



How to Create a Compelling LinkedIn Profile

13 Easy Steps to Link·Ability

Lynnaire Johnston, Word Wizard
New Zealand's No.1 LinkedIn expert

Word Wizard



**SOCIAL MEDIA
MARKETING
INSTITUTE**

INTRODUCTION

What do you want to achieve from LinkedIn?

- Become the company of choice in your industry.
- Be invited to speak at international events.
- Achieve recognition as a leader in your field of expertise.
- Network with industry luminaries.
- Land the job of your dreams.

Whichever is most important to you – or something else entirely – it needs to start with a compelling and eye-catching LinkedIn profile.

In this e-book, I outline the most important steps you need to take for your profile to be visible and credible, the precursor to success on LinkedIn.

Ready to turn your profile into one that ranks in the top five percent? Let's begin.



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COVER IMAGE

Positioned at the top of a profile where it is noticed first, your cover image needs to make a strong statement.

For an eye-catching cover image include:

- Your tagline
- Your website
- Your logo
- A trophy or award you've won
- Relevant images or background

Example:



Additional tip:

Don't place anything important on the lower left end of the image where it will be obscured by your profile photo.

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PROFILE PHOTO

Your photo appears wherever you are on LinkedIn so make it professional and recognisable as you.

What makes a memorable profile photo:

- Close-up on your face
- A nice smile
- Professional quality
- Wearing your usual business clothes
- Nothing distracting

Examples:



Additional tip:

Look directly into the camera for your profile photo instead of over the photographer's shoulder or away from the lens.



HEADLINE

Longer headlines up to 220 characters are now allowed and, as they accompany you everywhere on the platform, use them wisely!

Formula for a compelling heading:

- Who you are
- What you do
- How you do it
- Who you do it for
- The benefits or your point of difference

Example:

Private Tour Guide offering personalized fully escorted nature and history-based tours sharing the secret beauty and grandeur of WA's Ningaloo Coast and UNESCO World Heritage Site

Additional tip:

Break up sections of your headline with symbols or colourful emojis.



CONTACT

Make it easy for people to find you by completing all sections of the contact information.

How to use the contact section effectively:

- Include your phone number and email address
- Use all three available website links
- Add text to the web links to entice clicks
- Instead of an address, list your key offerings

Example:



Address

LinkedIn profile upgrades | Coaching | Corporate training | LinkedIn Marketing | Network & Relationship Development

Additional tip:

Include both your Twitter handle and as many instant messenger addresses as you have. These can include Skype, ICQ, Google Hangouts, QQ and WeChat.



ABOUT

Use the About section to tell the story of your professional life in an interesting and engaging way.

Tips for a compelling About section:

- Break up the text with bullet point lists
- Use bold for text you want to stand out
- Add testimonials for 3rd party endorsement
- Give examples of successes
- Include emojis for variation and colour

Example:

About

WHAT I DO: I help businesses maximise their social media marketing and video marketing to get more traffic, leads and profit. My clients range from start-ups to multi-million dollar corporations.

HOW I DO IT: My company, FYI Media, provides a full video production service from concept to completion. This includes productions for social media, websites, induction, Health and Safety, training and marketing for businesses that want to generate more sales from their online presence.

WHAT FYI MEDIA'S CLIENTS SAY:

'We had Wayne produce 7 videos for us. Wayne is great to work with, he puts the people he is working with at ease and does it very naturally. He has a great sense of humour but, more than anything, a very high standard of workmanship. He took on the brief and hit the target perfectly. The process was timely and we were very happy with the result . Highly recommended.'

Bryan McIntyre, Metro Indoor Sports and Inflatable World

'Wayne at FYI Media is remarkable. We've had FYI in for promotional video production and plan to work with them much, much more. The thing about Wayne, who is the face of FYI, is that he is not only technically expert but he has a way with people that puts them immediately at ease. This makes the experience enjoyable as well as professional. With FYI you get excellence in the total package – video, audio and editing. I can't recommend this company highly enough.'

Cathryn Mazer, Kitty's Cleaning Service

Additional tip:

Decide whether to write your About summary in the first or third person based on your job and how you want to portray yourself. Whichever one you decide on, be consistent throughout.

FEATURED

Give your profile visual punch by adding a variety of media that showcases your talent, skills and experience.


Types of media you can include:

- Video – that you have appeared in or are relevant to your work
- Images – of you meeting famous people or receiving an award
- Presentation – slides from a speech you have given
- Posts and articles – from your LinkedIn activity
- Links – to your website or other sites appropriate to your work

Example:


Featured

Thanks for the great Article NZ Entrepreneur....



