



Make the Most of Your LinkedIn Experience!

A Step-by-Step Guide to Setting Up and Using Your Professional Profile for Success



March 6, 2020

Grammar Goddess Communication

Look and sound as smart as you are!

508-272-5120

www.GrammarGoddess.com

SusanR@GrammarGoddess.com

©2019 GGC. All rights reserved.



What You'll Find in This Program

Why LinkedIn?	1
<u>Your LinkedIn Profile</u>	
Banner, Picture, Headline	2
About, Your Dashboard	3
Articles & Activity, Experience	4
Education / Volunteer Experience	5
Skills and Endorsements, Recommendations, Accomplishments, Interests	6
<u>Working with LinkedIn</u>	
The Top Part Explained / My Network	7
Asking to Connect.....	8
Settings / Blocking Others	9
Building Your Network	10-11
Your Action Plan	12
Additional Excellent Resources	13
Susan Rooks	SR



Why are you on LinkedIn, anyway?

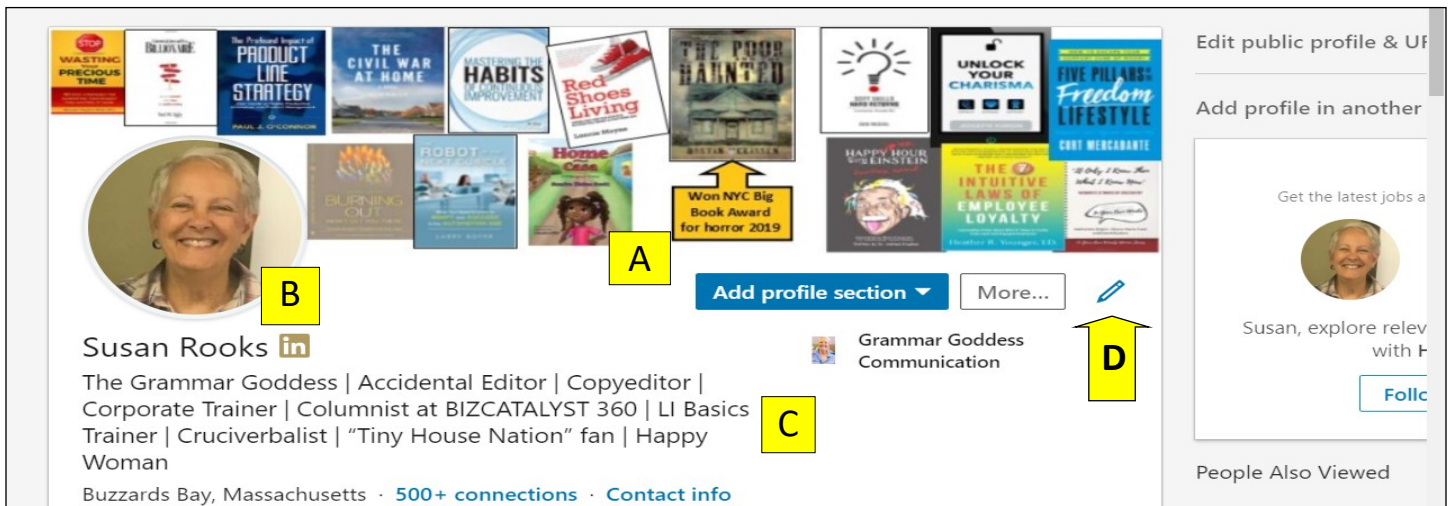
This is not a trick question. But many professionals sign up for the platform, throw a few bits and pieces up, leave out a lot, and wait for the world to beat a path to their door.

And when that doesn't happen? They complain that LI doesn't work.

Or they post their résumé, which is not what anyone is looking for. Not even recruiters. Not in this era of social media smarts. They want to see beyond that.

LinkedIn is a platform that allows us free access to millions of people worldwide who might become clients, employers, mentors, mentees, friends — the list is almost endless.

1. Why are you on LinkedIn? What do you expect from it?
2. Who are YOU? What's YOUR expertise? What do you want to be known as or for? What's YOUR "value proposition" or "unique selling proposition"?
3. What kinds of connections are you looking for? Why?
4. And if you're not already on LinkedIn, why not? What's stopping you?



A. Banner

1. It's PRIME real estate for advertising! Find something appropriate for YOU and YOUR world. Do not leave the default blue box as you see it.
2. The banner size needs to fit into a 6x1-1/2" space (1584 x 396 pixels).

Google "LinkedIn Banner Size?" and you'll get a HUGE link that reduces to this: <https://tinyurl.com/y2b4a73x>. I will send you the pdf of this workbook with the live links after the class.

<https://www.canva.com/templates/web-banners/linkedin-banner/>

B. Picture

It should be of YOU only. While it doesn't have to be done by a professional, it should be clear and crisp. Be sure to smile, so you look approachable and friendly.

