

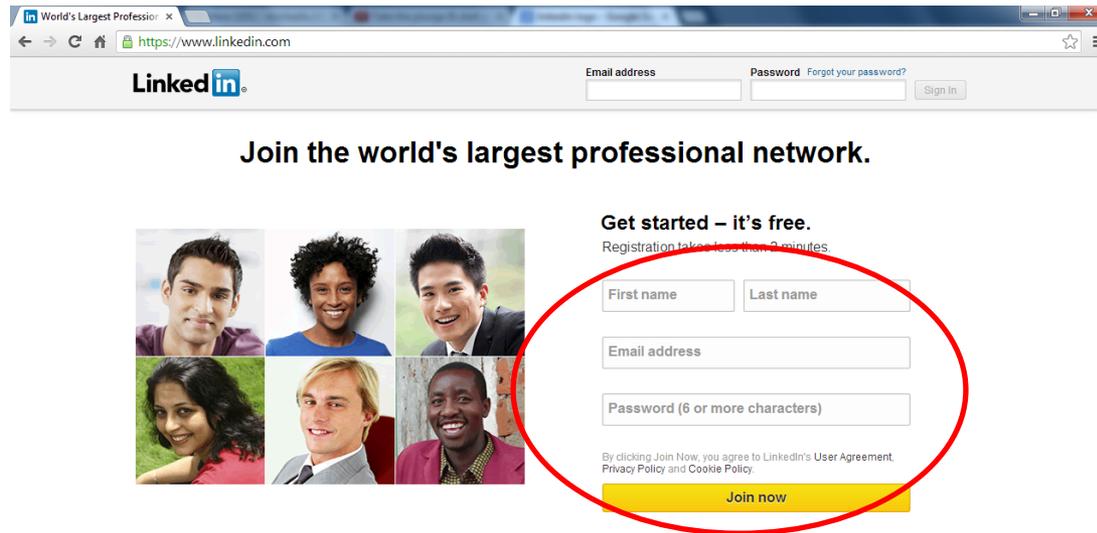


How to guide for



Create a profile

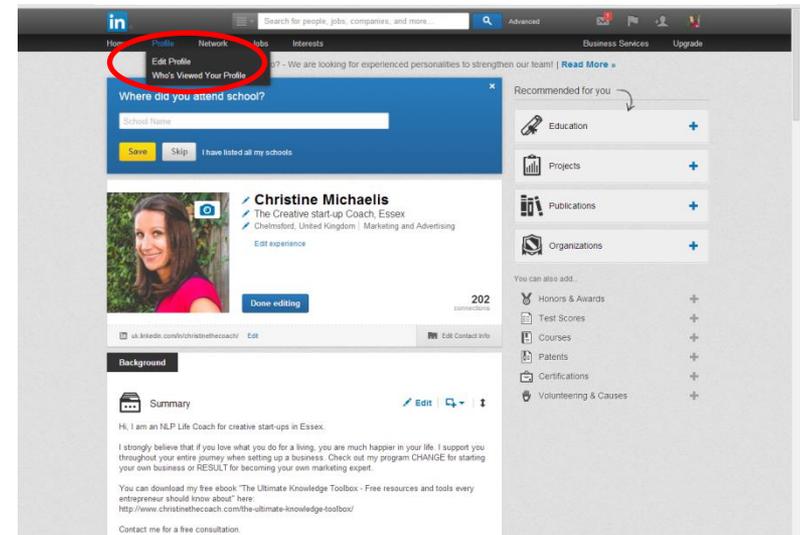
- Go to www.linkedin.com
- Fill in the information below
- Click “Join now”



The screenshot shows the LinkedIn registration page in a web browser. The browser's address bar displays "https://www.linkedin.com". The LinkedIn logo is visible in the top left of the page. In the top right, there are input fields for "Email address" and "Password", along with a "Sign In" button and a link for "Forgot your password?". The main heading reads "Join the world's largest professional network." Below this, there are six small profile pictures of diverse individuals. To the right of the images, the text says "Get started – it's free." followed by "Registration takes less than 2 minutes." Below this text is a registration form with the following fields: "First name" and "Last name" (two small input boxes), "Email address" (a larger input box), and "Password (6 or more characters)" (a larger input box). A yellow "Join now" button is at the bottom of the form. A red circle highlights the "First name", "Last name", "Email address", and "Password" fields. At the bottom of the page, there is a small disclaimer: "By clicking Join Now, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy."

