



Building your perfect LinkedIn Profile

Helping you to help the right people find you

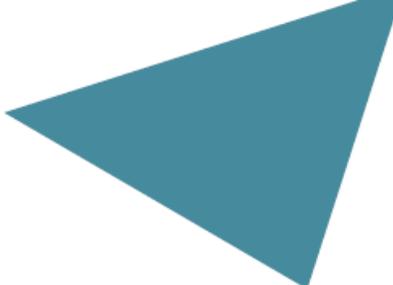


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Your perfect profile



Okay, so you've invested some time setting up your LinkedIn profile, hopefully that was the easy bit.

Now it's time to start attracting the right people. How do you do that? Well, you start with a well polished LinkedIn profile.

To make it nice and easy for you, over the next few pages we've broken down each element of a LinkedIn profile with a few notes to help you shape it so that it looks great. We've popped in a couple of screen shots, although LinkedIn have been known to change the way it looks so don't get too hung up on these: that bit is more for guidance.

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 tick them off. Very satisfying.

Let's start with you

Your profile details

Your profile

Let's start with the first thing that people see: your picture.

Do you look like this?



No, we didn't think so either. How about a picture that actually looks like you?

Is it a professional photo (best)?

A photo taken with a camera (good)?

A photo taken by a friend on a phone (just about okay)?

Does it 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 headline

That's the bit of text that comes just underneath your picture. It looks a little bit like this.

Nevil Tynemouth • 1st
Sales trainer, coach, speaker & author. Helping HR, L&D & Sales Directors with training & licensed material.
New Results Ltd • Bangor University
London, United Kingdom • 500+ 

What are the keywords that you can use to describe what you do to help your potential customers?

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?



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.

Your summary

That's the bit that comes underneath your headline and job role

Do you explain what you do?

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 me to follow up with 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?



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

Time to start building your credibility.

What are you good at that will add value to other people's business?

How can you provide more details of the value you add?

Projects

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

Organisations

What professional bodies are you part of?

Skills and endorsements

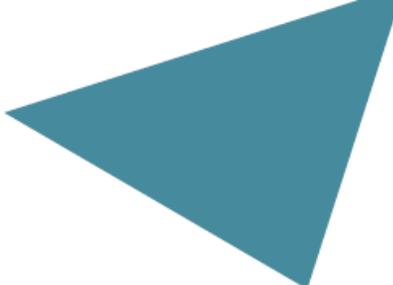
Do your endorsements reflect what you do?

Education

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



Remember that to build up TRUST you need to prove your credibility and reliability. You can read more about trust [here](#)



Publications

Published any books relevant to your role or industry?

Any blogs or articles you can highlight?

Certification

Any certificates you have earned, such as professional awarding bodies from within your industry?

Everyone loves a certificate, just leave out swimming and cycling proficiency.



Honours and awards

Have you won any industry related awards within your business?

Your changes



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

Jot them down here:

Your contact details

LinkedIn is a great on-line tool, but do you know what, occasionally you need to take it off-line and have a proper conversation.

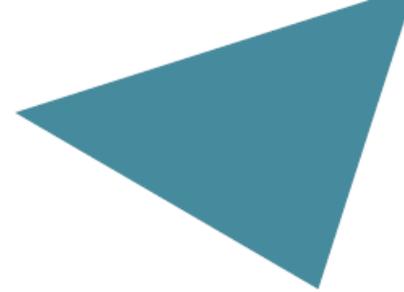
How do people get in touch with you, are you making it easy or difficult for them?

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

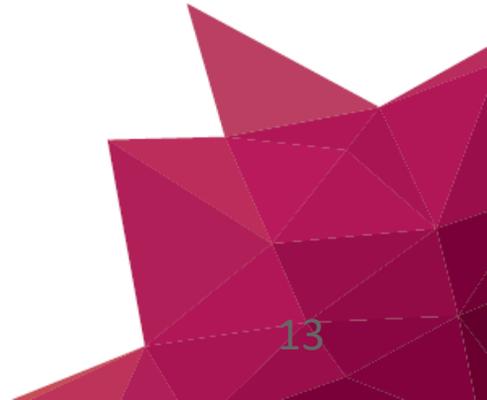


Different people like to communicate in different ways, have you provided all of your details?

Your tick-list



	✓		✓
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 love helping people like you to shape your own sales success. Seeing people changing their behaviours and putting their training into practise gives us a great feeling. No doubt, you'll want to see those behavioural changes too.

We'd love 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 cuppa too.

Getting in touch is easy:

- you can drop us an email at hello@newresults.co.uk
- Tweet [@NewResultsHQ](https://twitter.com/NewResultsHQ)
- or give us a call on 0800 030 4323



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