For an excellent article on picture styles by [Andy Vargo](https://www.bizcatalyst360.com/10-photo-styles-what-does-yours-say-about-you/): <https://www.bizcatalyst360.com/10-photo-styles-what-does-yours-say-about-you/>

C. Headline

1. Start with the most important idea because it's the first thing people see after your name. Use capital letters as appropriate, especially for your name.
2. You have only 120 characters, so use them wisely. **BUT:** If you create or update the headline on your cell phone app, you can add many more. Once you've done that, though, you will ALWAYS get a note on your computer saying you've exceeded the allotted number of characters if you try to update it there.
3. Use a | or a * or some other separator between ideas.

D. Edit by clicking on the pencil.

YOUR PAGE

Have	Need

About

You have at least 2600 characters (as of 12/31/19), including spaces.

1. Write in the first-person, not the third-person, because using your name puts a wall between you and your readers. Start with a verb if you're uncomfortable with saying "I" too much.
2. Maybe start with a question to pique a reader's curiosity.
3. Tell a story. Show how you work. Show how you solved a problem. Appeal to the "pain point(s)" of your desired client(s).
4. Steer clear of superlatives like "I'm the best ..." "I'm the only one ..." "I'm a world-famous ... or the queen or king of ..." Those are terms best left to those who write recommendations for you.
5. Always put a single line of white space between paragraphs.

YOUR PAGE	
Have	Need

Your Dashboard


1. Only you can see this section, and it supplies useful information.
2. I check every day or two to see who's viewed my profile, to see if I want to link to that person.
3. You can decide if you're open to helping others or having others find you by checking the green "On" button as seen above.

For those who love analytics, this section is great!

Susan Rooks
The Grammar Goddess | Accidental Editor | Copyeditor | Corporate Trainer | Columnist at BIZCATALYST 360°

[Add profile section](#)


Articles & activity
10,185 followers [Manage followers](#)




Feelin' Fine with my Valentines: My Friday Funda...
Susan Rooks
Published on LinkedIn

Ah, Valentine's Day. The day of St. Valentine. The day of wine and roses for some; the day of chocolates and other goodies for others. The day that singles either rejoice in their singleness or feel le ...see more


18 · 17 Comments



Sparks? Wow, thanks, Mike Johnson!
Susan replied to a comment



Yeah, and I know it's not a funny one, but it seems like a good one for...
Susan replied to a comment



Laughing, David Burrowes! Thanks!
Susan replied to a comment

[See all activity](#)

A. Articles and Activity

1. You don't need to write articles to be seen, but even a short post can be useful to draw your readers in.
2. Articles are long-form writing; posts are the newer short forms with a 1300-character limit. A mix of both works well, if you want to create content.
3. Have someone proof your work; too many errors may hurt your chances of being seen as a true professional.

YOUR PAGE	
Have	Need

B. Comments / Shares

If you comment on or share someone else's post, you'll see a few of the latest ones here.

Experience

The Grammar Goddess
Grammar Goddess Communication
Jan 1996 – Present · 23 yrs 10 mos
Buzards Bay, Mass.

COPYEDITING / EDITING
WHAT: I help writers polish their articles, blog posts, résumés, web content, LinkedIn profile, nonfiction/business-related books, newsletters, client reports, even their corporate annual reports.
HOW: I work primarily in MS Word and its Track Changes program. I mark up everything I see that is not correct, including word usage (homophones and other confusing words), spacing, punctuation, consistency, segues – basically everything.
... See more

Editor in Chief
Social Marketing Solutions, LLC
Aug 2018 – Present · 1 yr 3 mos
Fort Collins, Colorado Area

Experience

1. List the current experience first and work backwards from there.
2. Be sure to put all the verbs in the present tense for your current job(s) and all the verbs in the past tense for previous ones.
3. If you don't like starting sentences with "I," start with a verb.
4. Stay away from words that mean nothing, like "thought leader," "results-driven professional," or "high-energy performer."
5. Focus on results / accomplishments.
6. Make sure there's a blank space between each paragraph!
7. If you've worked at more than one job at the same firm, you can show that as you see below.


YOUR PAGE	
Have	Need

BIZCATALYST 360°
9 mos

MEMBER, EDITORIAL CIRCLE OF EXCELLENCE
Feb 2019 – Present · 9 mos
United States

Columnist & Featured Contributor
Mar 2019 – Present · 8 mos
United States

Education +
✎



Stonehill College
Bachelor's Degree, Business Administration, Cum Laude
1978 – 1992

I spent 14 years getting my bachelor's degree at night. I had finally grown up enough to benefit from it, and since I was paying for it, I was fully motivated.

I had attended UMass/Amherst as a dumb-as-anything 18-year-old and flunked out gloriously (all Fs) after my first semester because I never went to class. I lived a wild life that fall, and my folks were not amused when they found out what I had been doing (partying/drinking/playing pool).


