



# The Handler Report

**LEADERSHIP DELIVERED**

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## Your LinkedIn Profile

Create a LinkedIn profile that will establish you as a strong executive leader.

With more than 300 million users worldwide, LinkedIn has become the social network for business. In this executive brief we are going to discuss the benefits of having a strong LinkedIn profile and give you some basic tips on how to improve your profile.

### THE GOAL OF YOUR LINKEDIN PROFILE

The purpose or goal of your LinkedIn Profile is to promote yourself and your company. Your profile is also critical in branding your self within your own organization. When you consider that most professionals use LinkedIn to “research” people they are going to meet with prior to actual meetings, you begin to realize that your profile is essential in establishing a winning first impression. You’ll want to make sure that your profile provides a snapshot that makes it easy for people to understand you, your expertise, and your value.

### THREE BENEFITS OF HAVING A GREAT PROFILE

#### 1 Build relationships

Perhaps the most powerful benefit that your LinkedIn profile can provide is the ability to build upon existing relationships and create new ones. Where else can old friends look you up and see at a glance what you have been up to? For many individuals their profile represents the first point of contact. It’s an excellent way

to develop relationships with people you have never met and it can influence people you may never meet. Whether your going on initial sales call or building a longterm partnership, a strong LinkedIn profile can give you a competitive advantage in the marketplace.

#### 2 Attract better talent and opportunities

Your LinkedIn profile can help your organization attract top talent. Most savvy job seekers will conduct LinkedIn research to learn about the leadership of an organization or department within a company of interest during their search. One of the hallmarks of a quality opportunity is the chance to work with effective leaders. Having a well composed, complete profile helps identify you and your organization as an employer of choice.

#### 3 Generate revenue

People like to work with and buy things from people they know, like and trust. Having complete LinkedIn profile helps demonstrate your expertise and is the first step in establishing credibility and trust. Executives in sales-driven roles benefit from concise achievements listed through their employment history and recommendations from current and past customers. Posting relevant industry content helps establish you as a thought leader in your organization and industry.



## 3 WAYS TO OPTIMIZE YOUR PROFILE

So we have outlined the purpose and benefits of having a strong profile, now let's talk about how to get there. Here are 3 simple ways to polish your profile.



### 1 Update your photo

**Include a great photo.** LinkedIn relegates profiles with default avatars to the bottom of search results, so there is no debate as to whether you should include your photo. But make sure that it is a good photo.

**Don't have a good photo?** Find a local photographer or go to the mall and get one taken. Wear a suit and smile. It's worth the investment.



### 2 Re-write your summary

**Your story in 250 words.** This is your chance to tell your story. And people love good stories so don't be afraid to make it interesting. LinkedIn limits summaries to 250-300 words (2000 characters). Write to this limit but consider breaking it up into sections with defined headers to make it easier to read. This will also give you more wiggle room to include those important keywords.

**Write your profile in first person.** Some people lapse into "we" referring to their company but this is your opportunity to introduce yourself. Make it personal.

**Make sure you include Keywords.** Be careful not to sound robotic. Write first without the keywords then add them where needed. Not sure which keywords you should use? Use [Google's Keyword Tool](#).



### 3 Get recommendations

**How many recommendations are enough?** LinkedIn considers profiles complete with three recommendations. But best practices suggest between 10 – 15 good recommendations are optimal, but it's fine to start with 5-7. Strive to get recommendations for each of your work experience roles.

**Asking others for recommendations.** Reach out to the contacts that have experienced your best efforts and initiate a phone conversation. Tell them that you are collecting recommendations for your profile and ask them about your strengths. Take great notes and send them a draft of the recommendation to edit. This will help you manage the process and ensure that it gets done.