

# 3 Real-Life LinkedIn Profiles: Reviews

## Maria Ziv

Maria is currently Senior Director Global Brand & Communications at Oriflame.

Look at her profile. What I want you to notice first is what you see before you scroll or click. This is what you see above the fold.

Nature image in the background.

A background image is a great idea, because it catches the eye, it is a way for you to associate certain images with you- especially because it is attached to your photo, name and headline. Plus, it brings beauty to LinkedIn's grey interface; it's restful to the eye and it can help to put the person looking at your profile at EASE, which is what you want. There are heaps of great sites around where you can get beautiful images - for example, [unsplash.com](https://unsplash.com) has gorgeous high-resolution images for free. In the Bonus section I have a list of great sites for you, so take a look there!

Moving to Maria's Headline:

Keyword style. It says "Maria *is* Global Brand & Communications"

Right away you see *scale*. It will probably be a multinational company. "Global" announces "bigness".

KEYWORDS here, obviously: Global Brand, and Communications

**Pro tip:**

Use the Ampersand “&” symbol in your headline instead of the word “and”. It is more eye-catching, and yet does not make the WORD “and” take visual space and keyword weight.

Scroll down BELOW THE FOLD to the SUMMARY:

Look at her Summary through the 4-step system: WHAT she is, WHO she helps, HOW she helps them, PROOF and CREDIBILITY.

**WHAT is Maria**

She’s a “**marketing director**”. Right in the very first sentence in the Summary. This is great. It’s very simple, it also shows senior level. And it makes it easy for you put her in a box, so that you can easily present her right away to someone else - even if you don’t read anything else.

Picture the conversation: “So, what does Maria do?” “She’s a marketing director.”

She’s also a **change agent**. **Now, this** is very cool. It’s a new term, and Maria goes on to help you understand what this means for who she helps. “always looking to redefine the status quo to enable growth and new opportunities”.

**WHO does Maria help**

Right up here in the first paragraph, she helps **organisations**, she helps **global teams**.

In paragraph two, she helps **large teams**, and **employees and agencies**,

And in paragraph three, she also helps **a large brand & communications department and an in-house agency**. And this circles back to the global teams in the first paragraph. So, all the way through the Summary, Maria is defining for us, *who she helps*.

Now, let's look at HOW she helps them.

Here in paragraph one, she is **driving the change needed for organisations to create innovative, powerful communication**. And she is **leading** the people she helps to push the boundaries. Look at the pattern forming: what kinds of words are these? They're verbs. Every VERB you see starts off a HOW. And they all powerful, action verbs. All the way through the Summary you are told HOW Maria helps these people in a powerful, action, concrete way. I personally think this is so much more compelling than a Summary that simply states, "I am driven."

Now, what this means for YOU is this: Start off every HOW in your Summary with a verb. Power, action verbs work best because they make you stand out - especially in a conservative field. They make people FEEL your energy; that things happen around you.

Make a list of all the verbs you see here in this Summary, and you can use the ones that resonate with you for YOUR Summary.

To get you started:

specializing

driving

create

leading

inspiring

running

producing

Let's look at PROOF and CREDIBILITY.

Right at the start of the Summary we have **award-winning**. That completely grips your eye! It immediately puts you at ease, and makes you more open. And that is the whole point of your Profile and Summary, to put the other person at ease, and want to learn more about you.

### **long track record**

**extensive experience, as an advertiser from my years at Apple.** Let's take a minute here: Admit it. The word "Apple" makes you want to scroll down to *Experience*, doesn't it?!] Let's do that quickly here :)

//then scroll back up//

What I want you to notice as well, is that the capital "A" in **Apple**, catches your eye. This is also a great example of how to leverage a well-known brand to very quickly make yourself bigger and more credible, without having to talk about yourself.

We are moved on to her **deep understanding of digital communication, social media, PR and events from my years at VisitSweden**. This is a great way to build an overall picture of your profile while giving your relevant history. And it finishes with her current position at Oriflame.

Note at the end you get a sense of both scale and credibility. Finishing with a concrete number (60 countries) is compelling and sticks in your head.