On a positive note, I became the girls' pool champion, and I still love playing pool.

Education

1. You can put as much as you like, but keep it relevant. I like the fun narrative style, but you can do it however you want. Just come across as real.
2. Education can be anything you deem it to be.

YOUR PAGE	
Have	Need

Volunteer Experience +
✎



BOD Community Relations Chair
Buzzards Bay Area Habitat for Humanity
Sep 2019 – Present • 2 mos

A recent conversation with a colleague reignited my interest in helping a Habitat for Humanity group, a cause near and dear to my heart. From 2007-2012, I was involved with Old Colony HFH, and I loved it! As I now live near Cape Cod, it made sense to offer my services to a local group.

In this role, I'll be involved in social media, local, and PR activities.

Volunteer Experience

Although LI doesn't notify your network about your volunteer positions, it's still a good thing to show. You never know who might relate to something you did or are involved in and want to connect with you because of it.

YOUR PAGE	
Have	Need

Skills & Endorsements Add a new skill ✎

Take skill quiz

Small Business · 99+

 Endorsed by Shawn McCarthy and 25 others who are highly skilled at this

 Endorsed by 3 of Susan's colleagues at Pryor Learning Solutions | Fred Pryor Seminars | CareerTrack

Proofreading · 99+

 Endorsed by Mohammad Al-Diri, who is highly skilled at this


 Endorsed by 4 of Susan's colleagues at Pryor Learning Solutions | Fred Pryor Seminars | CareerTrack

Skills & Endorsements


These are easy to give, and if you feel strongly about others, do take a minute to show that. By so doing, others may decide to return the favor.

YOUR PAGE	
Have	Need

Notes:


Recommendations Ask for a recommendation 

Received (17) Given (23)



Leslie Popham
Starting your own business?
Help is at hand!
July 4, 2019, Susan was a client of Leslie's

Susan is one of my heroes. We share a love of correct grammar and use of the English language. We agree to differ about US/UK English! Susan is also a top-notch proofreader, so contact her if you need help.



Dennis J. Pitocco
CEO SOLOPRENEUR
CONSTRUCTIVE DISRUPTOR
May 28, 2019, Dennis worked with Susan but at different companies

As Founder, Publisher & Editor-in-Chief of an award-winning global media digital, I've had the unique opportunity to curate thousands of essays on topics from across the business, life and culture spectrum, while developing an extraordinary stable of writing talent, now resident within our Columnist & Fea... [See more](#)

Recommendations

They're are powerful because others have to actually write about you and your skills, probably from your history with them. And you get notified, with a chance to suggest edits, if necessary. Of course, then you might want to write one for that person, right?

YOUR PAGE	
Have	Need

Accomplishments +

- 3 **Projects** -
 Colons, Commas, and Dashes -- Oh, My! • Brush Up on Your Skills • Practical Punctuation and Usage: An American Grammar Home Study Course
- 2 **Honors & Awards** -
 LinkedIn Global Goodwill Ambassador • Top 10% of National BNI Directors Award
- 2 **Organizations** -
 Hideaway Village BOD • Dog Park Affiliation of Wareham (DPAW)
- 1 **Language** -
 English

Accomplishments

Any honors or other accomplishments you have earned.

Interests



Jeff Haden 
Speaker, Inc. Magazine contributing edito...
1,071,301 followers



Entrepreneur Media
1,972,234 followers



Marshall Goldsmith 
#1 Leadership Thinker, Exec Coach, NYT B...
1,326,450 followers



