



# 12 Rules to Leverage your LinkedIn profile

By Pat Helmers



## LinkedIn

is one of the fastest-growing social media sites

today. With over 250 million people worldwide professionals, across all industries use this venue to network. People with profiles on LinkedIn on average make \$100,000 USD and up per year.

LinkedIn is ripe with prospects.

## You Will Learn

In this article I'll teach you how to attract thousands of new clients by only spending half an hour per day. You will learn how to set up your profile in a way that will build trust with your clients. I'll show you how to find networking groups filled with prospective clients. And lastly I'll show you a process to build your network by investing only 30 minutes or less per day.

If it's important for you to have qualified leads, LinkedIn is a powerful way of promoting your product's. Using linkedin to research prospective clients demonstrates the value that you bring by learning something about them.

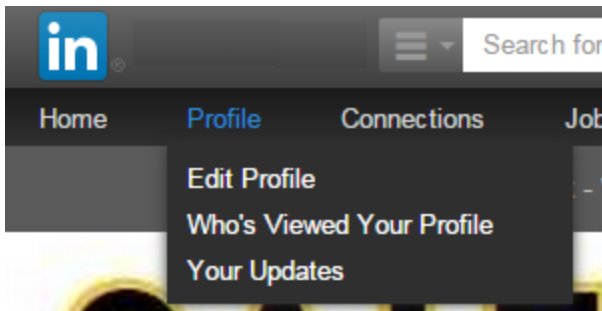
Before cold calling, researching prospects on LinkedIn is a must ifor 2015

## Brand Your Account

In the beginning, people treated LinkedIn like a virtual resume. They used it to connect with former colleagues to stay in touch, similar to Facebook. But that's no longer the case.

Your LinkedIn account brands you as a professional. It describes: what you've been, who you are and who you hope to be. People buy from people they trust. Before they trust your company and it's products and services, they need to trust you.

## Edit Profile



Log in to your account and edit your profile. You will find this in the top left hand corner.

In all cases, select the “pencil” icon to edit a field. Walk through your profile and complete each section

### 1. Photo



Use a current professional headshot for your photo. It should be recognizable, not you in college or standing in front of landscape in a crowd . What works for Facebook doesn't work for LinkedIn. This should be you at your best. Dress professionally. Smile.

Write in first person.

### 2. Title

Place the skills that you have in your title. These are your key words. Don't use only the title you currently hold at work. Show people where you have experience and responsibility. These skills can be those used current or in the past.

Example: For a sales professional state the various kind of sales you've done.

***Inside Sales | Outside Sales | Technology Sales | Sales Management |  
Sales Training | Consultative Sales | Healthcare Sales***

### 3. Customize Your URL

When you create an account LinkedIn gives you a unique and random URL. You can customize that URL to make it more memorable. This is mine.

***<http://www.linkedin.com/in/patrickhelters>***

## 4. Contact Info

Fill this section out to make it easy for others to find you. This is not a time to be shy. Consider yourself a business. This information is only shared with people who are your contacts.

- Your email
- Phone number (Yes! Make it easy for people to call you!)
- Company website
- Personal website (*Note:* You can get a free Wordpress.com account)
- Twitter Account (*Note:* You can actually prospect on Twitter. I know many people successfully finding clients although it is industry specific.

## 5. Summary

This section is an extension of your Title. Write in a personal, first person, style. Have the mindset you're writing a personal letter to a distant cousin. Find the keywords used in your title, and expand on them in a couple paragraphs.

If you do this correctly, Google will crawl your account and make it easy for people to search and find you. Once written, run your copy through <http://hemingwayapp.com> It will simplify your writing and clarify it's content for the reader.

### Summary Framework

Use the following framework to separate yourself from the competition.

I believe the fundamental responsibility of YOUR TITLE is to \_\_\_\_\_

In my mind it is based on three pillars

- 1
- 2
- 3

Without \_\_\_\_\_  
you cannot \_\_\_\_\_

\_\_\_\_\_ is not option.  
YOUR TITLE must continue to \_\_\_\_\_

With dedication, passion and tenacity I believe \_\_\_\_\_

## 6. Experience

This is where you place your employment information, both present and past. Use a similar style when choosing a title and authoring your summary. Use your keywords, it's your brand.

Be careful not to give away proprietary information. But when you can speak in terms of benefits and results.

*"I did XYZ and because of that we earn ABC new clients".*

If you have an award or visual you can import it into the text. It will bring attention to your profile.

## 7. Projects

If you're working on a project, be it at work or hobby, mention it here. It could be a work project or it could be a book, blog, or invention.

Describe the project in the context of your keywords. It is another opportunity to prove your skills are current.

Don't divulge proprietary information. You're competition is researching you! Be careful to choose your descriptions wisely.

## 8. Skills and Endorsements

These are top skills that other endorse your competency. In reality this is not worth much given complete strangers will endorse you for all kinds of skills. They are quick and easy. I have had some close friends endorse me for dog catcher and other silly skills.

Never request an endorsement. Find others with similar skills as you, and endorse them. They will return the favor if they truly know you. Don't endorse people you don't know.

If you get 12 people to endorse each skill, you've filled what's displayed. It looks pretty. But most savvy people know it's only a measure of your ability to network.

## 9. Recommendations

These are powerful statements written in people's own words.

For each position you've held, seek out managers and colleagues who appreciated your work, or the work you're doing now. The best way to get a recommendation is to ask for it.

