

HOW TO CREATE  
A  
**WORLD CLASS**



Linked **in** profile

THIS ISSUE IS COURTESY OF



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Robert M. Lewkowitz, CPCA  
President, Lewkowitz Financial • Partner, Equity Associates



# HOW TO CREATE A **WORLD-CLASS** LINKEDIN PROFILE



READ **2,762 words** | **12 min 16 sec**

With more than 600 million users worldwide, LinkedIn is easily the largest professional network on the planet. It's not only large, but highly effective in helping professionals in any industry to get and stay connected.

Whether you're job hunting, gathering leads, or networking in your industry, having a professional, eye-



LISTEN **2,956 words** | **20 min 9 sec**

catching LinkedIn profile is an excellent idea. You want to make sure the right people can find you at the right time and make the right impression.

The resume has changed forever. The days of compiling a two-page resume that is faxed, emailed, or delivered by hand are over. Resumes have migrated online.

LinkedIn is a goldmine of opportunity for B2B companies, professionals, and salespeople. When used correctly, there is an endless opportunity to generate more leads, prospects, and clients.

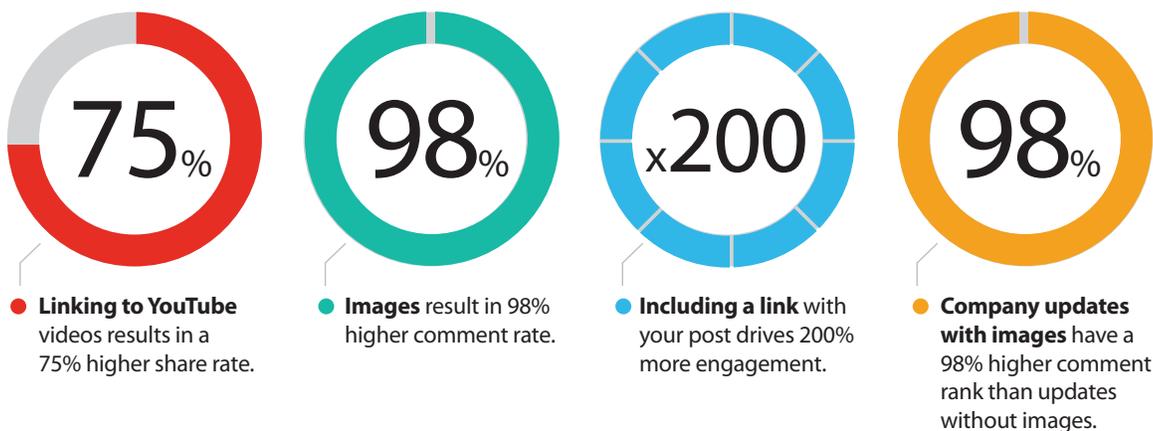
## LinkedIn Best Practices

Did you know LinkedIn has a 3x higher visitor to lead conversion ratio than Twitter or Facebook? Also, half of LinkedIn members say they are more likely to purchase from companies when they engage with them on LinkedIn.

LinkedIn members check their profiles in the morning, Monday through Friday. Between 1 PM and 3 PM and between 5 PM to 6 PM are prime times for content engagement.

Posting 20 status updates a month will help reach 60% of your unique audience monthly.

Here are some interesting statistics



## Start With A Professional Photo

Flash those pearly whites! You never get a second chance to make a great first impression. The reality is that people still judge books by their cover. With LinkedIn, they judge your profile by your photo. Because of that, be sure you have a current professional photo that is adequately lit and looks like you. A poor picture is worse than no photo at all.

Anything that looks like it came from a dating site, mug shot, weekend party, or stock photo site is taboo as well. And selfies are out as well. Your LinkedIn profile is meant to highlight your professional life, not your personal life. I know you love your pet, but leave Rover out of your LinkedIn photo. I would also recommend against having your significant other in your photo unless you're a team that works together.

Studies show that profiles with photos are 14 times more likely to be viewed. For those that haven't uploaded a picture yet, it's probably time to lose the silhouette and put a face

to the profile and reveal yourself to the world.

Make sure your photo is not blurry and is free from other people or background distractions.

## Add A Background Photo To Your Profile

If you want to make your LinkedIn profile stand out and pop, be sure to add a background photo instead of the standard default background. The background photo is perfect for demonstrating more of your personality and brand.