Stonehill College
21,981 followers



Silatech
3,618 followers

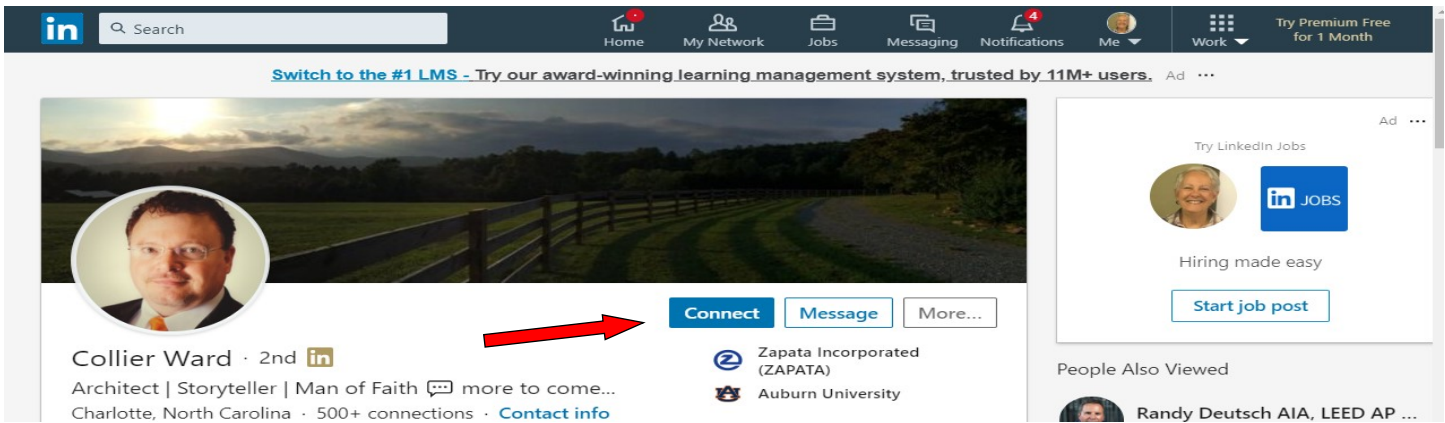


Prolacta Bioscience
2,433 followers

Interests

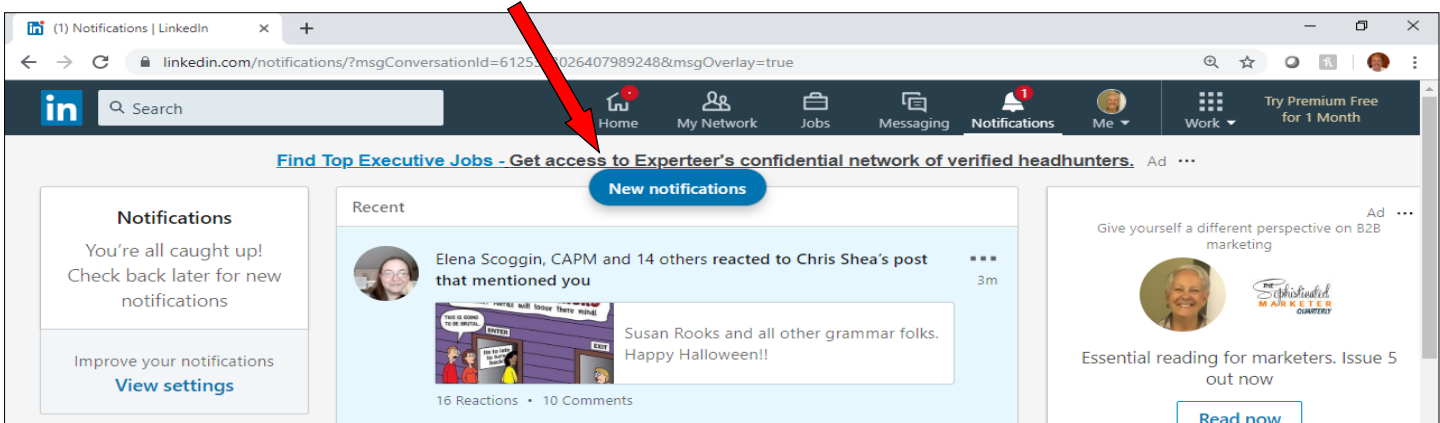
Other people or organizations you're interested in


Notes:



All the ways to engage are shown on the top of your page — the black bar area.

1. Search: For a type of person, a type of company, or specific ones.
2. Home: Exactly what you think it is.
3. My Network: Shows you the number of pending connection requests you have.
4. Jobs: Shows you jobs you could apply for.
5. Messages: Those are personal/private messages from a first-degree connection.
6. Notifications: A 1st-degree has published a new post or article, has liked someone's, or others have liked or commented on one of yours or a 1st-degree's. Sometimes you can click on the bell, but if you see the blue "New Notifications" bar under it, you'll have to click it instead.



7. That's your picture, so click on it to go directly to your own profile.
8. Work: Check it out for yourself!
9. The  next to Collier Ward's name indicates he's a Premium member, which is a paid version of LI and gives you far more reach and access than the free account does. Find out more at <https://tinyurl.com/yxgb4pcy>.

My Network: Connections and Followers

LinkedIn has two types of connections: Connections and Followers. Connections are ranked as first-second-, or third-degree.

First-degree connections are direct ones; one of you asked the other to connect. You can freely message each other, and will often see each other's posts, article, or comments.

Second-degree connections are connections of your first-degrees; **third-degree** connections are connections of your second-degrees.

