



5 Tips for the Perfect LinkedIn Profile

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The Challenge?

To get more, quality clients.

Without spending £1,000's on expensive advertising and promotion.

The Answer?





Linda Parkinson-Hardman 

Author of *LinkedIn Made Easy*. Training business owners how to get more, quality clients without costly advertising.

Dorchester, United Kingdom | Writing and Editing

Current Internet Mentor Dorset Limited, Woman on the Edge of Reality, The Hysterectomy Association

Previous National Institute for Clinical Excellence, BNI Dorchester Casterbridge, D2 Integrated

Education Loughborough University

Smile for the camera!

Do make sure you add a profile photograph to your profile. It should be a photograph that's suitable for your profession and preferably with you smiling.

Research shows that a profile photograph with someone smiling creates 'likeability' and we feel happier looking at someone smiling than we do someone with a neutral expression. Remember, people scan the photo first and then read the headline.

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With just 120 characters to play with there are 4 other core headline styles:

Expert status: [Expertise] who [does what] for [business, client, audience ...]

Bestselling LinkedIn Author and Trainer. Energizing clients to get more and better clients without spending £1000's

Niche claiming: [Keyword] + [specific benefit]

LinkedIn Trainer and Bestselling Author. Specialising in reducing the cost of lead generation and client acquisition.

Direct to customer: [Grab their attention] + [Free Offer]

Need More Clients? Join my free webinar on how to use LinkedIn to generate high quality and high conversion leads.

Creative: there is no formula but wander round LinkedIn and you're sure to spot one

Former business success wannabe training companies how to generate leads and build a brand with LinkedIn.



Summary

I'm the creator of LinkedIn Made Easy Pro, an online course that teaches business owners how to leverage the power of LinkedIn to generate leads and build brand and business awareness.

My aim is to give businesses the opportunity to grow sustainably for the future by giving them the knowledge, skills and expertise to use social media. My favourite quote is "Give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime"; and I try to live by it daily.

My clients include micro businesses and corporates that all share a common need; to understand what makes their customers tick and how they can use that information on networks like LinkedIn to reach them.

Your LinkedIn summary is an elevator pitch and a covering letter all rolled into one. What does yours say about you?

It's a 2,000-character-rich section you'll find at the top of every LinkedIn profile providing the owner with an opportunity to shine. Given it's value, it's always a surprise how many people don't bother to use it.

- Focus on results – what can you do for clients and how can you evidence it?
- Tailor it to your current professional situation.
- Demonstrate your expertise and knowledge – you can even include media.
- Use keywords intelligently – as if you were talking to someone.
- Break it up with bullet points, as block text is more difficult to read on a screen.

Why Social Media Marketing Doesn't Work For SME's

March 07, 2014

6,387

52

18

Tweet 19

Like 17

+1 4

Share 147



Content is the lifeblood of LinkedIn. It's where you can demonstrate expertise and increase influence. In fact it's what will get you noticed by the people that matter.

Share your own business focused posts and share others status updates. In fact, just share!

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You do want people to contact you don't you?

Don't give anyone a chance to not do business with you by leaving your contact details blank. The only people that can see this level of detail are your first level connections anyway.

Given that the last sentence is true, make sure you add your phone number and an email address to your summary as well. That way your second and possibly third level connections will be able to get in touch as well.

What do we do?

Internet Mentor teach SME's how to use LinkedIn to generate better quality leads for their business.

How do we do it?

Through our online course, **LinkedIn Made Easy Pro.** or via company centric one-day and half-day workshops. or In a unique, 6 month professional development course, **Social Pro**

Want to know more?

Call us on +44 (0)843 289 2142

Email us on info@internet-mentor.co.uk

Visit our website: www.internet-mentor.co.uk

LinkedIn www.linkedin.com/in/lindaph