Just make sure it portrays the image you want to be sending out to people that might be looking at you for the very first time. Your background photo should be either a PNG, JPG, or GIF with a resolution of 1400 pixels by 425 pixels. Having a background photo helps to separate your profile even more.

## Spellcheck, Spellcheck, Spellcheck

Using the right word matters. Using the wrong word matters even more. There is nothing worse than a profile full of grammatical errors, typos, incorrectly spelled words, or the improper use of a word. (For example, don't confuse they're and their or you're and your.) Just one improperly used word will damage the great first impression you're trying to convey. Take the time and proofread it yourself, and then have a couple more sets of eyes take a look.

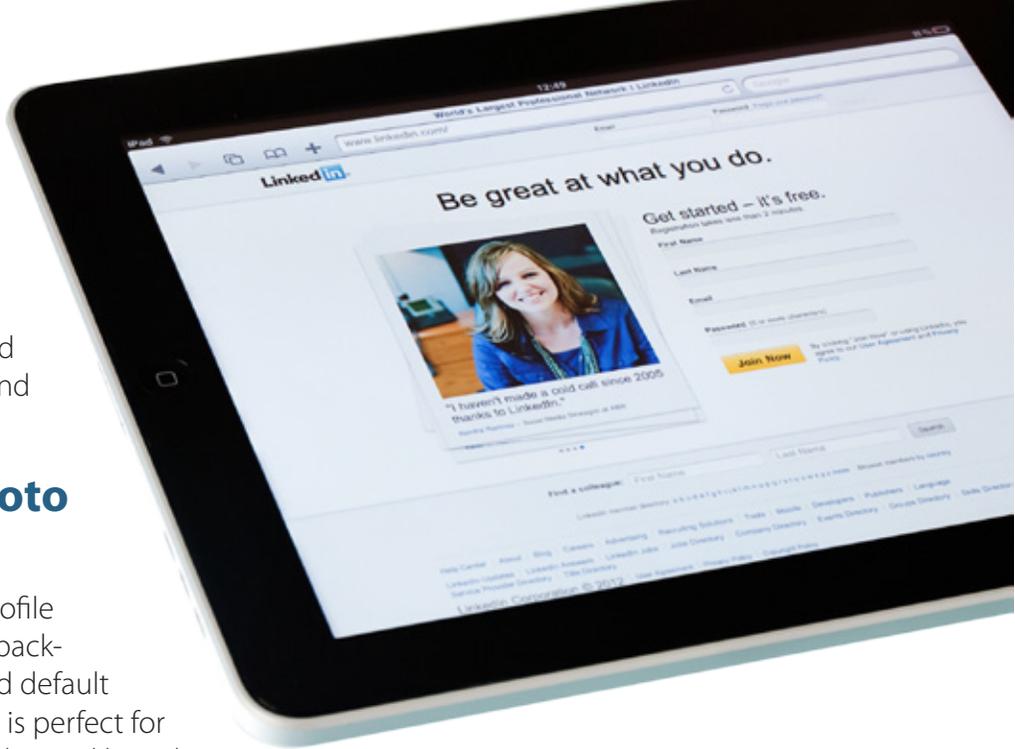
## Your Name

Include your first, last, and middle name (if applicable). And leave the comedy routine at home. This is not the place for nicknames or humorous references to your job title such as "service sensei, idea alchemist, word herder, ink evangelist, ringleader, top dog or ninja closer."

## Get The Most Mileage From Your Headline

Your headline is one of the most critical aspects of your LinkedIn profile, so make it click-worthy! Your headline is one of the first things people will see when searching. It must be attention-grabbing and speak to your ideal customers.

Your headline is the first thing they focus on after your photo. Be sure to optimize it with keywords and phrases. Be descriptive but concise. I recommend you don't let it default to your job title. Instead, use these 120 characters to provide the reader with a quick overview of who you are, what you do, and define your industry and your role in it. Be creative and add a little personality.



## Four Key Questions To Ask

1. Does your headline stand out inside the search results?
2. Does your headline include the keywords that reinforce your brand?
3. Does your headline include an attention-grabbing statement that focuses on the benefits you offer your clients?
4. Have you used all 120 available characters?

Your headline shows up when:

- Your profile appears in Google search results.
- People look at your profile for the first time.
- Your profile appears in LinkedIn search results.
- You post new discussions in LinkedIn groups.
- You publish posts on LinkedIn Publisher.
- You send private messages.
- People see an invitation to connect with you.
- Someone sees you in their list of contacts.
- Your profile appears in the sidebar of another LinkedIn user profile as someone people also viewed.