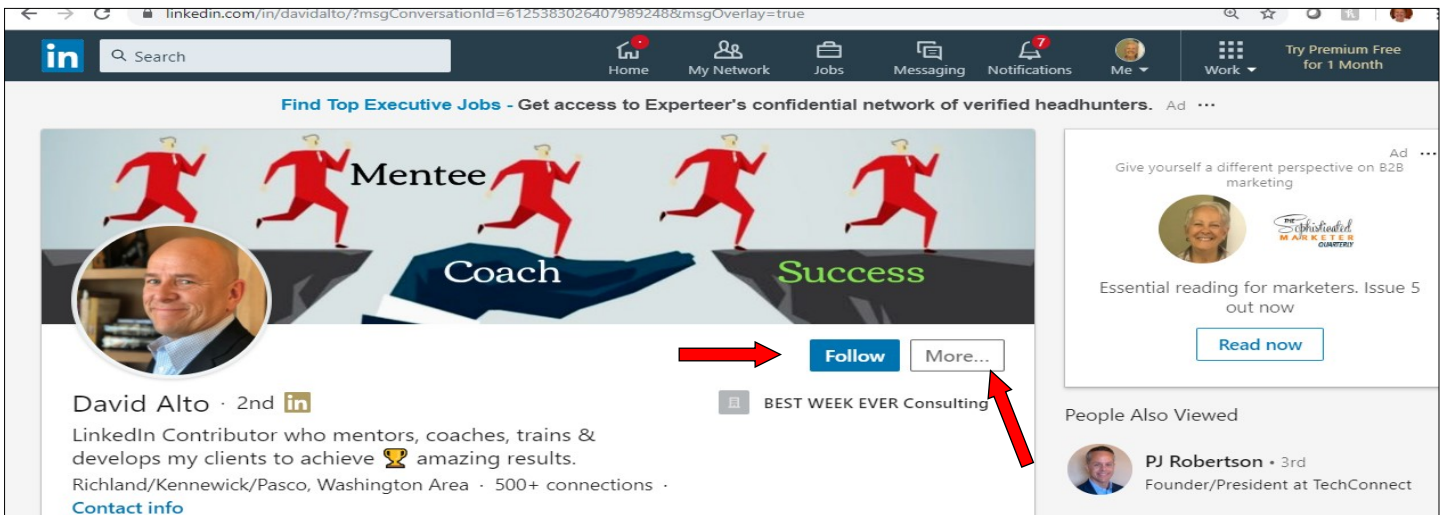
Asking to Connect

The simplest way is to click on the “connect” button on a profile (see previous page). LI will then send a message that you’re interested in connecting. That person will likely check out YOUR profile.

Better way: Send a personal note, mentioning the reason you’d like to connect.

If they accept, you receive a message. If they click *ignore*, you do not receive a message.

For more information: <https://www.linkedin.com/help/linkedin/answer/118/inviting-or-connecting-with-people-on-linkedin?lang=en>



The **follow** button (see above) may mean the member has more than the LI-decreed max of 30,000 1st-degree connections, but sometimes the member is actually saving room for those they really want to connect with, so they prefer to just get followers (no limit on that number). If you really want to connect, click the “more” button to the right, and use the dropdown menu to find “connect.” Then send a personal message; otherwise, you may be ignored.

Followers

These folks — for whatever reason — choose to just follow you, not to directly connect. They want to see your posts, but don’t need/want you to see theirs, if they even actually post anything.

When someone follows you, LI sends you a message. But you don’t have to do anything more. Just know that you’re reaching more people through every connection or follower.

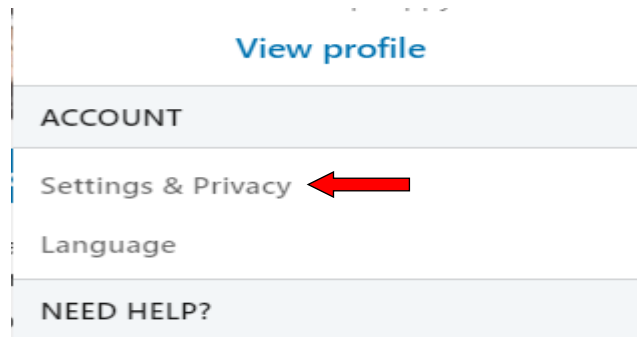
Just an FYI: Whether you accept a connection request is your decision. I accept 99% of those who ask. I can’t know who will become a client, I can’t know who knows someone else who could, and I sure can’t know who can benefit from reading something I write! As long as they’ve made an effort on LI, I’ll take the chance. We all have to start somewhere.

This is LI’s instruction, which I think is misguided: “We recommend that you only **connect** with individuals you know and trust, as outlined in the **LinkedIn** User Agreement.” If we all did that, we’d all have about 150 connections.