### KEYWORDS:

global, brand, communications, change. Notice how these keywords are used effectively in problem-solving sentences. Imagine the conversation with your prospect: you ask them: "what is your number one struggle right now?" And they say, "how do I produce effective communication

across a global organisation”, “how do I make employees and agencies achieve our goals?” Observe how this Summary answers questions and solves problems, and use this concept for your own Summary.

What I'd like you to notice here too are what kinds of DESCRIBING WORDS are used here: they are powerful, hard-sounding action adjectives with DIRECTION (innovative, effective, powerful). Use this same feeling for your own Summary.

And as we leave the body text here, the Summary now continues with more keywords, here in Specialties.

What you can use here, for your own Summary is a bullet list like this after a body of text, because different people will look at different things, and some people skip the body text altogether. It's the same behaviour we are seeing nowadays where people don't read an article online, and instead go straight to the Comments section.

What I would like you to observe here, is this: Look at how the keyword **communications** is used: look how the word *communications* is put together with other adjective keywords: innovative communications, internal communications, corporate communications, integrated communications. The common word here is communications. What this does, is that Maria's name becomes associated with these keywords in these constellations. This Summary is DENSE with KEYWORDS IN CONSTELLATIONS.

What this also does, is it builds real estate around Maria so that her name will become associated with these keywords in their constellations, and problem-solving sentences in LinkedIn, and in Google.

When people search for these words, they will all lead to Maria. And the same will apply to you. When you follow this system OVER TIME, searches for your expertise will lead to YOU. That is Awesome!

Now, this is a really cool feature of this Summary:

**Future roles of interest.**

This is very cool, and I rarely see it. It gives the reader direction - and it shows that you have a VISION for yourself. It preempts the question “where do you see yourself in 5 years?” This is awesome.

Use keywords in different constellations. Use powerful, hard sounding action adjectives with direction (innovative, effective, driving, powerful) ALWAYS with your keyword to make a searchable phrase.

So, quickly scrolling down to Experience:

We see WHAT:

Senior Director Global Brand & Communications [actual Job Title]

WHO

The Oriflame brand and communications globally, the Global Brand & Communications department consisting of 70+ employees.

HOW

My overall mission when brought into Oriflame was to work towards unifying and simplifying all aspects of Oriflame's brand. Working relentlessly towards bringing clarity to the brand, increasing the strategic communications knowledge in the organization and simplifying the internal processes. It sounds like a mission!

See how this is reinforced by the placement of the Recommendations.

PROOF

Here's tons of proof! Numbers and statistics. Money (Euro sign €), numbers of people, numbers of markets (shows seniority and success, also note that Maria is talking about Oriflame here. These are Oriflammes numbers. What she is doing here is leveraging her organisation's success to make her appear bigger. She also acts as an ambassador for her organisation.

#### KEYWORDS

brand, communications, Oriflame

And now: this is very cool, guys, and I have saved the best for last now that you are an expert on the 4-step system. Look again at the very first sentence in this profile:

**An award-winning marketing director specialising in driving the change needed for organisations to create innovative, powerful communication.**

What do you see? You see the entire 4-step system in this very first sentence. PROOF is "award-winning", WHAT is "marketing director", WHO is "organisations", and HOW is "driving the change needed to create innovative, powerful communication".

That is awesome!

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## Sverre Bengtsson

Sverre's **Headline is in the Title Employer style.**

And look at the Summary!

It's very short! I love that. So, you don't need to be wordy. You don't need to use all those 2000 spaces.

Sverre's Specialties are quite general here in the Summary: Business Development, clinical development and business strategy. But look what he does down in Skills

*[Scroll down to Skills.]*

Sverre's skills here are very specific to his industry. What this does is that he is filtering out people who don't know what these words mean - because the people he is targeting are familiar with these terms. What this also does is makes him an expert in a very specific and technical niche. I strongly recommend that you model this approach for your Summary.

*[Scroll back up to Summary.]*

Again, the 4-steps here:

WHAT is Sverre? **Co-founder**

WHO does he help? **Nordic companies and the world**

HOW does he help them?