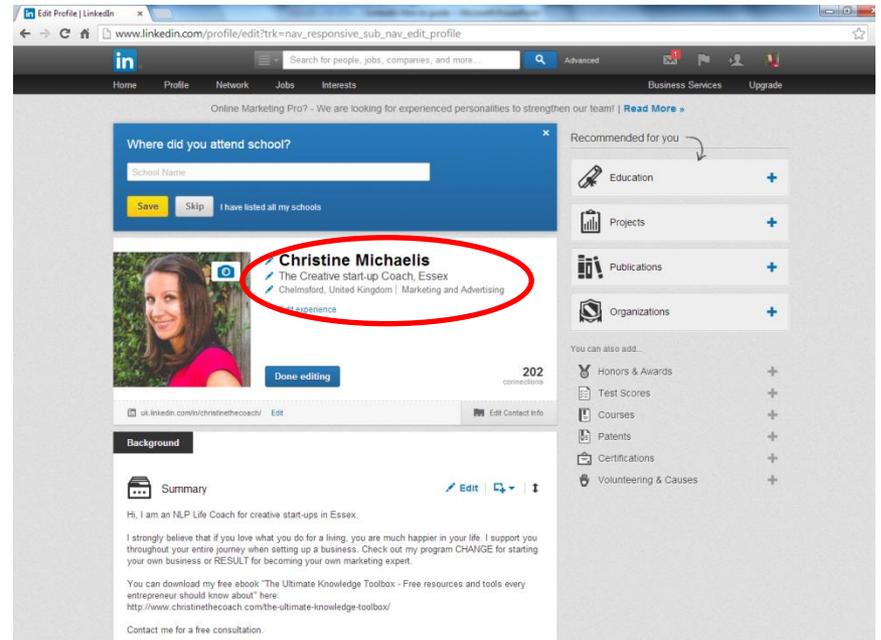
Fill in profile information

- Fill in all information in your profile by clicking on “Profile/Edit Profile”
- Use your real and full name
- Upload a professional photo



Fill in profile information

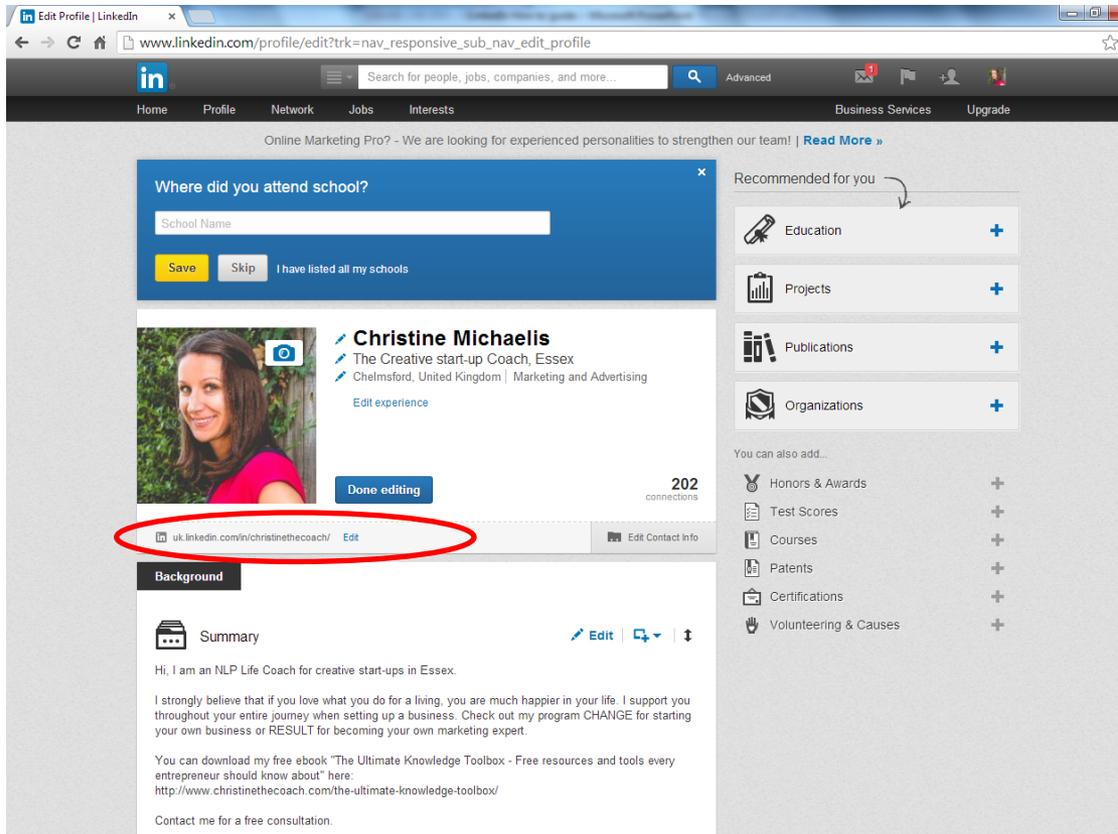
- Create a Headline – what should it say under your name? This is also relevant for search engine optimisation (What do people search for?)
- Add location and industry