## Fill Out The Summary Field

You have 2,000 characters to showcase your achievements and key accomplishments. Put your best foot forward and think through exactly what you want to convey in this section. I recommend you fill your summary with examples of various things you've achieved. The summary section is where you get to start building your brand.

In the summary section, pull out all the stops. Remove all of the fluff and leave them with one accomplishment after another. Add a little personal flair, so they get a glimpse of your personality as well.

As you fill out your summary and experience sections, remember keywords are not just for your tagline. Use words that are descriptive of your skill set and abilities.

## Showcase Your Best Work

Within your LinkedIn profile, you have several places to highlight some of the work you have done. This is a great way to allow some of your personality to shine through. In the project section of your LinkedIn profile, you have numerous options to showcase work tied to your profession. This is also where you want to include any pertinent media, PowerPoint presentations, and other videos. The key is to make sure that whatever you choose to showcase that it is consistent and portrays the message you want to be sending out.

## Select The Right Skills

You have over 50 skills to choose from, so think through which skill sets are most appropriate to your brand. You should zero in only on the skills that reinforce your brand.

## Seek Recommendations

When you have other friends, associates, clients, or vendors providing a recommendation on your profile, it speaks volumes and gives your LinkedIn profile a guaranteed boost. Don't be afraid to reach out to your connections and ask them to provide a recommendation.

## Seek Endorsements

Be careful with endorsements. Endorsements are easy to get, but you might receive endorsements for skills that you don't want to focus on in your profile. Don't be afraid to delete endorsements if they focus on topics that are not the focus of your skill set or job.

## Include Your Contact Information

In your LinkedIn profile, you can include your twitter handle, up to 3 websites, company web address, along with your phone number and email address, and more. By including your contact info in one easy to find place, you make it easier for people to contact you.

## Update Your Connections Monthly

LinkedIn provides you with a powerful way to grow your network. Here is how to do it. Go to My Network and click on Connections. Then click on the star wheel to add your contacts from your email accounts, or you can also import contact files to invite to your network.

LinkedIn provides options under My Network where you can "Add Contacts" one by one, or you can sync to your contacts in your email provider.

## Connecting On LinkedIn

Don't be generic. When sending out a request to connect, ditch the standard "I'd like to add you to my professional network on LinkedIn" and add a personal note instead.



After you accept a “connection” with someone, send them a quick note. It will make an impression as you network!

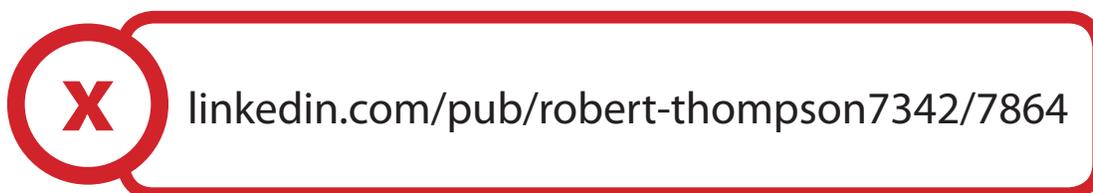
## Like And Comment On Others’ Status Updates

When you like and comment on the status updates of others, this adds to an increase in engagement. The ideal situation is to use LinkedIn as an online networking tool that transitions to an offline connection.

## Create A Vanity LinkedIn Profile URL

It’s much easier to point people to your LinkedIn profile when you have a direct link with your name in it. This is called a vanity LinkedIn profile URL.

**Here’s an example:**



Without a vanity URL for your profile, it’s difficult to include your generic LinkedIn link on your business card, brochures, or resume materials.

You can customize your public profile URL when you change what appears on your public profile. Custom public profile URLs are available on a first-come, first-serve basis.

Members can only have one custom public profile URL at a time. Promote your public profile and allow others to quickly identify you in search results by changing or customizing your public profile URL.

[CLICK HERE](#) for instructions on how to get a vanity LinkedIn URL.

## Keep Your Profile Updated

Many people haven’t modified their profile since the day they posted it. If you’re going to be on LinkedIn, you must update your information as needed. Otherwise, it will reflect poorly on you.

## LinkedIn By The Numbers

LinkedIn is the #1 channel to distribute content. B2B marketers who use various social media sites to distribute content:



LinkedIn drives more traffic to B2B blogs and websites. 90% of social traffic was driven by the big three networks (Facebook, Twitter & LinkedIn), with half of it coming from LinkedIn.



