



5 More Ways to Rev Up your LinkedIn Profile

By Jan Wallen

New 2014 Updated Version!

When someone looks at your Profile, they'll decide whether to connect with you, hire you as an employee or for your services based on what they see there. Make it a good first impression, and make it compelling so that they contact you.

People want to connect with people they know, like and trust. And they buy from and hire people they know, like and trust. Be sure your LinkedIn Profile shows who you are and that people can know, like and trust you.

Here are some more tips for creating your Profile so that you're found on LinkedIn, and your Profile shows them that you're the best person to connect with.

1. When your LinkedIn Profile is complete, the search engines find it. It's almost like your own Web page. Look at other peoples' Profiles before you create yours. There are good examples to look at to get ideas for what to include in your Profile. Check out several in your industry or area and some that are outside your area. And complete your LinkedIn Profile as soon as possible, even if it's not perfect. Your LinkedIn Profile is dynamic, and you'll be making changes as you find a job, work with more clients, and see how other people write their Profiles.
2. **Get Recommendations** as soon as your Profile is finished. Offer to write a Recommendation for people you know and have worked with. Ask people who know you to write a Recommendation for you. Perhaps people from the company where you work, or clients, if you have your own business. Recommendations are like testimonials about you, and can include how you've worked together, results you've achieved, and why someone likes working with you. A good way to get Recommendations is to offer to write one for people you know on LinkedIn. Often they'll write one for you in return.
3. Make a **list of your goals and what you want to get from being a part of LinkedIn**. There's a summary section of your Profile where you list why you're a part of LinkedIn, and what you want to get from it. For example, new clients, a new job, let people know about your business or special events, etc. These may change as your goals change.
4. Make it a habit to **use LinkedIn before you travel**. Search for people in the city you're traveling to, connect with them via LinkedIn or a phone call or email. Send them the link to your Profile, and tell

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them you're in LinkedIn and want to meet with them when you're in their city. Solid networks are being built in person through LinkedIn.

5. **Insider Secret: Include the link to your LinkedIn Profile in your email signature**, so people can click right through to see it. This has paid off for me in many ways. For example, I sent out an email with the link to my LinkedIn Profile in the signature line, and someone contacted me and said that my email prompted him to look at my LinkedIn Profile and my Web site, and he wanted to connect with me. He was from Hungary, and we've already connected on LinkedIn.

Also include your link in the resource box of articles you write. Be sure you personalize it before you start sending it out. For example, rather than the link that LinkedIn gives you automatically, which is something like, www.linkedin.com/in/146t25ab, personalize it so people can read it and know it's you. (It's easy). Mine is www.linkedin.com/in/janwallen.

And here's *extra tip for you* – because I believe in *Lagniappe*, a New Orleans custom that means “a little bit extra”. It started in New Orleans when the baker gave you an extra bun when you ordered a dozen. And I've adopted it and made it a part of my business practice.

Your Lagniappe (a little bit extra):

6. **Connect with people you know and want to know on LinkedIn on a consistent basis.** Invite people to be a part of your LinkedIn network regularly. It's very easy to extend an invitation – there's an email that LinkedIn has already created that invites someone to be a part of your network. They can view your Profile on LinkedIn. My recommendation is to **personalize your Invitation** rather than use the rather bland one that was written by LinkedIn. For example, make it personal and friendly, and say more about why you want to connect and about who you are and what you're looking for in LinkedIn.

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Did you join LinkedIn and you're not using it as much as you want to because you didn't know where to start? Jan Wallen's New! 2014 updated book *Mastering LinkedIn in 7 Days or Less* gives you day-by-day steps you can do in 15 minutes a day. (Available now at www.JanWallen.com and Amazon). Get results with LinkedIn the easy way – Use LinkedIn now to generate leads, find clients and be the recognized Expert. If you found these tips helpful, you'll find lots more in Jan's monthly ezine, available at <http://www.JanWallen.com>

You've just read 5 of Jan's LinkedIn Insider Secrets. If you found these tips helpful, you'll find lots more in Jan's monthly ezine. Go to www.JanWallen.com to subscribe to her ezine – chock full of easy tips you can use right away.