



YOUR KINDLE NOTES FOR:

How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid: Updated for 2018 (13th Edition)

by Brenda Bernstein

Free Kindle instant preview: <http://a.co/j9aj74K>

15 Highlights | 6 Notes

Highlight (Yellow) | Location 214

In your headline, brief titles such as "IT Consultant," "Sports Executive" or "Sales Professional" don't distinguish you from every other person with the same title in a pool of almost 500 million LinkedIn profiles. You must distinguish yourself in your headline to stand out, with both keywords and an attention-getting statement. Otherwise you won't get to the top of LinkedIn search results and you won't capture your readers' attention.

Highlight (Yellow) | Location 232

And—important—use a zip code that is close to the area where you want to work! If you are able to work in Chicago but live 25 miles away in the suburbs, for instance, use a zip code halfway between the two locations that will capture searches looking for someone within a 10-mile radius of either downtown Chicago or your suburb.

Highlight (Yellow) | Location 244

Before I knew the power of keywords, my headline read: Founder and Senior Editor, The Essay Expert. Note the lack of keywords in that headline! Now it reads: The new headline has a lot more keywords. When I changed my headline, as well as added more keywords to my Current Job Title, Summary, Specialties and other Job Titles, I went from being almost invisible in searches to coming up first in the search rankings on queries for "Executive Resume Writer" in my geographic area of Madison, WI.

Highlight (Yellow) | Location 273

*Secret Tip: As of April 2017, unless or until LinkedIn closes this loophole, if you edit your Headline from your handheld device, your characters are unlimited! However, you will have to edit your headline and summary from your phone if you go over the 120-character desktop limit. LinkedIn will not allow you to update a profile on your desktop if the headline is too long!

Highlight (Yellow) | Location 279

You might think you have to put your exact job title in the "Job Title" field. You don't! You have 100 characters to play with, so use them. Put keywords in your job titles that people who are searching for you will care about.

If you are a job seeker, use words that come up frequently in job descriptions for positions you want. If you are a business person, use keywords to get you found for what you do best. Here are some examples of job titles that are keyword optimized: Example #1: Senior Legal Manager / Counsel Senior Legal Manager - EMEA Trusted Legal Counsel | International Deals | Compliance Regional Senior Legal Counsel Middle East Contract Management | Due Diligence | Project Execution Example #2: Technology Sales Executive Sales & Channel Account Manager, Major Accounts | Enterprise Technology | Channel Strategy Business Development / Sales Manager | Cloud Computing | Technology Storage Sales Executive | Technology Solutions | OEM Business / Sales Development Manager | SaaS Technology | Channel Sales Channel Sales Executive | Technology | OEM

Highlight (Yellow) | Location 315

According to LinkedIn, profiles with photos receive 21 times more views and 9x more connection requests than those without. Think about it: If you were to look at two profiles side by side, and both people had the same qualifications, and the only difference was that one person had a photo and the other did not, which one would you look at first? You might even wonder whether the person without a photo could be a spammer (there are plenty of those on LinkedIn).

Highlight (Yellow) | Location 416

Note that if you've created a custom headline (see Mistake #1) and LinkedIn asks you whether one of your positions is your current title, clicking "Yes" will replace your headline with your position title. Don't do it! I believe this is how LinkedIn attempts to trick members into not craft their own keyword-optimized headline. To thwart them, click No and then X out of the following screens to get here:

Highlight (Yellow) | Location 448

In your Contact and Personal Info section, found in the right-hand column of your profile, your LinkedIn URL appears, and you can list up to three websites of your choice, plus your phone number, email, Twitter handle, and birthday. If you don't complete this information, well, people might not be able to contact you privately if they want to. And since this is a networking site, don't you want to make it easy for people to find you?