LinkedIn is considered most useful for B2B lead generation, with 80% of social media B2B leads coming from LinkedIn.



LinkedIn is the number one choice for professionally relevant content.



## The Most Shareable Words On LinkedIn



## Image Size Cheat Sheet

# 2019

optimal sizes in pixels

**400 x 400**

PROFILE AVATAR 1:1

**1584 x 396**

PROFILE BANNER 4:1

**1200 x 628**

UPDATE/LINK 1.91:1

**1536 x 768**

COMPANY COVER

**300 x 300**

COMPANY LOGO 1:1

Pixel size can be larger if you maintain the aspect ratios.



## Get Linked In 5 Minutes

LinkedIn is probably the most underestimated and underused social media site on the Internet.

## Marketing Plan For Beginners

### 1 Minute To Accept Requests

Do you have any pending LinkedIn connections? A common misconception of LinkedIn is that you should only connect with people you know or you want as clients. Why limit yourself? Accept connection requests.

### 1 Minute To Send A Request

Is your network growing? LinkedIn will continually prompt you to connect with people

you might know. Aim to communicate with at least one person per day, and your network will be thriving in no time.

### **3 Minutes To Say Thanks**

Send a thank you message to a new connection. Whether you know your new connection or not, it is always good to thank them for connecting with you.

## **Cracking The LinkedIn Code**

According to Canada's #1 LinkedIn expert, Melonie Dodaro, here is how to unlock the LinkedIn CODE and attract more business by following these simple principles:

### **Listen**

Listen to the language that your ideal clients use to describe their challenges and problems. This is the language you want to use in your profile and the messages you send.

### **Invest**

Invest the time to complete your LinkedIn profile. A fully completed and optimized profile will set you apart from your competitors.

### **Needs**

Your profile, especially your headline and summary section, must speak to the needs of your ideal client. Be sure it's client-focused.

### **Keywords**

Make sure you have used your keywords throughout your profile to ensure you show up at the top of LinkedIn search results.

### **Enhance**

Visually enhance your profile by adding multi-media, such as videos, SlideShare presentations, and PDF documents.

### **Develop**

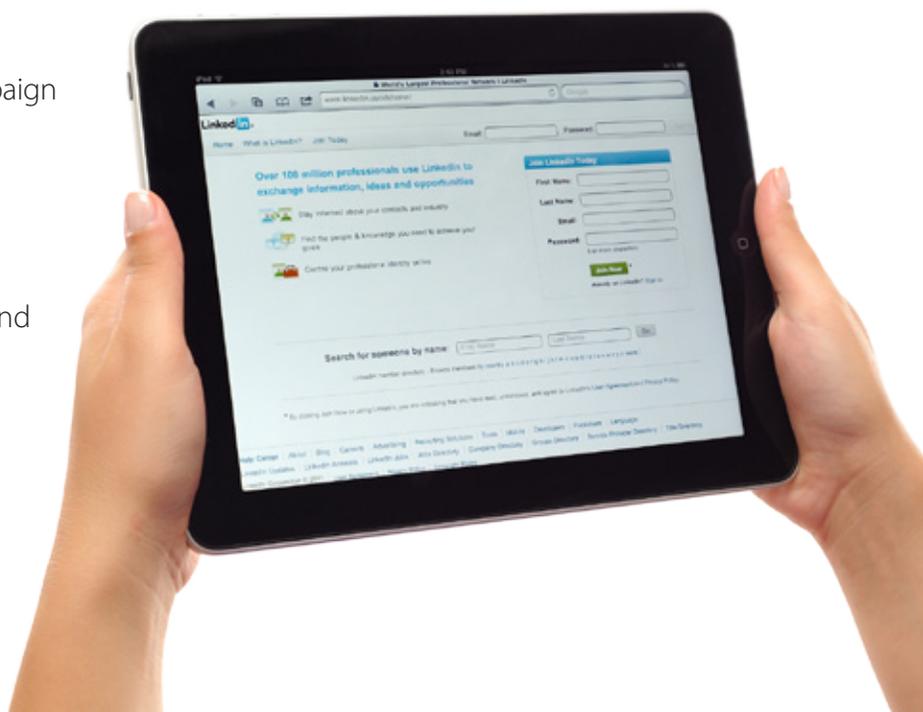
Develop your LinkedIn lead generation campaign by creating a daily checklist and relationship-building messages you can put on autopilot.