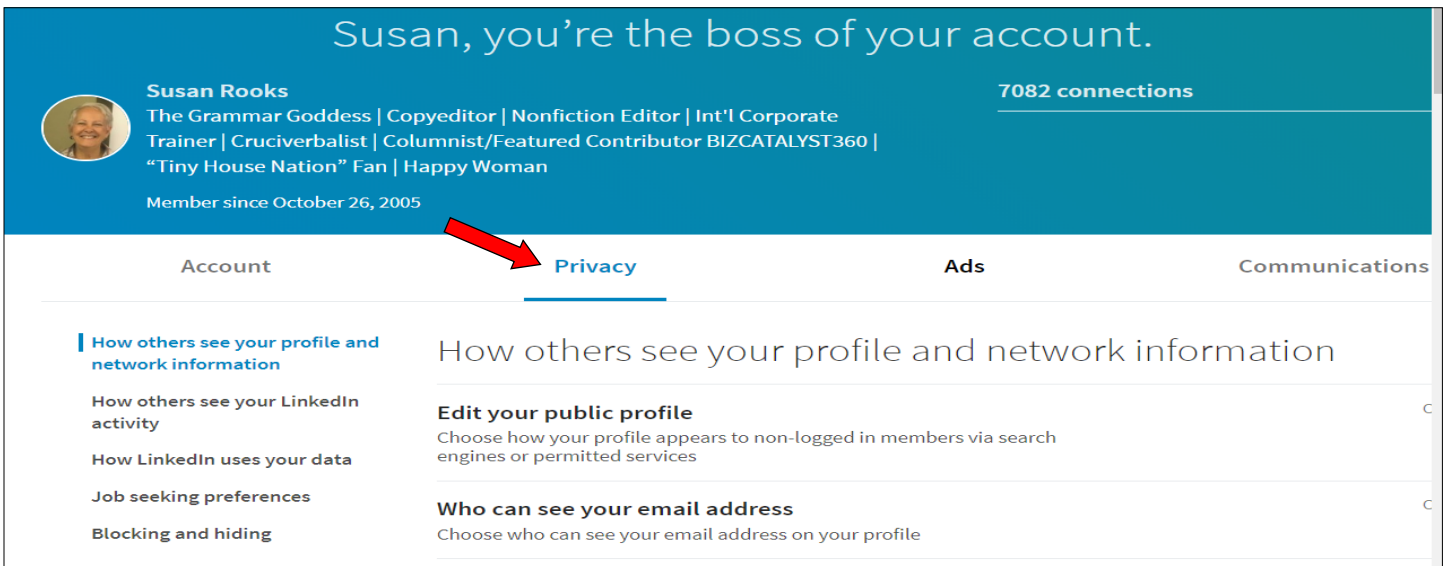
Settings

You can find all the info behind your profile by clicking on your picture in the top black bar, which brings up a dropdown menu as seen on the right.

Click on Settings & Privacy, and you get what is shown below.



You can decide who sees what — your phone number, your information — all of that.



Blocking a Member

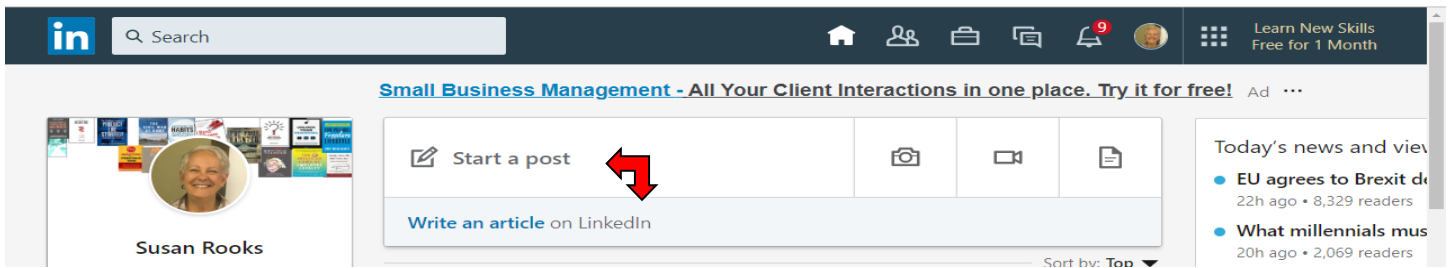
Sad to say, you may have a reason to block someone. Perhaps that person has hassled you or come across as a troll, and you don't want to interact anymore. You can block that person, who does NOT get notified that you've done that. You can see who you've blocked on your site. That person will no longer be able to see your page or your comments. If you are tagged in a group and that person sees the group, your name will show up in black letters, with NO link back to you.

How to block someone on LinkedIn:

1. Visit their page (once you block them, they will NOT know you did unless they try to contact you).
2. Click "More" from the drop-down menu (underneath their picture).
3. Select "Report/Block." You can also report them for something illegal or heinous; I just block.
4. Confirm your choice.

