consequences – before I make a decision, and I think about everything that’s going to happen because of that decision. I’m a Libra, and I’m very strategic.”

We recently worked with a client, Peter, in financial services, who said he was spending a lot of time trying to grow his business through LinkedIn but found he was wasting so much time that he gave up and decided to just focus on his old sales methods. He couldn’t understand what he was doing wrong on LinkedIn, so he dismissed it. Maybe you have been in the same boat, where you have tried to use LinkedIn but received minimal results. The goal of this book is to help you have greater impact in as short amount of time as possible. A good place to start is to think about the type of user you are before beginning.



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Q1: Persister. You’re getting results but it’s taking a lot of time. You’re posting content but unsure if it’s the right content. You feel as though there must be a better way but you’re not sure what that is. You’d like to know some more efficient ways to make your profile work and be less time consuming. If you’re at this level, you need to focus on efficiency, effectiveness and getting your profile to work for you a lot more. You may also need to look at the sequence of what you’re doing with your profile. The order of your activity may also be out of sequence and need to be adjusted.

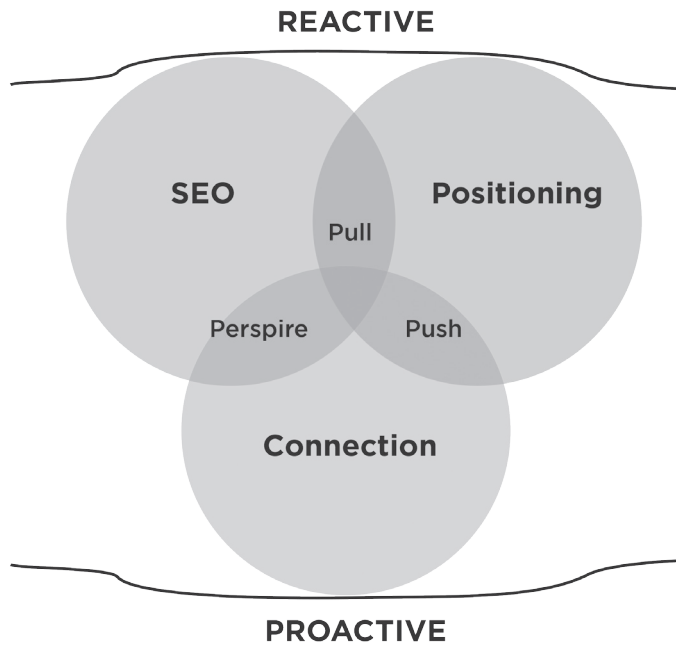
Q3: Attempter. You've tried putting some time into your LinkedIn profile but you're not getting any results. You're about to give up if something doesn't change. You feel overwhelmed and it all seems too hard. At this level, you need to focus on creating the strategy for your profile that will create the results you're looking for. You also need to shift from the mindset of taking from others to giving to generate leads.

Q4: Avoider. You think LinkedIn is more a recruitment tool. You may think that if profiles are created for your team, they will leave and not attract clients. You have a private profile because you don't want attention and you don't see yourself as an integral part of the sales funnel. Alternatively, you don't have time to spend on social media and don't even see the value of it. If you're at this level, you need to look at the purpose of your role in the organisation and where LinkedIn's purpose intersects. From here, your strategy can be designed to leverage the time you spend on it and keep you focused on business-critical activity.

Q2: Rockstar. You're confident and killing it. You know how to design your profile to attract your ideal client. You're leveraging your content, approaching your clients with ease and generating leads. You know the process, have the system in place and it's a strategic part of your sales process. You know there is no replacement for face-to-face communication, but you know how to leverage LinkedIn to support other lead-generating activities. At this level, you can focus on helping others in your business or elevating the business through your profile and other thought-leadership activities.