The screenshot shows a LinkedIn profile edit page for Christine Michaelis. The profile name and headline are circled in red. The headline reads: "The Creative start-up Coach, Essex Chelmsford, United Kingdom | Marketing and Advertising". The page also shows a "Where did you attend school?" form, a "Recommended for you" sidebar with options like Education, Projects, Publications, and Organizations, and a "Background" section with a "Summary" tab.

Fill in profile information

- Create your own LinkedIn URL



The screenshot shows the LinkedIn 'Edit Profile' interface for Christine Michaelis. The browser address bar displays the URL `www.linkedin.com/profile/edit?trk=nav_responsive_sub_nav_edit_profile`. The page header includes the LinkedIn logo, a search bar, and navigation links for Home, Profile, Network, Jobs, Interests, Business Services, and Upgrade. A notification banner at the top reads: "Online Marketing Pro? - We are looking for experienced personalities to strengthen our team! | [Read More »](#)".

The main profile section features a blue header with the question "Where did you attend school?" and a text input field for "School Name". Below this are "Save" and "Skip" buttons, with a link "I have listed all my schools".

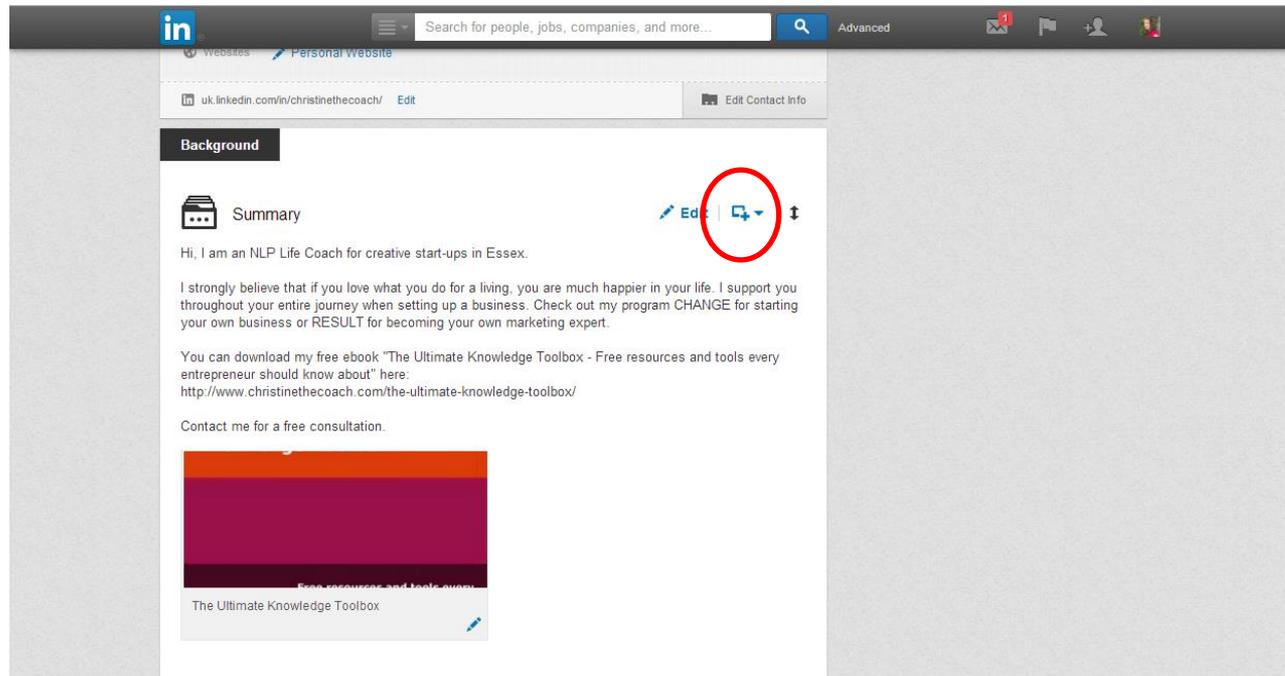
The profile card for Christine Michaelis includes a profile picture, her name, title "The Creative start-up Coach, Essex", location "Chelmsford, United Kingdom", and industry "Marketing and Advertising". It also shows "202 connections" and a "Done editing" button.