Profile: InvestaMatch
nzentrepreneur.co.nz

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Matching Investments and People
investamatch.nz

InvestaMatch is a subscription based membership and business opportunity...

Investamatch's Fi

...

Innovative New Investment Ind

More over Airbnb, Lime and Uber – there's a new disruptor on the scene. This time it's the investment industry rather than the accommodation and transport industries that have been targeted.

Until now, to borrow money for a new venture or to expand an existing business you needed to be well connected or have a stash of assets. Now, anyone can access the funds they need thanks to a new web-based platform that matches investors with businesses looking for funding.

The brainchild of a local family, InvestaMatch is fast becoming the industry disruptor no-one saw coming. The platform allows small to medium businesses and start-ups to put their investment opportunity in front of potential investors. Conversely investors looking for places to invest can add themselves to the directory.

The idea for InvestaMatch was conceived by Ross Central Otago, who an additional vehicle his business. Despite significant assets, he down his loan-upt.

Realising that other find themselves in it situation, Ross saw the problem. With a family members an Otago University IT online directory was and launched in late

The response has been that several other of the family are now in business. One of the managers, Chris, has a long career in gov join the family firm, actively promoting and is thrilled with the market's response. InvestaMatch has to say, "We started well investment opportu

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Additional tip:

Create a short video introducing yourself and your career/business that answers the question: why should we employ/use you?



EXPERIENCE

This is not a CV so you do not have to list every job you've ever had – choose only those that show career progression or are relevant to your current work.

Suggestions for an innovative Experience section:

- Add media to every job listed even if it's just the website
- Avoid CV-like terms such as responsibilities and milestones
- Give examples of your successes
- Use text formatting, emojis and lists
- Add the organisation's logo if it has a company page

Example:

Experience



New Zealand's No. 1 LinkedIn Expert ♦ **LinkedIn Strategist, Trainer** ♦
Copywriter ♦ **Content Writer**

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Jan 2002 – Present · 18 yrs 7 mos

New Zealand

80% of Business Leads From Social Media Come From LinkedIn!

The surge in LinkedIn use by businesses wanting to stand out in crowded markets makes publishing on the platform a no-brainer.

Companies realise their staff need professional profiles that enhance the reputation and standing of the organisation. This is particularly the case of service businesses where the knowledge and capability of the staff mean the difference between success and failure.

Savvy companies use a variety of tactics such as building one-to-one relationships, engagement and knowledge-sharing to demonstrate their industry leadership.

Here at Word Wizard we can:

- ✓ Help you develop a LinkedIn marketing strategy you can implement yourself.
- ✓ Upgrade your staff profiles to make them interesting, consistent and professional.
- ✓ Make best use of LinkedIn's publishing opportunities to improve reach.
- ✓ Train your staff to use LinkedIn capably and professionally.

Additional tip:

If a website doesn't display properly, use a screenshot of one of the webpages instead.



EDUCATION

Pin your highest qualification to the top of your Education section and display it in the introduction section at the top of your profile.

Tips for those without an ivy league education:

- If you have no tertiary qualifications, don't draw attention to it by listing your high school.
- List your high school only if it is exemplary in some way or you are still involved, such as being on the board of governors.
- If you have no degree or diploma list any relevant courses you have completed as part of your work.
- If your university or tertiary education provider has a LinkedIn page, link it so the logo displays.
- Add media such as diplomas, videos or presentations.

Example:

Education



University of Cambridge

Organizational Leadership

2017 – 2018

Selected as one of 60 Leaders under 30 years of age for the 12-month "Leading Change" Programme. This was a residential and distant programme designed by the University of Cambridge to help leaders "develop their leadership skills and improve life across the Commonwealth."

The Leading Change course was established by The Queen Elizabeth Diamond Jubilee Trust – in partnership with Comic Relief, the Royal Commonwealth Society and the University of Cambridge. Thanks to The Queen Elizabeth Diamond Jubilee Trust my place in the programme was fully funded.

Additional tip:

Use the description field to include details of what you learned and how it has helped in your work.



SKILLS

Tidy up your Skills section as LinkedIn often adds additional, irrelevant ones arbitrarily.

To make good use of Skills and Endorsements:

- Pin your three most important skills to the top and actively work to increase your endorsement numbers.
- Reorder your skills so the important ones are higher up the list.
- Remove variations of the same skill so you receive higher endorsement numbers on one.
- You can list up to 50 skills but doing so can dilute your numbers per individual skill so strike a balance.