Highlight (Yellow) and Note | Location 475

Resume Tip: I credit this tip to a client who told me he had purchased his name.com domain and then pointed the domain to his LinkedIn page. If you don't already own yourname.com for other purposes, such as a blog or other job search marketing materials, this option might be a good one for you. For example, instead of listing your profile at the top of your resume as "https://www.linkedin.com/in/brendabernstein," you could write "LinkedIn profile: www.brendabernstein.com," which looks much cleaner and also shows that you are tech-savvy.

I should do this for DaveStachowiak.com

Highlight (Yellow) | Location 491

If you're comfortable receiving phone calls from LinkedIn connections, include a phone number.

Highlight (Yellow) and Note | Location 620

The first challenge you might run into is in conducting a search. If you have a free membership and you perform a lot of searches, you might run into this when you're looking for people on LinkedIn: Thankfully, there are two workarounds for this issue! 1. TOP SECRET SEARCH TIP! Let's say you're looking for a photographer and LinkedIn tells you you've reached your limit. Simply go to <https://www.linkedin.com/title/photographer>. [Looking for something else? Change the word "photographer" to whatever profession you're seeking.] Multiple words should be hyphenated. 2. GOOGLE! Google is a secret weapon for any LinkedIn search. If LinkedIn won't let you search for Jane Smith in Atlanta, search on Google for "Jane Smith Atlanta LinkedIn" and you'll find her.

Smart @linkedin searching advice from @brendabernstein

Highlight (Yellow) and Note | Location 816

For more detailed information about your viewers, as well as the ability to sort them in various ways and discover exactly how they found you, you must upgrade to LinkedIn® Premium (LinkedIn® Corporation will encourage you in multiple ways to do so).

What is the major value of premium?

Highlight (Yellow) and Note | Location 906

Again, and I can't emphasize this enough: Direct your Summary to your audience! You would write something very different to target a potential employer than you would to target a potential client. And... I quote Byers Breet again here: "Dare to have a little fun! Times have changed, and people love to see a little personality and humor jump off their screens when they are learning about you. Keep it light, clean and professional ... but dare to let a little of your shine through."

Good suggestion on @linkedin summary by @brendabernstein

Highlight (Yellow) and Note | Location 995

Confidential Job Search? If you are engaged in a confidential job search, it is essential that your LinkedIn Summary does not make you look like a job seeker. I am unable to share specific examples of profiles for confidential job seekers, for obvious reasons. However, here are some things to keep in mind and some guidelines to follow: 1. Remember, recruiters love passive job seekers! If you write a profile that sells your current company well, makes it clear you are happy and thriving in your current position, and includes effective keywords, guess what? You WILL be contacted by recruiters (assuming you follow most of the other advice in this book). And you could make your current employer happy as well—maybe even attract new clients and alliances. 2. Turn off your activity broadcasts before making any changes. Please see Mistake #18 for instructions on how to change your privacy settings so that you do not announce to the whole world that you have changed your profile. Many employers see changes in your profile as a sign that you might be looking; so if this is not cool with your current employer, turn off your notifications! 3. You might want to stick with talking about what you do for your current company. The more emphasis you put on what you're currently doing, the

more you will benefit your current employer. 4. You can also go with a general bio format. Just talk about where you've come from and how you got to where you are now. 5. Limit the number of "accomplishment" bullets in your Summary. Bullets of accomplishments scream out "resume" and might raise suspicion. Note that you can keep your search private from your current employer and still alert recruiters to your interest by using LinkedIn's Open Candidates. See Mistake #15 for more details about this LinkedIn Jobs feature.

Excellent advice for @linkedin job seekers from @brendabernstein

Highlight (Yellow) and Note | Location 1074

According to Link Humans, "a summary of 40 words or more makes you more likely to turn up in a future employer's search." And LinkedIn® Small Business states that profiles with summaries get 10 times more views. Your Summary CAN be the section that gets you a job or a new customer! It is not a section to be ignored.

Compelling stats from @brendabernstein on the value of a @linkedin summary

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