There are three elements to get help you move to Rockstar Status:

- Search Engine Optimisation
- Positioning
- Connection



Search Engine Optimisation

LinkedIn, first and foremost, is a search engine. In other words, it's similar to Google in that it's designed for people to use to search for what they're looking for. Not only does this mean that you can turn up in a search result in LinkedIn; you can also turn up in a Google search if you have the right words in your profile. The advantage of this is that you can beat your competitors, even if they're large organisations, in a Google as well as a LinkedIn search.

So, one of the first things you need to have in your profile is search engine optimisation, or SEO. SEO is about having the correct words in your profile so that you turn up in search results and are found. There are three main elements to keep in mind when search engine optimising your profile:

1. **Relevance:** Ensure you use words that a customer uses when searching for you. For example, if you're a facilitator in leadership, a customer could type in "Leadership Facilitator Sydney", but there are also people who might type in "Leadership Trainer Sydney" or "Leadership Training Sydney". Ensuring you have enough of the words in your profile means that people can find you for what you want to be found for. By doing this, your profile will have a lot of pull. This means your profile will bring the right people to you like a magnet.

2. **Competitiveness:** Some keywords will be more competitive than others. This means that to get a strong, targeted result, you may need to be more specific. For example, the keyword “coach” would be a competitive keyword. It is also not very specific to what you do. By making the keyword “junior AFL coach” or “executive coach”, you will get a more targeted response that aligns with your goals and ideal client.
3. **Location:** The third element of SEO is the location of keywords in your profile. There are five areas that impact the SEO: **Headline, Summary, Employment History and Endorsements Recommendations.** Ensure you include your keywords in all areas to maximise your SEO.

Positioning

When you have positioning, it means you stand out from your competition. You have differentiated yourself from others and you are perceived in the market for the work you want to be perceived as being able to do.

The main elements of positioning are:

1. **Content:** Your content relates to your expertise; it relates to those things that help your audience to understand what you do to help. It’s about your profile photo, your content and your thought leadership. It’s about your brand leverage and being the brand of the companies you have worked for.
2. **Social Proof:** What others say about you is more important than what you say about yourself. The importance of testimonials and case studies cannot be over emphasised. The evidence that you can do what you say you can do is invaluable and gives people hope as well as trust in you.
3. **First Four Seconds:** When a client lands on your profile, they don’t make a cup of tea and read your profile, taking in every captivating word. You only have four seconds to grab their attention and help them make sense of what you do. Your profile needs to stand out immediately!

Connection

One of the things we often hear people say about LinkedIn is: “I’ve got a profile, but it doesn’t do anything for me.” It’s actually a bit more of a team effort. People set up their profile thinking, “Oh, it’s done now. I’ll just sit back and wait.” You need to be

proactive with your profile, but there's no point being proactive unless you've got full SEO and it's fully branded. Only then can you go to market.

Just because you're online rather than engaging face-to-face doesn't mean you should treat people any differently. It can be easy to forget that the people behind the computer screen are human. The As a result of the sheer volume of people online, we try to speed everything up to attract the masses. The irony is that this slows the process down. The secret is less haste, more speed.

The three elements of connection are:

- 1. Strategy (What):** What do you want to be doing with your clients? What do you help them with? What value do you bring? What problems do your customers have that you are trying to solve? For example, if you're a school principal, you're solving a parent's issue of deciding what school to enrol their child in. If you're an executive coach, you're helping people with their confidence or work-life balance. You're solving their problem of feeling burnt out and helping them regain their energy to re-connect to their work.
- 2. Leads (Who):** The connection part is about knowing who you want to work with, so that your profile generates leads and puts you in front of the right people. If you're not able to move to a face-to-face or phone conversation, then you're not moving people to the next step. Clients don't magically appear from nowhere and buy from you. You need to make it easy for them to have a conversation with you.
- 3. Responses (How):** What do you say when you want to connect with others or when they want to connect with you? Do you just use the default settings LinkedIn gives you? Do you know how to create a script that you use with potential clients? By personalising your interactions, you will move much more quickly than you will by just using what LinkedIn gives you. Default settings make people feel like a commodity; that you don't really care and you're just in it for you.