Example:

Skills & Endorsements



LinkedIn · 99



Endorsed by **Jennifer Corcoran** and **2 others**
who are highly skilled at this



Endorsed by **Matthew Mewse** and **6 other**
mutual connections



Copywriting · 99+



Endorsed by **Colin Kennedy** and **1 other** who
is highly skilled at this



Endorsed by **Denise Holmes** and **8 other**
mutual connections



Web Content Writing · 83



Endorsed by **Matthew Mewse** and **4 other**
mutual connections



Endorsed by **16 people** in the last 6 months

Additional tip:

Remember to turn on your endorsements so visitors to your profile are invited to endorse you.

RECOMMENDATIONS

Take every opportunity to ask for a recommendation. You can never have too many, and most of us have too few.

How to ask for a recommendation:

- Add a personal message to your request to increase the chances of receiving a recommendation.
- In your message, be specific about what you would like to be recommended for.
- If it is appropriate, write a recommendation for the person first to subtly invite reciprocation.

Example:

Recommendations

Received (21)

Given (23)



Melisa Shore

Passionate about business and life done well

February 7, 2019, Melisa was a client of Laurel's

There comes a time in your life where you stop and want to spend some time asking yourself what, why, where, how and what's next. Laurel was just the person to help with this journey. I wanted to really understand what made me tick, what drives me, and what tools I needed. Laurel challenged my thinki... [See more](#)



Britta Hollmann

Business Development Manager at Think Forward Ltd and Regional Manager Hutt Valley/Kapiti at Venus Network

October 18, 2017, Britta was a client of Laurel's

Laurel is awesome! I needed some help with my anxiety around public speaking - Laurel not only listened but understood, she totally got where I was coming from. She made me feel at ease, gave me some coping skills and helped me look at things from a different and more positive perspective. Laur... [See more](#)

Additional tip:

Be generous with the recommendations you write others. This demonstrates your willingness to be a good LinkedIn citizen.



VOLUNTEER WORK

If you are so passionate about a cause that you volunteer your time, share it.

This section shows how you give back to your community and will draw viewers with similar social concerns to you.






ACCOMPLISHMENTS

If you have too many accolades to include in earlier sections of your profile, list them here.

You can add titles, descriptions, links and dates to sections for Courses, Honours and Awards, Publications, Projects, Patents, Test scores, Languages and Organisations. Regrettably however, there is no option to add media.

Example:

Accomplishments

- 9 Courses** 
 - Accelerated Copywriting • B2B Copywriting • Courses through American Writers and Artists Institute:
 - Fundraising Copywriting • Masters Program • Resume Writing • Social Media Marketing • Website Audits • Website Copywriting
 - 5 Publications** 
 - Super Size Your Sales • The Edge • Innovate • Electrical & Automation Technology • BeautyNZ
 - 2 Honors & Awards** 
 - Top 20 LinkedIn Experts Asia Pacific • Magazine of the Year Custom Publishing
-

OPEN TO OPPORTUNITIES / PROVIDING SERVICES

LinkedIn makes it easy to show you are looking for work or open to providing services.

Once it was considered a no-no to mention at the top of your profile that you were job hunting, but no longer. With so many in the same situation, use every device at your disposal such as Open to Work.

Top 200 US LinkedIn trainer JoAnne Funch has produced a short video which shows you exactly how to go about this.



For those who work for themselves, use Open for Business, which displays as Providing Services. To set this up follow the steps in this guide:

linkedin.com/profinder/blog/open-for-business

Lynnaire Johnston, the Word Wizard, is ranked New Zealand's No.1 LinkedIn expert by the Social Media Marketing Institute. She is a LinkedIn commentator, webinar presenter and author of *Link·Ability: 4 powerful strategies to maximise your LinkedIn success*. Lynnaire runs the copywriting company Word Wizard, specialising in website and content writing.
[Follow her on LinkedIn.](#)

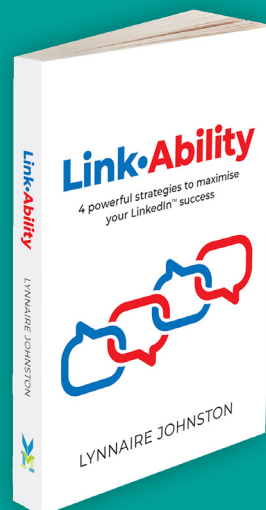


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WANT TO TAKE YOUR LINKEDIN ACTIVITY TO THE NEXT LEVEL?

Check out *Link·Ability: 4 powerful strategies to maximise your LinkedIn success*, packed with valuable insights, essential know-how and practical tips, enabling you to leverage the LinkedIn platform to your advantage.

Want tips instead? Sign up to receive our regular LinkedIn updates
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wordwizard.co.nz/book