



Building your professional LinkedIn profile and presence

Helping you build a profile that engages your
ideal clients and audience.

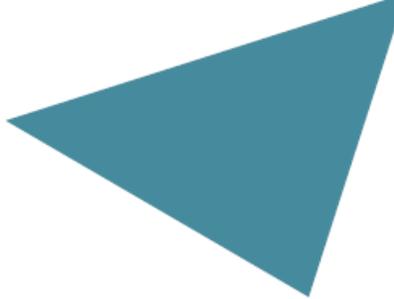


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Your perfect profile



Your LinkedIn profile is a powerful tool when used well. With a global reach of nearly 800 million accounts, getting your profile built in the most professional way can really help you stand out from the crowd.

LinkedIn's mission statement as a business is "To connect the world's professionals to make them more productive and successful". One of their 5 key strategic aims as a business is to: "Have a professional profile for all members of the global workforce". With these two things in mind, it is critical that you fully understand the best process and best practice in building your own profile.

You will know the important process of building trust with your clients and potential clients. We can show you the steps to build trust into your own LinkedIn profile.

To help you achieve this we have broken down the profile development process into simple steps over the next few pages.

Then at the very back of this resource (page 13) you'll see a simple checklist, so as you go through each element of your profile, you can check them off one by one. Very satisfying.



Let's start with you

Your profile details

Your profile

LinkedIn's own research (with eye tracking software) tells us that the first thing anyone will look at are the image on your profile, and the first image the human eye will be drawn to is that of another human being, i.e. your photo

If you pause and think about it, having a image like this:



Is the equivalent of attending a conference or networking event with a paper bag on your head.

You need to have a good quality photograph that represents you well, so what is best practice for your picture?

- A professional photo is best or a picture taken with a good quality camera or phone
- Make sure you are looking at the camera and smiling
- A well lit, colour photo that presents you in the best possible way

One key question to ask yourself. Does your photograph represent you as we would meet you in business today (not on holiday enjoying a cocktail with your friends), and is it a recent photograph (under 24 months old)?



LinkedIn research says that “members with profile photos receive 14x more profile views than those without.” Source LinkedIn.com

Your professional headline

That's the bit of text that comes just underneath your picture. This is one of the most important (and overlooked) pieces of your LinkedIn profile. It looks a little bit like this:

Nevil Tynemouth FF.ISP (He/Him)

Helping professional services organisations attract, win and develop clients. Training, coaching, business development and sales strategy to help you and your team grow.

Newcastle upon Tyne, England, United Kingdom · [Contact info](#)

You need to think about how you describe yourself to your clients. Imagine this is a face to face event, how would you answer the “So what do you do?” question. Most of your answer should appear in this headline. There are a few other things you need to consider too:

- What are the keywords that you can use to describe what you do to help your potential clients?
- What do you want to be found for when people search for you?
- Do you tell potential clients how you can help them?
- Does it show some of your key skills and attributes that others would benefit from?
- Have you used simple, specific language that your clients really understand?



If it's only your company name and job role you are selling yourself short by not grabbing potential connections attention by showing how you can (potentially) help them.

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Your “About” section

That’s the part of your profile that comes underneath you headline and job role.

If your headline was the equivalent of your introduction at a networking event, then your about section is how you would give more detail and answer a question like “That’s interesting, tell me a little more about what you do.”

You need to ensure you explain clearly and succinctly what you do to benefit, help and support your clients, here are a few things for you to consider:

- Do you explain what you do (simply, clearly and directly)?
- Do you show how you add value in your role?
- Do you give enough detail for people to want to follow up with a conversation?
- Do you have some stories in there about what you do and how you work?
- Is there a reason for your network to follow up with you?
- Do you tell potential clients directly how you can help them?
- Does it highlight your key skills and attributes that others would benefit from?

Avoid the meaningless, unmeasurable waffle! You don’t want a profile that reads like this:

... you’re a driven highly motivated organisational expert who is passionate and creative, with extensive experience in your industry and been responsible for many strategic initiatives, with a long track record...



What do you do?

Your work history

Your experience

This is your professional career history.

This is where you can start build your credibility (a core component of trust).

To help you build credibility it is important that you provide an appropriate level of depth of your professional career to date. It may sound strange, but so many people don't take the time to explain their background and what they have achieved to date in their career.

The important point here is present your achievement and draw a link with how you have helped, served and supported your clients throughout your career. You might not want to name clients but you can explain what you have done and most importantly how that has benefitted your clients. If you see this from the viewpoint of a potential client who wants to know if you can help them, explaining this clearly through your career history will help you and them make a better connection.

How much detail and how far should you go back? My suggestion is to go back as far as you are comfortable (think about how much credibility this generates) and provide a good level of detail for each and every position you have held in your career.



Remember that to build up trust you need to prove your credibility and reliability. Credibility and reliability are two of the four cornerstones of trust

Key profile sections

Have a look at your own profile and see if you have completed these sections:

Projects - What are you working on with colleagues, suppliers, partners, charities or clients that you can share with your network?

Organisations - What professional bodies and associations are you part of?

Skills and endorsements - Do the skills and endorsements reflect what you do?

Education - This can be a simple way of sharing some of your background that can provide some additional depth to your profile

Publications – Have you published any books, articles, white papers or blogs relevant to your role or industry?

Certification – What certification have you earned, such as professional awarding bodies from within your industry?

Honours and awards - Have you won any industry related awards within your business?

All of these parts of your profile help bring you as a person to life for anyone who looks at your profile.

This is the next stage of building trust and relationships with those you connect with on LinkedIn.

Your changes



What changes are you going to make to your profile now?

Put them down here and prioritise in the order above:

Professional headline:

About:

Your experience:

Other key profile sections:

Your contact details

LinkedIn is a great on-line tool, and occasionally you might want to step off LinkedIn for a face to face discussion.

How do people get in touch with you, are you making it easy or difficult for them?

- Email address – is it a work or personal email?
- Phone number(s)
- Twitter
- Websites(s)
- Facebook
- Blog link
- Address

Its amazing how many professionals have contact details for previous firms in their contact details.

Are yours fully up to date?

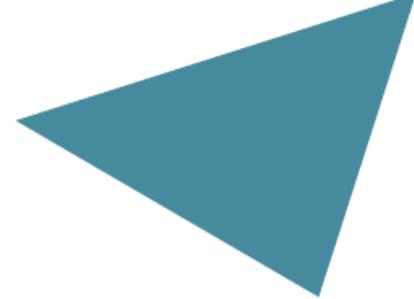


Different people like to communicate in different ways, have you provided all of your details?

Your checklist

	✓		✓
Profile photograph		Organisations	
Your headline		Skills and Endorsements	
Current role		Education	
Contact information		Publications	
Summary		Certifications	
Experience		Honours and awards	
Projects			

Want to know a little more?



You'll find plenty of extra resources on our [resource page](#) for you and your team to use.

We are helping people like you to shape your own business development process. Seeing people changing their behaviours and putting their learning into practise gives us a great feeling. No doubt, you'll want to see those behavioural changes too.

We'd like to know more about you, your teams and your goals. How about getting in touch so we can find out more about each other? Sounds like a good opportunity to have a great conversation

Getting in touch is easy:

You can drop us an email at hello@newresults.co.uk

Tweet @NewResultsHQ

Call us on 0800 030 4323

Naturally you can connect with the team on LinkedIn too - www.linkedin.com/company/new-results

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