

Mary-Rose Hoja presents...



Create Great LinkedIn Profiles

The proven step-by-step system for
developing, promoting & profiting
from your LinkedIn Profile

MODULE 2: 5 key points in your LinkedIn life

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Brief review of last module

- Recruiters and prospects:
 - scan, not read
 - focus above the fold
 - are triggered by more than text
- Google today is more refined

Plan for today:

- The 5 key parts of your LinkedIn life

Rookie Mistakes

- Set up LinkedIn account, and never touch it again
- Desperate for work, you cobble together some profile edits... and try not to look desperate
- Change Headline to "Looking for new opportunities"
- Allow connections, including employer and clients, see your edits and sudden activity - plus when you view their profile. You do not control your profile.
- You meet a prospect at an event. When they want to connect, you apologise for your LinkedIn profile. Worse, when they want to send it to someone, you tell them not to because you haven't updated it in 5 years.

More rookie mistakes

- Not having a clear idea of how you want to be *perceived*, what you are 'selling' or 'offering'.
- Not able to answer this question in one sentence:

What is my prospect's #1 struggle that I can help with?

The 5 key parts of your LinkedIn life

1. Basic profile info

The 5 key parts of your LinkedIn life

1. Basic profile info
2. Recommendations

The 5 key parts of your LinkedIn life

1. Basic profile info
2. Recommendations
3. Posts & status updates

The 5 key parts of your LinkedIn life

1. Basic profile info
2. Recommendations
3. Posts & status updates
4. Multimedia

The 5 key parts of your LinkedIn life

1. Basic profile info
2. Recommendations
3. Posts & status updates
4. Multimedia
5. Groups

In the next module

- How to develop your Headline and Summary

Before the next module, do this

1. Save your current LinkedIn profile as a screen dump and as a PDF. Please email it to me. Because it will be gone after this course!
2. Based on what you know now, decide on 3 keywords that you would give people to search for you. Choose 2 general, 1 specific. Email me if you need help.
3. Close your eyes. What are the first 3 things in your LinkedIn profile that come to mind that you would regret Richard Branson/ Einstein/your most influential target seeing? Write those down.

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