1) **Services.** Specifically CRO. And note again here that he does not write out the acronym CRO. This tells people who do not know what CRO



means, that this profile is not for them. This keeps people who enter your profile on a certain level.

2) **Product.** Viedoc System [*People love systems.*]

## PROOF

global operation [more in Experience]

## KEYWORDS

General here, Viedoc, CRO, Pharma Consulting Group take weight here. You can really see that Sverre is selling his company and his products. Viedoc is the offering here. What is your offering?

## POWERFUL TIPS & TRICKS

Call to action - very specifically for Viedoc. Having a call to action is a great idea. Tell the reader what to do, where to click, and what they will see/what will happen when they click. Lead them on the path you want them to go.

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## Experience

### WHAT

Owner and Business Developer

Contract Research Organisation [Here Sverre explains the acronym, CRO, from Summary]

### WHO

### HOW

Project [Projects are a cool LinkedIn feature to help you promote yourself and your Profile. You can provide the link to your Project in email, sms, other social media, and that takes people to your Profile]

(your personal website). They are also shareable, which is good because referrals and recruiters can send them to prospects.]

## PROOF

### Project

## POWERFUL TIPS & TRICKS

- Put your company logo. Helps people [If you are a consultant or sole trader, <http://www.squarespace.com/logo/> has a great, simple, cheap logo tool for \$10 that looks very smooth and professional. More about that in the Multimedia bonus.]
- Include Projects - a great way to tell a story in a bite size, shareable package. You can also include team members - this illustrates networking in a concrete way. What you actually do with your network, and gives your audience a reference.
  - Projects are also an anchor, or third party, around which to bond when inviting people to connect with you on LinkedIn.

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## Following

## POWERFUL TIPS & TRICKS

Follow your own company, and spin off companies with similar names. This builds your real estate, makes you an ambassador, and further strengthens your keywords and brand.

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## Martin Wettergren

As long as I've known Martin, he has been an entrepreneur. A little while ago he moved into a new focus: sustainable business.

**Background image:** you can model Martin's motivational image. Martin is developing his image in sustainable business and he reminds me a bit of Richard Branson - just do it attitude.

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### Summary

#### WHAT

Entrepreneur that founded Mediapilot in 2006 after finishing university. [note timestamp here. The year gives a timestamp, and makes it concrete. Shows that Martin is established. No explanation of Mediapilot here. A bold move, shows assertion.

"Entrepreneur that founded" shows that he is a starter-upper. He is educated.

The rest of the summary is about his company, not him. This is telling a story. He describes himself through what he does. Concrete number. 100 is a great number. Big recognisable brands make us trust Martin and make him seem bigger, even if we've never heard of him.

Mediapilot is a media analysis company focused on actionable insights for over 100 global brands such as Coca Cola, McDonalds. I've had different roles in building Mediapilot, group CEO and also head of starting up our Norwegian office. After seven years I decided to take a break and travelled the world looking for sustainable entrepreneurship and to get some perspective on things. I did and this led to, among other things, starting up Klout as their first market outside of USA. Mediapilot

have now merged with New York based Whispr Group, a digital strategy and intelligence company in the big data sphere. I'm one of the founding partners heading up business development. Looking to meet similar professionals with interest in start-ups, tech, mindfulness, sustainability, social media, fashion and business which are my biggest passions. [*Call to action 1: if you fit into these categories, contact Martin!*]

Btw- I'm still looking for a fully circular business model. [*Call to action 2*]

Lets connect!

@m\_wettergren [*Call to action 3*]

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## Posts

Note that the Posts section is moved to the top of the Summary. This is a great idea because it keeps your Profile fresh and updated (as Jack Nicholson says, you're only as popular as your last film :)). I do this too.

Martin posts a lot of Posts so this is good. You can also put cool images in your Posts that add colour and make people want to click.

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## Bonus tip:

Recruiters and prospects look for where keywords are in your profile, and how often they appear

They look for keywords in problem-solving sentences

They prefer easy, clipped words and phrases

[www.creategreatlinkedinprofiles.com](http://www.creategreatlinkedinprofiles.com)