Push, Pull and Perspire

Our goal is to get both Push and Pull working in harmony with the least amount of Perspiration. If you have nothing in your profile, you will get nothing. If you have the right words and language in your profile, you're more likely to attract people who want those services.

Your push strategy is designed to complement that, so that when people land on your profile, they say: “Oh wow! I definitely want to talk to you.”

Push comes from being able to put your content out there. Pushing content supports the pull strategy. A real direct push is about approaching people directly.

Take Control

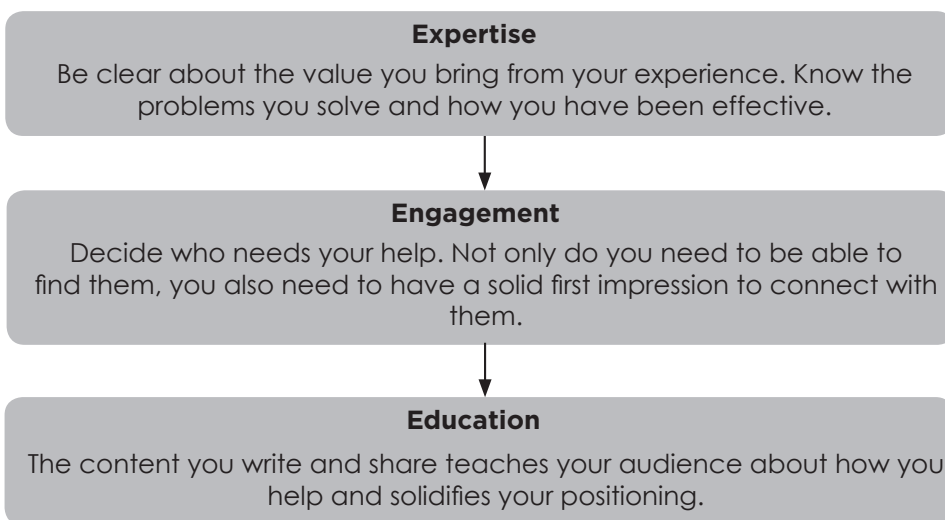
Connecting with people on LinkedIn is a bit like dating. If you decide to lock yourself in your house and say, “Well, one day Prince Charming’s going to turn up at my front door,” then it’s not going to happen.

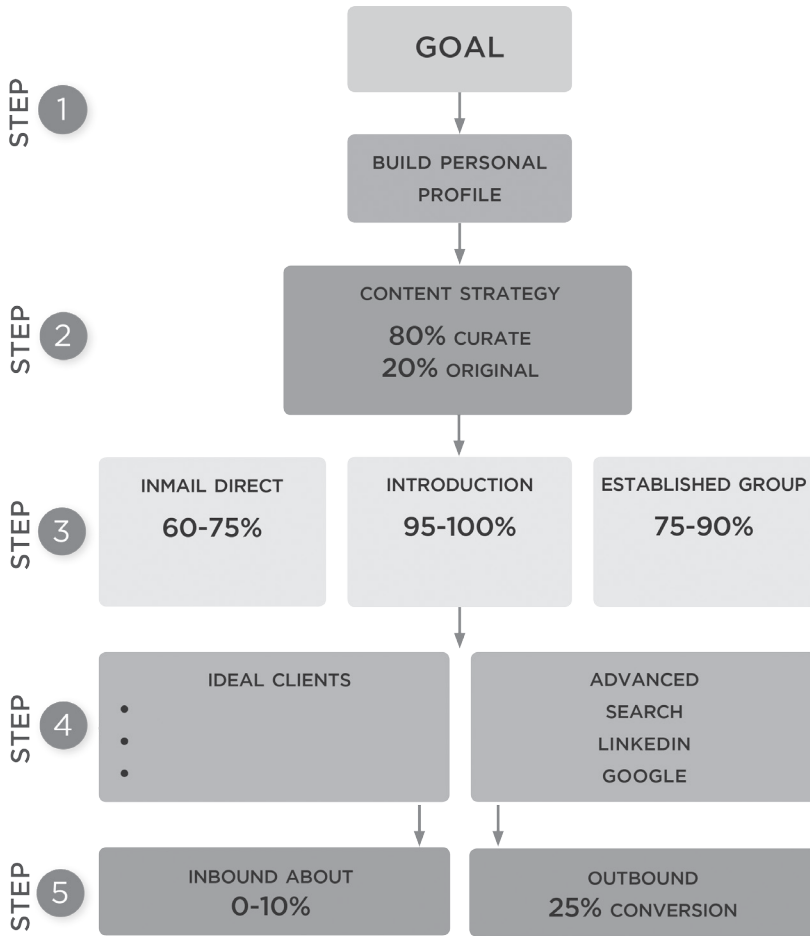
You need to make some effort to reach out and connect with people. To do that, you need to:

- Know what you want and who you’re going to connect with.
- Pre-write your scripts. Make sure you know what you’re going to say when you go to connect with people.

Decide if you’re going to connect by standard connection or InMail. This will be dependent on your budget, the amount of characters you’re going to use and if you have a premium account.

People buy when they’re ready. Your job is to ensure you’re the person they contact when they need help. Overall, there are three things you need to be doing with your profile:





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Step 1: Goal

What do you want to achieve with your profile? Do you want to get into a new market? Are you trying to find clients? Do you want to attract talent? Are you looking for strategic alliances? What is the purpose of your profile?

You can do all this work on your profile but if you're not clear about what you want, you're going to get frustrated because it's not working for you. What you're doing has to be crystal clear. To achieve that, you need to state who it is that you want to work with, what problems you solve and how you go about it.

Your profile is like a mirror. Your customer looks at your profile, thinking: "Where can I see me in your profile?" The unconscious decisions they make are about how you look – in keywords, in industries and the types of people you've worked with. It's

far more about the customer and less about you. If it's all about you, you will ostracise people and repel them.

It was John F. Kennedy who said: "Efforts and courage are not enough without purpose and direction." You need to be clear about the niche you work with, your message and markets.

Step 1: Build Your Profile

Once you're clear about your goal, the next step is to focus on building your profile. The profile needs to be built around your goal and the future, not the past; otherwise, it will look like an obituary. This is often the step that is most overlooked and yet it is the most crucial, as you only have four seconds to help your reader understand what you do and how you help.

It's not all about you. There needs to be more emphasis on how you help your client, and less emphasis about what you love, what inspires you, or how you want to change the world. You need to make sure you use collateral that builds trust in your client and sings to the problems they have. As Matt Church, author of *Sell Your Thoughts*, says: "They don't care, they're not listening and you don't matter."

At this crucial stage, your profile needs to have full SEO so that you're turning up in search results and competing on keywords. Your profile also needs to be tested for the pages you are turning up on in LinkedIn and Google.

Step 2: Content Strategy

The next step involves looking at posting and content. You need to have a content strategy for what you're going to educate people about. About 80% of your content strategy should be sharing, commenting and liking content. The other 20% needs to be original content to educate people about your area of expertise.

This isn't necessarily about you selling stuff online. This is about how you address problems your customers have and what your thought leadership is in relation to that.

With the average person spending more than two hours per day on social media, you need to give them something to read. Robert Cialdini, the author of *Influence: the Psychology of Persuasion*, says that you need five to seven touch points to influence and persuade someone to do what you want them to do. Make content writing a habit and a priority – it is the number-one activity to be done each day or week, not something that is done when you have time.

Step 3: Connect

Clients we have worked with will say things such as: “I’ve tried doing direct approaches,” or “I’ve tried doing introductions. I don’t have any success,” when they’ve only done one or two and given up. It’s important you’re clear about what is the benchmark.

