



Smart Tips to Get the Most Out of LinkedIn

Whether it's finding work, making valuable connections or gaining leads, LinkedIn rewards those who do the right things. And just what are the right things?

Start with your profile

If you've heretofore treated your LinkedIn profile as a resume, you've got some overhauling to do. Granted, LinkedIn ask you to tell your story, with some very me-centered results. A well-formulated profile, however, the kind that will attract your ideal clients, is quite different.

1. You need a good headshot

LinkedIn stats say that a good profile pic will generate 21 times more views of a profile, and nine times more invitations to connect. There's no way around it - a good head-and-shoulders closeup builds trust. So look directly at the camera, and smile, because the results are worth it.

2. Make the most of your headline

Your headline, together with your name and photo, will follow you all around LinkedIn - when you comment, when you invite to connect, when you post. When you search your name on Google, your headline appears as the description of your profile. So avoid the status update approach, i.e., "The director of (company)". Make it your value proposition instead. Tell people how you can help them and what outcome they can expect.

3. A winning summary

Perhaps most important is your summary. This should be written for your ideal prospect, letting them know that you understand them and their problem. Be specific about who you're after, and write accordingly.

LinkedIn gives you a generous 2000 characters to write your summary. To be effective and comprehensive (and to avoid writer's block), you can address the task in paragraphs:

Paragraph 1 - Identify

What is the biggest issue your ideal prospect has, that you can help them with? Keep it short and sweet - no need for an essay.



Paragraph 2 - Aggravate

Light a fire. What is it costing your prospect, financially, physically, emotionally, even spiritually, to be stuck with their problem?

Paragraph 3 - Solution

What is the answer to your prospect's problem? Here you talk not about methodology, but about an overarching solution. You might support this with industry statistics or numbers from client cases you've worked on.

Paragraph 4 - Proof

Offer proof that the solution works.

Paragraph 5 - Credibility

This is the only paragraph where you really talk about yourself. Why trust you over other experts in your industry? Why believe that you can deliver? It might be the many years of experience you have, or the number of clients you've helped. It could be your passion for the work.

Paragraph 6 - Call to action

The last paragraph is something a lot of people miss. When someone has read through your summary and decided, "He gets me. How do I get in touch?" you want to have a specific call to action. Be specific - if you offer

4. Share your experiences

Avoid, again, a resume approach, with your tasks and duties in bullet points. Talk more about the products and services you offer, a bit like your summary, but more in-depth. If you have more than one current product or service, you can have multiple experiences. Flesh it out. Take people on a journey about how you can serve them.

Getting people to click

Now that you've got your profile set up, how do you get people to go to it?

1. First, build your network actively.

Be strategic, not random, about who you want to connect with. A great thing you can do is to have a top 100 list of your ideal prospects, people you really want to work with, on an Excel sheet or Google Doc, and proactively connect



with and nurture relationships with them.

You can even search for prospects.

LinkedIn's search function can take you amazingly granular. Sales Navigator, for instance, can narrow down to a company's annual turnover, or how long a person has held a specific position. You can search location to within a 10-kilometer radius of your postcode. Even basic search can filter results to positions in a specific industry within a particular locale.

Best practice: Send a personal message when connecting

This is not about pitching, which would definitely be spammy. Just answer the question, "Who are you and what do you want?" Establish some commonality that will get them interested in you.

2. Put out great-quality posts

Post quality content regularly. LinkedIn is not Facebook, where people go to be social and self-expressive. People are on LinkedIn for business. They want content that will help them do business better. So create the kind of content that will resonate with your ideal prospect.

Best practice: Put your links in comments

LinkedIn doesn't want you driving traffic off their platform, so links in the description text of your content aren't terribly effective. Place them instead in a comment to your post.

Get points for engagement

LinkedIn's algorithm is currently recognizing different levels of engagement, labeling them gold, silver or bronze. Comments are the gold standard. When someone comments on your post, LinkedIn sends the whole post, comment and all, to your connections. So the more conversation on your post, the more exposure you get, more, interestingly, than if someone were to share your post.

How many hashtags?

A minimum of three keyword-rich hashtags per post is ideal, but perhaps no more than nine.

Best practice: Use Discover

On the lefthand side of your homepage, where it shows hashtags you've already



followed, it has the option Discover Communities. Clicking this will bring up all the current hashtags on LinkedIn and show how many people are following them. This can be great research for the best hashtags to use.

Big LinkedIn tip: Outsource the content side of things, but never outsource the relationship.

It doesn't matter whether you or your team edit the videos or post the articles. What does matter is the relationship you have with your connections. Your team doesn't know the people in your network, or the contacts getting in touch with you. They wouldn't recognize an old acquaintance from years past approaching you on LinkedIn. So log in regularly, even just long enough to address messages and keep abreast of conversations. Be there to connect authentically and strategically.

For more help with your business join the [SuperFastBusiness](#) membership