*“I’m working on my LinkedIn account today and would appreciate a recommendation. If you could speak to the benefits and results of my work, I would sincerely appreciate it.”*

Write a recommendation for one of your contacts. LinkedIn will automatically ask them to recommend you. Only recommend people you respect. They will do the same for you.

## **10. Volunteer**

If you volunteer for an organization AND it will strengthen your brand add it here.

## **11. Publications**

Anything you’ve written that would create authority to your brand, can be placed here. This would include published articles, conference presentations, blogs you author, guest posts, eBooks, and published books.

## **12. Education**

Enter your education and the schools you attended. LinkedIn has cataloged all educational institutions. It will base recommendations on people you can connect who attended your school. It will broaden your network.

An education proves you can complete a difficult task with success.

## Connecting and Networking

Now that you have your profile complete, it's time to put it to work. Like any kind of networking, you're goal is to provide a terrific first impression. Be warm, friendly, professional and personal. This section will describe how to do this in the virtual world of LinkedIn.

### Sending Requests to Connect

Connecting with people on LinkedIn is surprisingly easy. Despite what you might think, people are really quite nice. Always send a personalized connection. The vast majority of people use the standard invite. A personalized invitation stands out.

LinkedIn will ask how you know that person. I commonly choose

***"We've done business together."***

Most like you've worked with them in the past, in a common group (will talk about this later in the article), or looking to do business with them.

**Include a personal note:**

*"Hi John,  
I was reviewing your profile and see that we have  
many of the same contacts and common interests.  
I'd love to add you to my LinkedIn network.  
Thanks,  
Pat"*

It may take awhile but the majority of people will accept your connection request. This is how to build your network.

### Getting An Appointment

Once someone accepts your request to connect send them a message.

**Include a personalized response:**

*"Hi John,  
Thanks for connecting. As I mentioned we have much in common.  
I'd like to learn more about you. Do you have a moment for 15 minute  
chat on the phone this week?  
Thanks,  
Pat"*

Set up the phone call and at the time have an agenda of learning about them, the challenges they are facing in their business, the ramifications of the challenges not being met in their business, and what it would look like if those challenges were met.

Think of this in the context of how you can help. Your goal is to see if you can help solve their challenges. Don't talk about you, until you've first learned about them.

## Accepting Requests

Whenever someone sends you a request to connect out of the blue, accept the request. Immediately send them a personalized message to follow up. If it's a friend, ask them how they're doing. If you can create a dialogue it will strengthen your friendship, and maybe your business.

**If you don't know the person, say this:**

*"Hi John,  
Thanks for reaching out and connecting with me.  
What about my profile did you find of interest.  
Thank you,  
Pat"*

This open ended question will create a conversation. You will receive a wide array of answers.

- They know someone you know.
- They've seen some of your work and want to get to know you.
- They have some amazing new thing they want to tell you about.
- They want to interview you for a job.
- They thought your profile was interesting.

Many people are shy. By taking this extra step you can kickstart the conversation.

## How To Network

LinkedIn will look at your connections and make recommendations for you. Review those connections and connect with people you suspect might be prospects. As you add people in your network, the recommendations will become more finely tuned.

LinkedIn provides ways for you to search and filter for connections too. This searching is based upon the titles and text they've added to their account. This is true of your profile too. It's important to clearly state your brand. It will make it easier for new customers to find you.

You can message (this is similar to sending an email) anyone you connect too.

Use this tool wisely. Ask advice and genuine questions of interest . Never spam. If you become a chronic spammer, LinkedIn will delete your account. That's not a good thing.

## **Network Forums: Etiquette To Get An Appointment**

Treat LinkedIn like a cocktail party. Picture a large room with many people. LinkedIn is room of 250 million so begin with people who are close to you.

Start small talk about a common topic. You will do this by messaging them back and forth. After a while, you would exchange business cards at a real cocktail party. In LinkedIn, it's more common to meet at another time on the phone or in person.

Use the message previously mentioned: *"I'd like to have brief chat on the phone to better get to know you"*

Like they say, the hardest part of sales is to get the appointment.

## **Introductions**

If you would like to connect with someone and you don't know them, have a friend recommend you. People trust people you recommend.

LinkedIn will tell you if one of your connections is First Degree connection. Reach out to that person. Ask them to make an introduction for you. Scroll to the bottom and you can see your friends connections. Send them a message

*"I would like to meet Pat, could you please introduce us to each other?"*

Again, people trust people you recommend. You will be considered a skilled networker.

## **Industry groups**

One of my famous quotes comes from the bank robber Willie Sutton. When asked why he robbed banks he quipped *"that's where the money is"*. The same thing holds for you.

On LinkedIn go to groups where your clients hang out. You may be in the tech industry but if your clients are in the energy industry, that's a prime hunting ground.

Groups allow professionals to understand what the hot topics are in their area, socialize with colleagues, ask questions and give helpful answers.



When you enter a group your goal is to engage. **Do not spam** them about your products and services. Add to the conversation be supportive, be a wealth of knowledge, and helpful.

If you are in a group and share a dialogue in the comments, people in that group are likely to agree and meet.

## **Researching prospects**

Cold cold calling people out of the blue isn't necessary in this day and age.

Use LinkedIn to become familiar with a prospect, before you call. Use it's networking capabilities to warm them up. Frame your solutions in the context of their business.

Before calling research their profile for:

- Any content leave created online
- Previous employers
- Competitors of yours they may be using.

Not all of this is on LinkedIn, but a little research goes along way.

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