For more information: <https://learn.g2.com/how-to-block-someone-on-linkedin>

Even more info thanks to Jeff Young: <https://www.linkedin.com/help/linkedin/answer/2839/member-blocking-overview?lang=en>



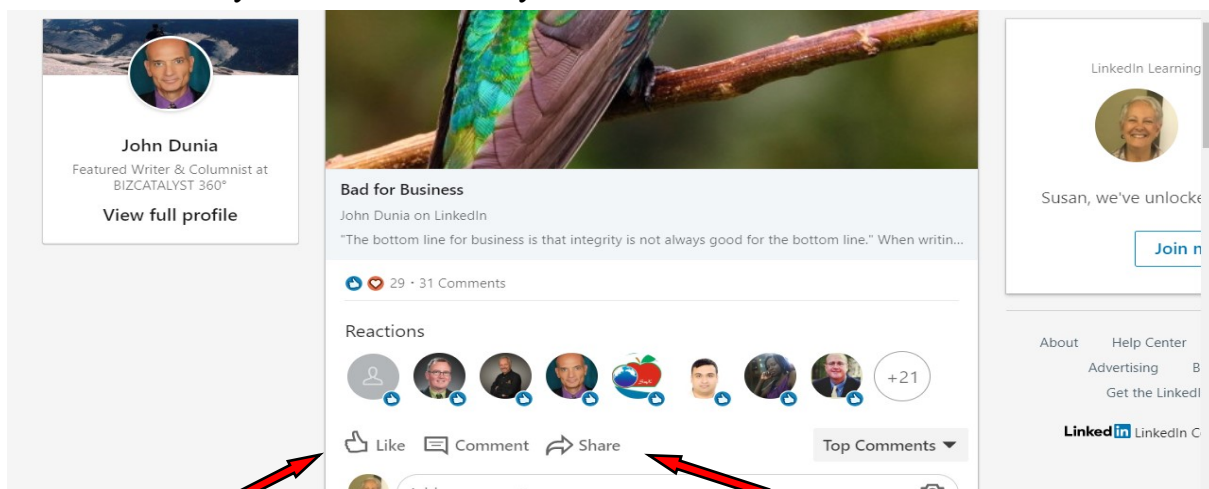
Building YOUR Network

1. **Write long-form articles:** Why? To be seen as an expert on a specific topic.
 - a. Write about some pain point your readers likely have — with a solution.
 - b. Make it entertaining and relevant; do NOT sell in it.
 - c. Use a picture at the top to draw readers in. Give credit if necessary.
 - d. Be sure to respond to all comments quickly. If you don't engage your commenters, you'll lose them. Tag them in your response so they'll get a notice (see #5, next page).
 - e. At the end, consider adding a brief bio or links to other articles you've published on LI.

2. **Write posts:** Posts are limited to 1,300 characters (as of 02/20), including spaces, so your writing skills may be challenged (yes, you see when you're getting close to that number). The picture you choose will go at the bottom of the post (no choice). Same advice here as above. Posts often get far more views and/or comments because they're short, so they're seen as easier to read. You can see "Start a post" and "Write an article" below at the top of your home page.

3. **Comment on others' articles / posts:** This is the "secret sauce" for those who don't want to write original content.
 - a. Be sure to say something specific, perhaps mentioning a phrase or idea in the writer's piece.
 - b. Do NOT just say "Great post!" Although that's positive, it's essentially meaningless.
 - c. Do NOT post a link to one of your own articles in your comment, especially as a newbie.
 - d. If appropriate, reply to someone else's comment. Remember to tag them!
 - e. You can also "like" someone else's comment ... or respond to it.

4. **Like and/or Share:** Liking/sharing shows articles or posts to your network; be sure to tag the writer in a comment you can make when you share it. You'll see those marks under the header.



Building YOUR Network, cont'd.

Like and/or Share, cont'd.

- a. When you're sharing, tag one or two others, if appropriate, so they can see the article too.
 - b. Don't tag a mob. Inevitably you'll leave someone out who may get hurt. But tagging one or two colleagues who are known to be interested in the topic is fine.
5. **How to tag others:** Use the @ symbol right in front of their name, and put a space in front of the @. After the @, simply start writing the person's name; you'll usually get a dropdown menu with folks whose name is the same or similar. (Why we don't automatically get the most logical one is a mystery.) If the person you're tagging isn't a first-degree connection, you may not see their name at all. Even if they are, you still may not.

If you comment, write something like this:

Love the article, @John Dunia, especially the part where ...

It'll look like this:

Love the article, [John Dunia](#), especially the part where ...

If you share, write something like this:

@Melissa Hughes! You'll love this article I just saw by @Dennis Pitocco!

It'll look like this:

[Melissa Hughes](#)! You'll love this article I just saw by [Dennis Pitocco](#)!

Normally the @ goes away once you've established the link.

It is possible that you won't easily be able to tag someone; LI is sometimes really weird. Sometimes I just publish the comment anyway, and then edit it. Often that works, but I don't know why.

6. **Use a post to link to a full article you (or someone else) wrote:** Why? If we read enough in the post to whet our appetite, we're likely to click to get the rest. And for the strongest reach, it's best to link to something already on LI; otherwise, the algorithm may not spread it as widely.
7. **Use hashtags:** Hashtags are the # symbol, and they help you organize your posts. You can and should create your own to help you stand out (I created #rooksrocks because so many commenters actually write that!)