### **Initiate**

Initiate new relationships and dialogue by personalizing all of your messages, replies, and connection requests.

### **Nurture**

Take the time to nurture your relationships on LinkedIn by creating a series of values-based messages.





## CODE

### **Connect**

Make an effort to regularly build your network and connect with new prospects and strategic partners. Your ability to find candidates or be found by those same prospects is limited to the size of your network.

### **Offline**

To move your relationship to the next level with a connection, you must move it offline.

### **Dedicate**

Dedicate at least thirty minutes a day to your LinkedIn campaign for the best results, and you will see a dramatic increase in new leads, prospects, and clients.

### **Etiquette**

Always make sure that you are following proper LinkedIn etiquette and best practices.

LinkedIn has completely reinvented the resume of the past, and it's now migrated online. I want to conclude by sharing 21 Steps To Making Your LinkedIn Profile Awesome. These 21 steps are from Melonie Dodaro, Canada's #1 LinkedIn Expert. I highly recommend her book, *LinkedIn Unlocked*, on Amazon.com.

## 21 Steps To Making Your LinkedIn Profile **AWESOME**

1. Your name should only contain your name.
2. Your headline should be catchy and have keywords and phrases that you would want to turn up in Google search results.
3. Your photo should be taken by a professional.
4. Social proof is essential online, so make sure you have at least 500 connections. Social proof leads to credibility and authority on the web.
5. Add all relevant contact information.
6. Customize your website names to attract your target market.
7. Customize your LinkedIn profile URL.
8. Update your status daily as that adds value to your network. This could mean your latest blog post, presentation, or some content you found that is worth sharing.
9. Use keywords and phrases that will help your business to be found online.
10. Write in the first person.
11. Speak directly to your target market so they can self-identify.
12. Add a video or slideshow. Many people prefer to watch than read.
13. Tell people to click to play video as it is not that obvious.
14. Keyword load your skills and expertise section.
15. Use the "Projects" section to highlight free reports, downloads, or showcase the products and services you are promoting.
16. Again, keyword load your current and past work history.
17. Use keywords and phrases when filling out your "Experience" section.
18. Make sure you have at least ten recommendations.
19. Add any volunteer experience you may have, including causes you support.
20. Add any significant media awards, recognition, and achievements to enhance credibility in the "Honors & Awards" section.
21. Join 50 groups.



# Fun Facts

- 41% of millionaires use LinkedIn.
- There are **50,000 skills** listed on LinkedIn.
- Top **Soft Skill on LinkedIn is Creativity** and top Hard Skill on LinkedIn is Cloud Computing.
- LinkedIn now has over **30 million companies** on LinkedIn with 20 million open job listings.
- There are **90,000 schools** listed on LinkedIn.
- **27% of US Adults** say they use LinkedIn.
- There are **100 million job applications** on LinkedIn every month.
- **1 million professionals** have published a post on LinkedIn.
- An **average user spends 17 minutes** monthly on LinkedIn.
- Motivated was the **most overused word** on LinkedIn in 2014.
- LinkedIn **profiles with professional headshots** get **14 times more profile views**.
- Statistical Analysis and Data Mining are Top skills on LinkedIn.
- **59% of LinkedIn members** have never worked at a company with more than 200 employees.
- There are **5.5 million accountants** on LinkedIn.
- There are **3 million MBA graduates** on LinkedIn.
- There are **6 million IT decision makers** on LinkedIn.
- **79% of B2B marketers** see LinkedIn as an effective source of lead generation.
- **UK & India are the fastest growing markets** on LinkedIn Messaging.
- There have been **11 billion endorsements** on LinkedIn.
- The average CEO has **930 connections**.
- The most overused profile word continues to be **"Motivated"** – which also topped 2014 and 2015.
- More than **90% of recruiters** use LinkedIn regularly.
- LinkedIn SlideShare now has **80 million monthly active users**.
- There are **17 million** opinion leaders on LinkedIn.



# LinkedIn Demographics

- **More than 70% of LinkedIn users** are from outside the US.
- 90 million LinkedIn users are **senior level influencers** and 63 million are in decision-making positions.
- 40 million students and recent college graduates are on LinkedIn.
- There are **57% male** users and 43% female users on LinkedIn.
- After US, India, Brazil, Great Britain and Canada have the highest number of LinkedIn users.
- **25% of Millennials** (18-24 years old) use LinkedIn.
- There are **87 million Millennials** on LinkedIn with 11 million in decision-making positions.
- **28% of All Internet Male users** use LinkedIn, whereas 27% of All Internet Female users use LinkedIn.
- 49% of LinkedIn users **earn more than \$75,000** in a year.
- **51% of US College Graduates** use LinkedIn.
- **190 million workers in the US** have LinkedIn profiles.
- **11% of adults aged 18+** can be reached with adverts on LinkedIn.