The URL `uk.linkedin.com/in/christinethecoach/` is circled in red. To the right, a "Recommended for you" sidebar lists sections for Education, Projects, Publications, and Organizations, each with a plus sign. Below this, a "You can also add..." section lists various options like Honors & Awards, Test Scores, Courses, Patents, Certifications, and Volunteering & Causes.

The "Background" section is visible at the bottom, starting with a "Summary" and the text: "Hi, I am an NLP Life Coach for creative start-ups in Essex. I strongly believe that if you love what you do for a living, you are much happier in your life. I support you throughout your entire journey when setting up a business. Check out my program CHANGE for starting your own business or RESULT for becoming your own marketing expert. You can download my free ebook 'The Ultimate Knowledge Toolbox - Free resources and tools every entrepreneur should know about' here: <http://www.christinethecoach.com/the-ultimate-knowledge-toolbox/> Contact me for a free consultation."

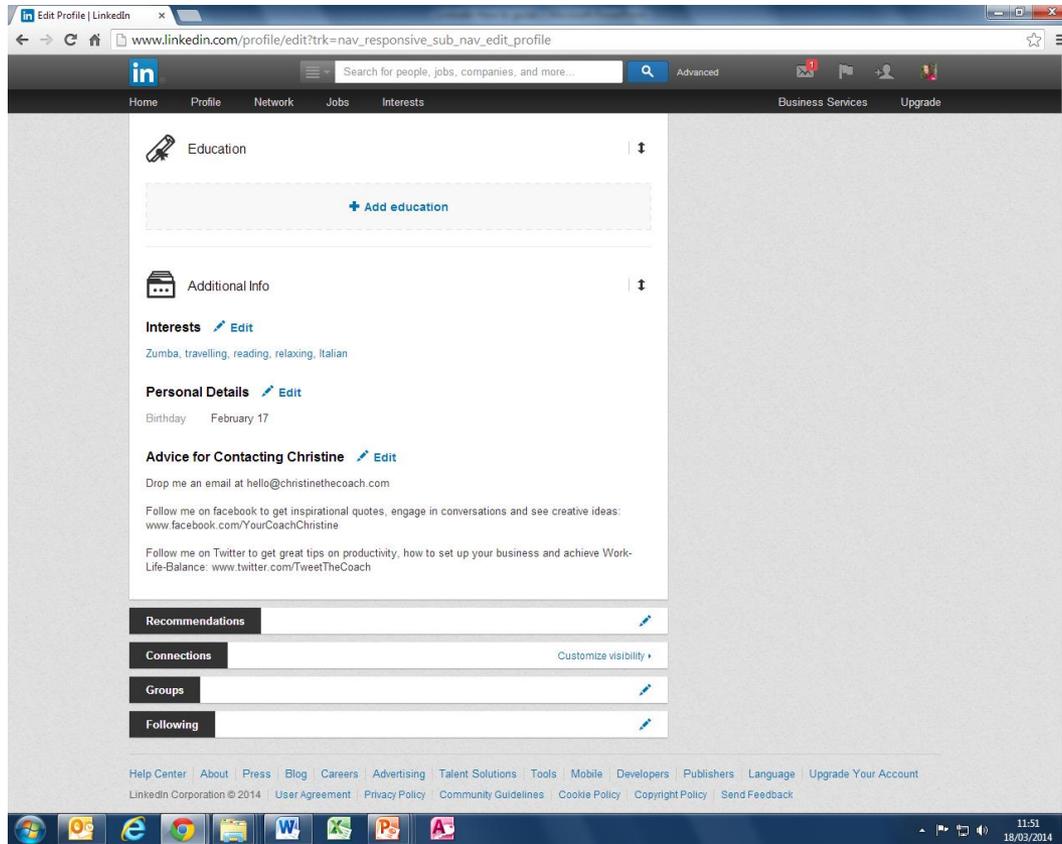
Fill in profile information

- Add a summary – short and precise. What is the main information people should know about you?
- Add links or files to your summary