You can also just use ones that are already in use such as #life, #business, #relationships, or #marketing. They look better at the end, not in the post itself. Please limit yourself to just a few; seeing too many takes our eyes away from your thoughts.

What Are Your Next Steps?

Now that you know more about creating a knockout profile, and how to make the most of the time you spend on LI, let's review what you need as your next steps:

What do you need to add or modify on your profile?

1. Header _____
2. Your picture _____
3. Headline _____
4. About _____
5. Articles & Posts / Experience _____
6. Education / Volunteer _____
7. Skills and Endorsements, Recommendations, Accomplishments, Interests _____

Where will you start? _____ When? _____

8. The top part / my network _____
9. Asking to connect _____
10. Settings / blocking _____
11. Building your network _____

What's your biggest takeaway? _____

Excellent LI Resources

There are thousands of All-star LI profiles, and here are just a few to give you ideas beyond what I can suggest. They're all different, but they all tick the boxes to make them stand out.

Alphabetized by last name.

Mary Adanegbe: <https://www.linkedin.com/in/maryadanegbe/>

James Bliwas: <https://www.linkedin.com/in/james-bliwas/>

Maryam Djavid: <https://www.linkedin.com/in/maryam-djavid/>

Sarah Elkins: <https://www.linkedin.com/in/thesmileisfree/>

Rick Hermanussen <https://www.linkedin.com/boekking>

Jacqui Jagger: <https://www.linkedin.com/in/jacqui-jagger/>

Caroline Mays: <https://www.linkedin.com/in/carolinemays/>

Emmanuel Ojelade: <https://www.linkedin.com/in/emmanuel-ojelade/>

Tony Restell: <https://www.linkedin.com/in/tonyrestell/>

Ian Sandman <https://www.linkedin.com/in/ian-sandman/>

Scotty Schindler <https://www.linkedin.com/in/scottyschindler/>

John White: <https://www.linkedin.com/in/jwhiteblogger/>

A terrific profile to show something that's been done so differently: <https://www.linkedin.com/in/lauraakiley/> And here is how Laura did it! <http://www.upsidedowntext.com/>

Additional Wonderful Resources

Jeff Young, the LinkedIn Guru: <https://thelinkinguru.fyi.to/thelinkinguru-tip-of-the-week>
<https://www.linkedin.com/pulse/5-things-you-can-do-linkedin-20-minutes-day-jeff-young/>

LinkedIn Nerd John Espirian: <https://www.linkedin.com/pulse/linkedin-articles-get-your-long-form-content-right-john-espirian/>

LinkedIn Trainer Bob McIntosh, CPRW: https://www.linkedin.com/posts/brynnnetillman_linkedin-profile-background-banner-templatepplx-activity-6561424520354283520-eGTT/

Lorena Acosta: <https://www.linkedin.com/feed/update/urn:li:activity:6493566074901061632/>

And just to knock your socks off, here's a recent article from **Martin Wright**: check out that header montage! <https://www.linkedin.com/pulse/four-films-century-time-covered-martin-wright/>

Jared J. Wiese: <https://www.linkedin.com/in/jared-j-wiese-profiles-that-pop/>

Victor Hallock: <https://www.linkedin.com/pulse/15-tips-your-linkedin-article-receive-more-views-and-victor-hallock/>

Susan Rooks

My goal is to help business professionals look and sound as smart as they are.

To that end, in 1995 I formed Grammar Goddess Communication to offer workshops in three main areas: American grammar, business writing, and interpersonal skills, including DiSC[®]. My most-popular workshops are just a half day each, so there's no "fluff," just the right stuff!

Each highly interactive program is designed to both remind and teach, and each program gives participants ways to improve their communication skills immediately.

In addition to corporate workshops, I provide editing / copyediting services for any business-related materials such as annual reports, blogs, books, brochures, business plans, or websites. And new in 2020, I also offer two-hour LinkedIn training workshops for those who want to maximize its potential.

My Social Media Sites

LinkedIn: <https://www.linkedin.com/in/grammargoddess>

beBee: <https://www.beebe.com/bee/susan-rooks>

BIZCATALYST360^o: <https://www.bizcatalyst360.com/author/susanrooks>

Medium: https://medium.com/@susanr_8577

Thrive Global: <https://thrivglobal.com/?s=susan%20rooks>

Twitter: https://twitter.com/Grammar_Goddess

Brush Up on Your Skills Programs*

American Grammar

Business Writing

Interpersonal Communication

Introduction to DiSC[®]

All-day Bootcamps*

First-time Supervisor's Survival Guide

2-in-1 Communication (GR/BW)

(*Can be customized)

Have Programs. Will Travel.

Grammar Goddess Communication

Look and sound as smart as you are!

508-272-5120

www.GrammarGoddess.com

SusanR@GrammarGoddess.com