# LinkedIn Content Marketing

- LinkedIn is the **#1 channel B2B marketers** use to distribute content at 94%.
- Of 600 million users, just 3 million users share content weekly.
- LinkedIn makes up more than 50% of all social traffic to B2B websites and blogs.
- 91% of marketing executives list LinkedIn as the top place to find quality content.
- 92% of B2B marketers include LinkedIn in their digital marketing mix.
- Only **1 million users** have published an article on LinkedIn.
- About **45% of LinkedIn article readers** are in upper-level positions (managers, VPs, Directors, C-level).
- **“How To” and “List Posts”** perform the best on LinkedIn.
- Posts split into **5, 7, or 9 headings** perform the best.
- Articles with **titles between 40-49** characters perform the best on LinkedIn.
- **Articles without video perform better** than those with video.
- **80% of B2B leads** come from LinkedIn vs. 13% on Twitter and 7% on Facebook.



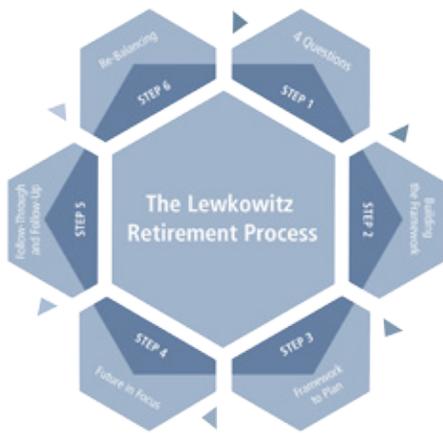
# Top 10 Takeaways



- 1 Be sure to create an opening statement that grabs the attention of those visiting your profile.
- 2 It's not enough to have a LinkedIn page. You need a great LinkedIn profile that draws attention, says the right things, and helps you connect with people.
- 3 To appear professional, change your custom LinkedIn URL to your first and last name. In other words, secure a vanity URL.
- 4 Be sure to add media to your LinkedIn profile, including images, videos, PDF files, and anything else that conveys your message and supports your brand.
- 5 To make your LinkedIn profile stand out and pop, consider adding a background photo to your profile.
- 6 Your resume isn't just a list of job duties. It's a place to highlight your best accomplishments. The same goes for your LinkedIn profile.
- 7 Don't waste the summary space. It should walk the reader through your work passions, essential skills, and your unique qualifications.
- 8 Write a headline that rocks. Use the headline space to showcase your specialty and your value proposition.
- 9 Above all else, start with a professional photo. It's the very first thing people notice when viewing your profile, and never use just a silhouette.
- 10 Manage your endorsements, and be sure to request at least one recommendation a month.



## Once You've Made It, How Do You Make The Most Of It?



[CONTACT US](#)

A good legacy plan allows you to take what you've built and find the best ways to channel it toward your retirement, philanthropic and family goals.

After working with countless business owners, retirees and professionals over the course of 30+ years, we've developed a disciplined approach to help our clients do just that.

Our offering is designed to address all the financial challenges of transitioning from the wealth-building phase to the legacy-building phase.

**Let Us Help**



More Cool Stuff



# For A Deeper Dive

For those that would like a “deeper dive” into this topic, we’ve provided you with several links below to assist you in your pursuit of knowledge.



## Books

[The Ultimage Guide To LinkedIn For Business](#)

[500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business](#)

[How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid](#)

[The LinkedIn Code: Unlock The Largest Online Business Social Network To Get Leads,](#)

[LinkedIn Marketing Step By Step](#)

[LinkedIn Riches: How to use LinkedIn for Business, Sales and Marketing!](#)

[Connect: The Secret LinkedIn Playbook](#)

[The Power Formula for LinkedIn Success](#)

[LinkedIn: Tell Your Story, Land the Job](#)

[LinkedIn For Dummies](#)

[LinkedIn Unlocked: Unlock the Mystery of LinkedIn to Drive More Sales Through Social Selling](#)



## Articles

[Three Ways To Use LinkedIn To Grow Your Network  
Network on LinkedIn](#)