Fill in profile information

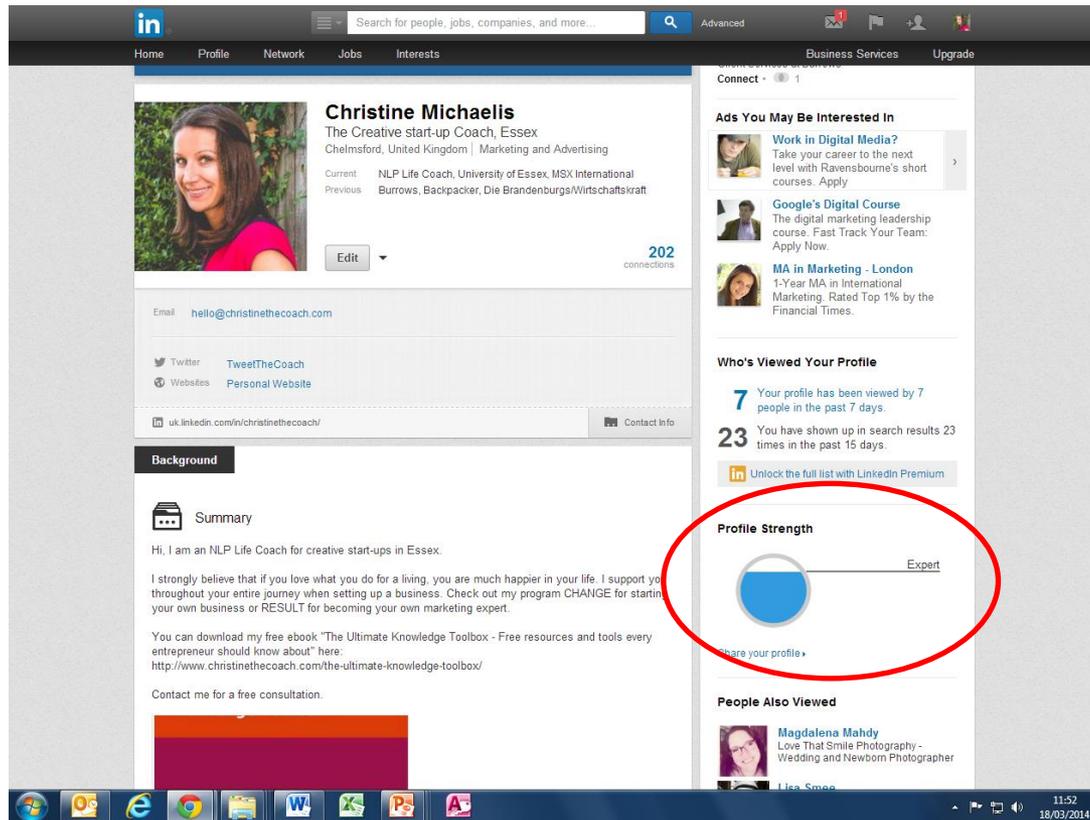
- Add additional information



The screenshot shows a web browser window displaying the LinkedIn 'Edit Profile' page. The browser's address bar shows the URL: www.linkedin.com/profile/edit?trk=nav_responsive_sub_nav_edit_profile. The page features a navigation bar with 'Home', 'Profile', 'Network', 'Jobs', and 'Interests'. The main content area is divided into sections: 'Education' with an 'Add education' button; 'Additional Info' containing 'Interests' (Zumba, travelling, reading, relaxing, Italian), 'Personal Details' (Birthday: February 17), and 'Advice for Contacting Christine' (Email: hello@christinethecoach.com, Facebook: www.facebook.com/YourCoachChristine, Twitter: www.twitter.com/TweetTheCoach). Below these are sections for 'Recommendations', 'Connections', 'Groups', and 'Following'. The footer includes links to 'Help Center', 'About', 'Press', 'Blog', 'Careers', 'Advertising', 'Talent Solutions', 'Tools', 'Mobile', 'Developers', 'Publishers', 'Language', and 'Upgrade Your Account'. The system tray at the bottom shows the date as 18/03/2014 and the time as 11:51.