Something that can really make a difference is this first-degree connection or the introduction. This is when you see someone’s profile and you notice that they’re connected to somebody you know, and you ask for an introduction, for example, “Would you mind?” or “Could you please connect me to ...” The key here is to manage how you’re positioned when you’re introduced. So you may like to write your introduction for them.

If you’re in an established group that your ideal target person is also in, they’re more likely to take notice of you. About 75-90% of people will be happy to connect with you that way, as long as the connection request is written correctly and you have written your own profile effectively. As the saying goes, “You only get one chance at a first impression!”

Step 4: Searches

You need to know where your market is and how to find it. Your market often includes busy people who aren’t trying to find you, particularly if they don’t know they have a problem. Sitting back and waiting for people to approach you will not get results.

Profiles of ideal clients can be found via various search functions in LinkedIn. The reality is that LinkedIn’s search engine is not perfect and your ideal clients don’t know how to optimise their profiles, or don’t want to be found by you. This means you may have to use other means to find your ideal client on LinkedIn. It also means you need to think about the people you want to connect with and create customised conversations with. Using a spray-and-pray method only ostracises people and makes them feel like a commodity.

If you don’t have a premium account, you won’t have all the options of searching for all roles, but you will have some. A premium account will give you access to greater search functions and can be worth the investment if you are undertaking an aggressive growth strategy with your profile.

Step 5: Sales Meetings

The last step is knowing how to approach people and start a conversation. If you've been doing all your ground work, then you can start to have some scripts to use when talking to people.

If you're doing all the previous steps, about 90% of your leads on LinkedIn will want to meet with you. If you're getting in front of those people, you should be closing at least one in four sales and that's even if you're not a great salesperson. The remaining 10% of leads will come to you directly without you approaching them.

Reflections and Actions

- What is your goal with your profile? Are you looking for new clients, strategic partners, investors, etc.?
- Who do you help?
- What do you know that you can share with your connections?

Want More Help?



Jane Anderson

Jane is a speaker, author and mentor who works with thought leaders and organisations to help them grow by leveraging their talent and having more impact in their communications. She is a sought-after keynote speaker and contributes regularly to a variety of media publications. Jane holds a Bachelor of Business in Marketing and believes that people buy from people. She has worked as a business consultant and in senior management roles in sales and learning and development.

Some of the areas she can assist your business with include:

- Speaking at conferences and events
- LinkedIn sales strategy for organisations
- Personal branding mentoring
- High-impact presentations

Jane's other publications include:

- **IMPACT:** How to Build Your Personal Brand for the Connection Economy, available on Amazon.com.
- **Understanding Y:** co-authored with Charlie Caruso, published by Wiley. Available on Amazon.com and all other online retail book stores.

She can be found at www.jane-anderson.com

“Jane Anderson is the go-to expert for building your personal brand and with CONNECT, she helps leaders and business owners transform their relationship with LinkedIn from one of awkward and confusing social platform into that of powerful business-building ally.”

– Dan Gregory, CEO The Impossible Institute



Kylie Chown

Kylie Chown has been writing LinkedIn profiles and other personally branded communications for consultants, thought leaders and executives for more than 10 years. She works with people so that they have more choice in their businesses and careers. Kylie works with individuals, consultants and business and can assist you with:

- LinkedIn profile development
- LinkedIn coaching
- Resume writing for executives
- Job search strategy and coaching

Kylie has been featured in Australian Institute of Management (AIM), Franchise Business, HRM America and Leaders in Heels.

She is currently one of eight Certified Master Writers in Australia and one of three Reach Certified Branding Analysts.

She can be found at www.kyliechown.com

“Kylie helped me to understand the complexity of LinkedIn profile development, from developing a SEO strategy to having a profile that positions me and the business in a way that supports our future goals. This combined with the coaching means that I can now leverage LinkedIn to represent and support the business in a proactive manner.”

– David McDonald, Chief Executive Officer

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