

7

# Top Tips for LinkedIn Success

## Thinking about opening a LinkedIn account? Wondering how to maximize the profile you already have? Contemplating using LinkedIn for your job search?

According to research published in the Bullhorn<sup>1</sup> report 97.3% of all recruiters are using LinkedIn to search for job candidates compared to only 51.3% who use Facebook for the same goals. When looking forward to 2013, 82.6% said that they plan to use LinkedIn more extensively for job candidate searches. If you're not on LinkedIn or don't have a profile that clearly highlights who you are and your talents, you could be missing out on this opportunity.

“ If you don't have a profile that clearly highlights who you are, you could be missing out. ”

Wondering if LinkedIn can help you grow your business? The Wall Street Journal recently published findings regarding small business owners and their usage of social media in growing their business. Of the 6 in 10 small business owners who use various social media platforms, 41% believe that using LinkedIn has made a positive impact on their business compared to just 14% who use Facebook.

We believe that using LinkedIn can be beneficial to your career or business. We, Cate Brubaker from [SmallPlanetStudio.com](http://SmallPlanetStudio.com) and Sabrina Ziegler from [Authentizen.com](http://Authentizen.com), have joined forces to help you get results from your LinkedIn profile.

Continue reading to get our *7 Top Tips for LinkedIn Success*.

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<sup>1</sup> [http://www.bullhorn.com/sites/default/files/na\\_trends\\_report\\_2013.pdf](http://www.bullhorn.com/sites/default/files/na_trends_report_2013.pdf)

# 7 Top Tips for LinkedIn Success

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## TOP TIP #1: CREATE A COMPELLING HEADLINE

Many people's headlines are simply set to default to their current professional position. This might sound ok, but the whole reason to have a LinkedIn profile is to get noticed, right? The more compelling your headline, the more likely your profile will be viewed.

How compelling is your current headline?

## TOP TIP #2: COMPLETE YOUR PROFILE

It seems obvious, but most people don't finish updating their LinkedIn profile. Be sure that you do. Once your profile reaches "All-Star" status you'll be able with one simple click to share it with your networks on Facebook and Twitter. Another way to grow your network faster!

As you create your profile, have a specific goal in mind. Switching careers? Looking for new clients? Want to expand your network? Choose one goal and make sure your profile tells a story that supports your goal.

[How complete is your profile?](#)

## TOP TIP #3: RESPECT LINKEDIN ETIQUETTE

LinkedIn is a professional networking platform. The key word here is *professional*. Don't share the same information that you would if you were on Facebook or another social media site. Even if your contacts are Facebook friends.

Avoid bad-mouthing another colleague or writing a negative recommendation on LinkedIn. You never know who your colleague might be connected to and who could read your negative remarks. It's better to politely decline a recommendation request.

When you join a group, don't start directly promoting your services. Let group members get to know you and your expertise through their interactions with you. As they recognize the value you add to the conversation, they'll naturally want to know more about what you offer.

[How's your LinkedIn etiquette?](#)

## TOP TIP #4: CONNECT

LinkedIn is a social platform and the whole point to connect to others. Who you connect to and how large of a network you'd like to have is up to you. Here's a list of people Sabrina has connected with:

- Friends & family
- Past and current colleagues
- Former classmates & college alumni
- People she met at conferences and networking events
- People she met through various LinkedIn groups and discussions
- Her professional network - her accountant, lawyer, chamber of commerce members, etc.

Sabrina recently received an amazing business lead through the last person who she thought could help her business-wise...her bank manager!

[Who else could you connect with on LinkedIn?](#)

## TOP TIP #5: RECOMMEND OTHERS

Recommendations contribute to the "social proof" of your LinkedIn profile. One way to get recommendations is to give them, so we suggest that you write a recommendation for someone.

When thinking about who to write a recommendation for, you can simply spread some LinkedIn love and write one for a favorite colleague, a friend, boss, etc. Or you can be more strategic. Is there someone you'd like to request a recommendation from? Potentially collaborate with? You may want to browse your connections as you develop your strategy.

Who can you recommend on LinkedIn?

## TOP TIP #6: JOIN GROUPS

LinkedIn is a social network, and one way to be social on LinkedIn is by joining groups. Search for relevant groups that will help support your LinkedIn goal and join at least one. If your goal is to build a network of colleagues, you might want to join intercultural groups. If you're looking for a new job, see if there's a group related to the organization you're eying. If you're looking for clients, join the groups where they're most likely to hang out. Once you join a group, actively participate in order to grow your influence.

Which groups can you join?

## TOP TIP # 7: FOLLOW THOUGHT LEADERS

There are currently 150 Thought Leaders on LinkedIn ranging from President Barack Obama to Warren Buffett. That does not mean that being a thought leader is limited to the rich and famous. Thought leaders are people who have a unique blend of experience in their field, vision for the trends of tomorrow and inspire people through their leadership. Find the Thought Leader(s) who is right for your field and gain insight into what conversations are happening and gain valuable insight.

Which Thought Leaders would you like to follow on LinkedIn?

## Take Action

Which one tip can you take action on today? Circle one below.

1. Create a Compelling Headline
2. Complete Your Profile
3. Connect
4. Respect LinkedIn Etiquette
5. Recommend Others
6. Join Groups
7. Follow Thought Leaders

LinkedIn is a powerful platform that can help you further your career or build your business.

But it's up to you to utilize LinkedIn's possibilities and maximize its potential.  
*Make the commitment to yourself to take ACTION.*

Commit to reviewing and improving your profile, even if you just do one small thing each week.

This is the first key first step to LinkedIn success.

Want more **LinkedIn**  
tips & strategies?

We can help.

We're offering two webinars and an e-course for international education and intercultural professionals that will:

- Address your LinkedIn questions and concerns
- Help you create a LinkedIn profile that gets results
- Give you peace of mind that you're putting your best self forward

**Click here to learn more:** <http://www.smallplanetstudio.com/products/linkedin/>

Early Bird Special! Use the coupon code **SUCCESS** and get \$20 off "Level 2"

*(expires in March - register today so you don't miss out!)*



# About Us



**Sabrina Ziegler, M.A.** is an intercultural, enhancing communications and social media instructional creator and founder of [Authentizen.com](http://Authentizen.com).



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“ You will get  
all you want  
in life, if you  
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they want. ”

-Zig Ziglar