[How To Use LinkedIn To Promote Your Business](#)

[5 Tried and True LinkedIn Tips to Grow your Company Page Followers 600% Faster](#)

[25 Ways To Improve Your LinkedIn Profile For 2019](#)

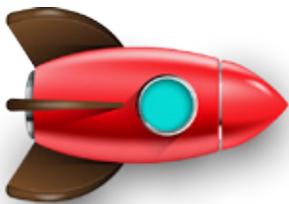
[Create A Kick-Ass LinkedIn Profile Summary With These 4 Elements](#)

[How To Create A Killer LinkedIn Profile That Will Get You Noticed](#)

[LinkedIn 101: How To Craft A Stellar Profile](#)

[Three Ways To Use LinkedIn To Grow Your Network](#)

[What All Effective LinkedIn Profiles Have In Common](#)



## Infographics

[How To Create A Perfect LinkedIn Profile](#)

[Blueprint for the Perfect LinkedIn Status Update](#)

[The Top 10 Lethal Tips for LinkedIn](#)

[LinkedIn – The Ultimate Cheat Sheet](#)

[How To Create A Kick-Ass LinkedIn Profile](#)

[5 Easy Steps for Improving Your Use of LinkedIn](#)

[Portrait Of A LinkedIn User](#)

[33 LinkedIn Tips in 140 Characters Or Less](#)

[6 Step Success Strategy For Using LinkedIn For Business](#)

[Building The Perfect LinkedIn Profile](#)

NOTE: The above links worked at the time this issue was published. If any of the links are broken, we apologize, but please understand the links are provided by the author and not under our control.

# DID YOU KNOW?



User profile with pictures gets **21x** more views and **36x** more messages than without. “How To” and “List Posts” get **2x** more views. Interesting articles, WITHOUT VIDEO, perform best on LinkedIn. **40 – 49** characters

are ideal for titles on LinkedIn. LinkedIn is responsible for **64%** of all visits from social media channels to corporate websites.



## Would You Like To Share?

Would you like to share “Building A Business Of **AWESOMENESS**” with other business owners, entrepreneurs, salespeople or professionals?

### INSTRUCTIONS FOR SHARING

In the email that delivered this issue, click the link in the sentence above “Sincerely.”

# This Week's Inspiring Video



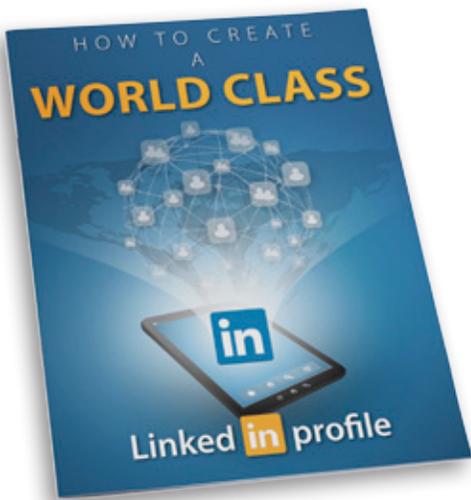
(Running Time: 3 min 14 sec)

[VIEW NOW](#)

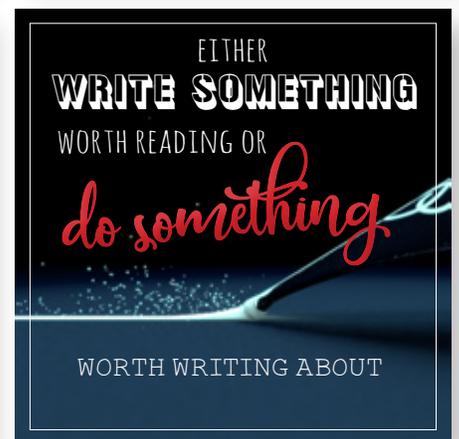
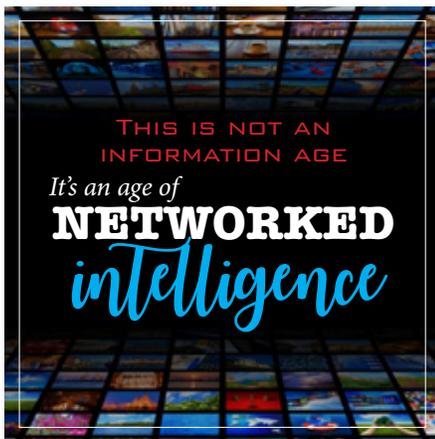


If you've ever thought of throwing in the towel and giving up in life, you must watch this powerful inspirational true story. Never give up!





