



Tips for a Solid Profile on LinkedIn

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How important is your LinkedIn profile?

A polished LinkedIn profile isn't just a resume - it's your 24/7 digital handshake. It attracts clients, colleagues and potential referral sources. Recent studies show that about 90% of lawyers have a LinkedIn profile and use it regularly. Let's make sure your profile represents you in the best way possible.

2024 Update

There are some changes being rolled out in Feb/March 2024, the most important of which is the moving of the About section higher up the page. The other change is that LinkedIn will treat everyone as a creator meaning that all any of your posts may now be seen by a broader audience. Finally, the five hashtags that you can assign yourself as your areas of interest or focus will be going away.

Key Areas to Check on Your Profile

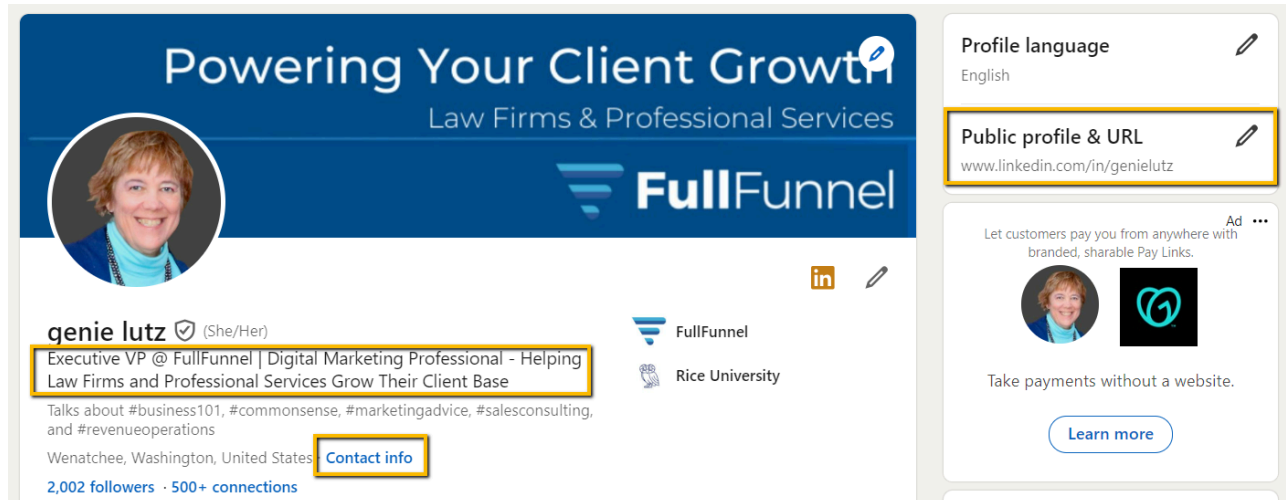
The guide below focuses on what matters most when creating your polished profile. Just like a website the most important elements are those that a visitor can see "above the fold" as many will never scroll down below the first screen.

Headline: A concise summary of who you help, and how can be much more powerful in this field than a simple job title. A well-crafted headline implies that you have taken the time to make it easy to see how you can offer value to a potential contact and is eye catching to capture intent.

Photo: Choose a photo that gives off a warm, genuine vibe. Shoot for approachable, but not too casual. We're drawn to faces so be sure yours is in focus and in full view. Should be professionally taken if possible. Note, in the example below, I need to take a new picture.


Verification: There is an option to go through a Clear background check which is straightforward and not very time consuming. Once completed your profile will receive a verification shield.

Cover Photo: Lots of options here. Often time includes the company logo and tagline.



Contact Info: Check to see that all fields contain your current information. Pay close attention to spelling and number sequence to ensure inadvertent transposed numbers or misspellings don't keep someone from getting in touch. If you're primarily using your LinkedIn for selling then ensure you have your company email listed.

LinkedIn URL: A personalized URL is memorable, easily linkable, and will help distinguish you in search. Aim for your name, or a close variation with middle initial.


Edit your custom URL

Personalize the URL for your profile.

www.linkedin.com/in/genielutz

Note: Your custom URL must contain 3-100 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel
Save

Here is an example:

About: This section will be moved to the top of individual profiles in early 2024 perhaps even above the featured section. Think about what information could be most influential in getting someone to read more. A brief, meaty data point or area of professional pride might entice someone to dive deeper into your profile. Concentrate on answering the question, what's in it for my ideal buyer?