# My Favorite Quotes On LinkedIn



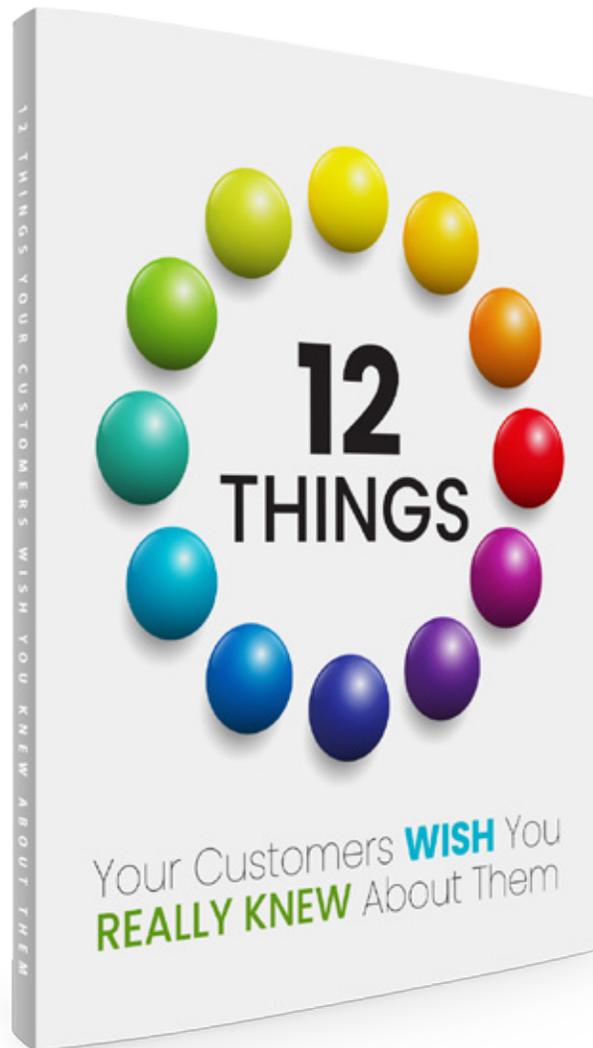
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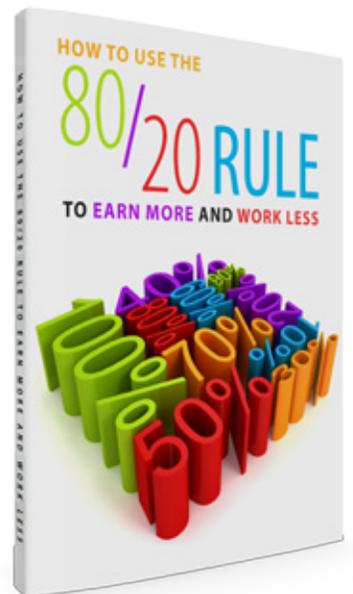
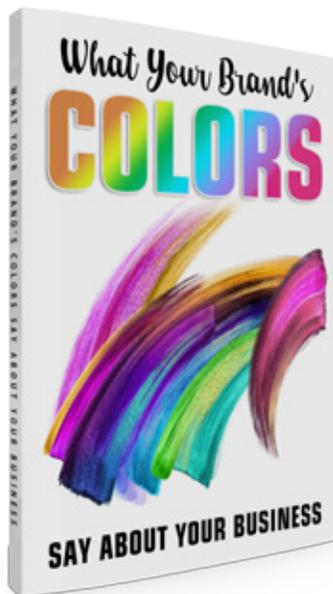
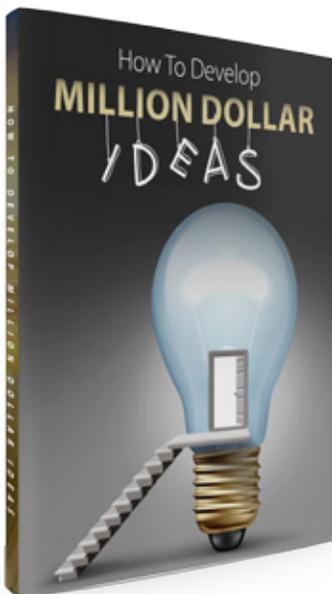
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# THE NEXT ISSUE



## UPCOMING ISSUES



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