Here is an example:

Accomplished professional with solid and progressive experience in diverse business markets. Proven ability to achieve business goals through effective sales and marketing channels and driving successful client relations and cultivating business.

Proven track record in consulting and developing strategies to increase organization ROI and effectiveness and achieve business goals, whether helping new start-ups build their business foundation or enterprise level companies refine and maintain a repeatable business model.

Areas of expertise include: Business Development and Consulting, Business Aquisition, Client Management Services, Business Development Management, Sales Management and HR Training

Note, readers are more likely to scan your information. It may be beneficial to draft your copy in Microsoft Word or Google using symbol characters as bullets

About

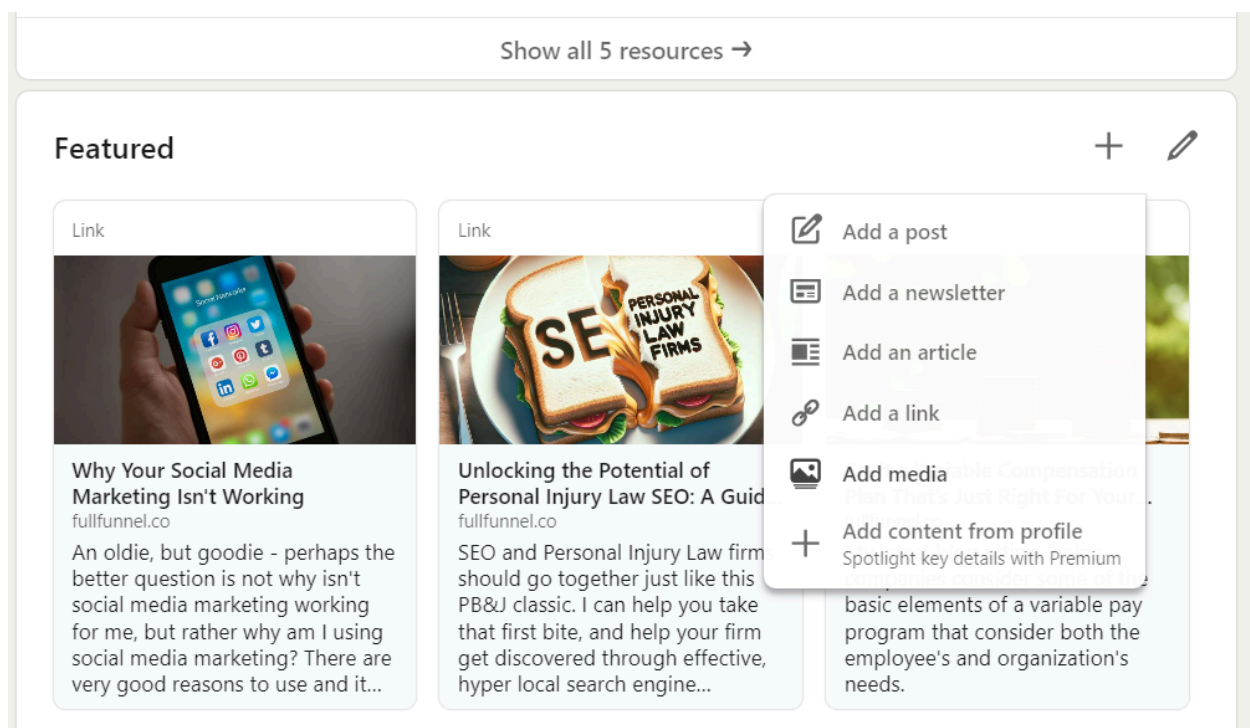


Genie Lutz is a highly experienced Professional Services Marketing Consulting expert who brings her "A" game to every project and company that she works with. Some of her skills include:

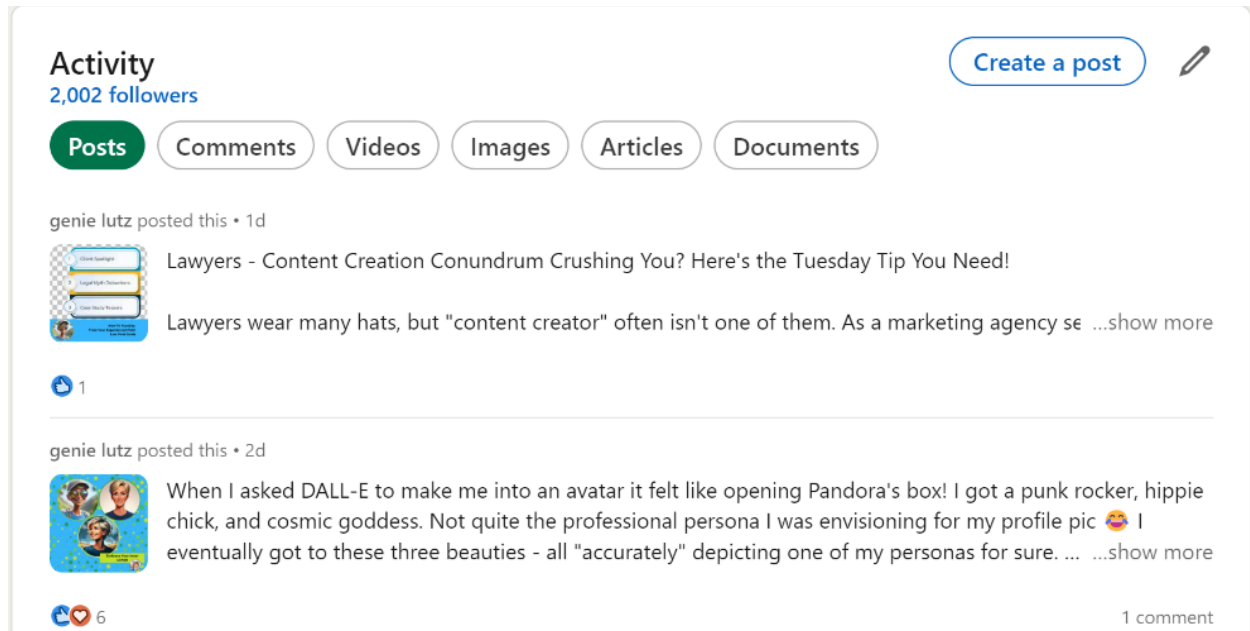
- √Revenue Operations - designing team structures and processes to build and maximize growth potential
- √Demand Generation - helping organizations maximize their opportunities and productivity
- √Strategic Planning - creating an executable plan with clear, implementable activities
- √Business Management - deciphering current landscape and pitfalls redesigning for growth
- √Marketing Strategy - building plans that generate results both now and in the future
- √ Social Media Marketing - launching new channels, growing fan base, engaging audiences
- √ Campaign Management - growing business, product sales, new market segments

Featured: This section allows you to showcase content - written, video, newsletter, etc. You can add links to blogs that you have written, videos that you have published, and more both within LinkedIn and beyond. With each you can write an abstract introducing why someone should interact with the featured element. It is an excellent way to further credentialize your expertise. You can select which resources appear at the top

Here is an example:



Activity: The activity section highlights how active you have been in LinkedIn - posts that you have written on your profile, comments that you've written on other's posts, videos and images that you have shared and articles that you have written (in LinkedIn). Higher LinkedIn activity levels, combined with higher engagement on your posts, are both positive elements in the LinkedIn algorithms which determine how widely your posts are shared on other people's homepages organically.



Experience: The experience section resembles the layout of a resume. While it's appropriate to list your title, company, and tenure, this area shouldn't read like a list of your duties and responsibilities. Those items might interest a recruiter, but don't hold value for buyers. Instead, emphasize the results you helped clients achieve and the methods you used to serve them. When you showcase client successes, the implication is you were instrumental to the process.

Education: Best practice is to include all aspects of formal post high school education. List any degrees, as well as any coursework or certifications that demonstrate your qualifications and credentials.

Honors and Awards: Think about how your achievements might be relevant to a prospective buyer. Personal honors are acceptable here, too. If you're committed to a cause or organization, others may admire your other-centered spirit and deduce you'll go the extra mile for them, too. Examples like proficiency in technologies in your area show competency.

Groups: Your participation in groups can be a good way for a prospective buyer to learn about your offering and discover how you work with people. List the groups you're a member of to make it easy for buyers to find you at your consultative and conversational best.

Recommendations: Third-party recommendations carry a lot of water with B2B buyers. A recommendation should come from someone who can directly speak to your characteristics and strengths. Ideally, they should also be able to mention specific benefits from their association with you, either in terms of a statistic, dollar figure, or achievement. Recommendations increase your credibility and are quick trust-builders, but you already knew that.