Profile information

- When done editing, LinkedIn will show you how strong your profile is. Aim for “Expert” status or higher



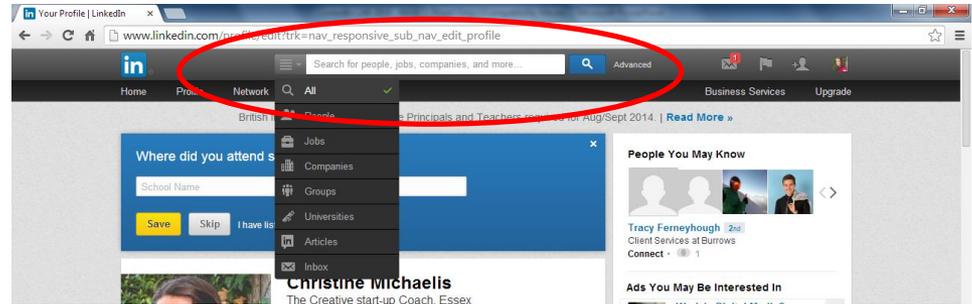
The screenshot displays a LinkedIn profile for Christine Michaelis, titled "The Creative start-up Coach, Essex". The profile includes a profile picture, a cover photo, and a bio. The bio states: "Hi, I am an NLP Life Coach for creative start-ups in Essex. I strongly believe that if you love what you do for a living, you are much happier in your life. I support you throughout your entire journey when setting up a business. Check out my program CHANGE for starting your own business or RESULT for becoming your own marketing expert. You can download my free ebook 'The Ultimate Knowledge Toolbox - Free resources and tools every entrepreneur should know about' here: <http://www.christinethecoach.com/the-ultimate-knowledge-toolbox/>. Contact me for a free consultation."

The profile strength is highlighted with a red circle and shows a progress bar that is nearly full, indicating an "Expert" status. The text "Profile Strength" is visible above the progress bar, and the word "Expert" is displayed at the end of the bar. Below the progress bar, there is a "Share your profile" link.

Other visible elements include the LinkedIn navigation bar, search bar, and various sections like "Background", "Who's Viewed Your Profile", and "People Also Viewed". The bottom of the screen shows a Windows taskbar with various application icons and the system clock displaying 11:52 on 18/03/2014.

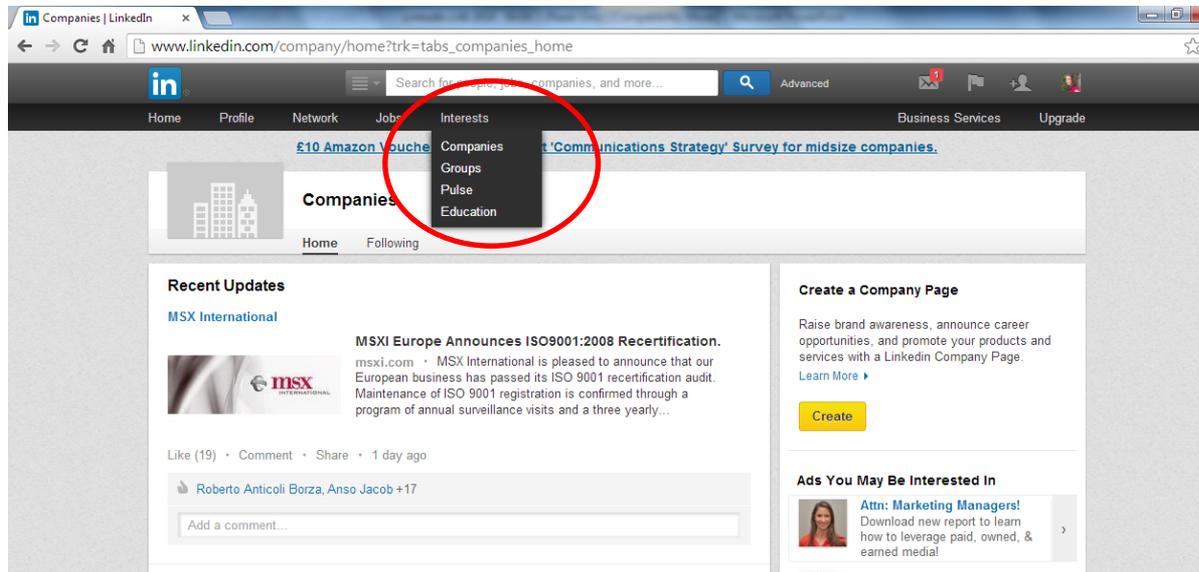
Connecting

- Search for:
 - Friends
 - Colleagues
 - Ex-colleagues
 - People met through networking events
 - Professionals
 - Alumni
 - Contacts made through discussion forums
- When sending a connection invitation, don't use the standard text, use personalised text



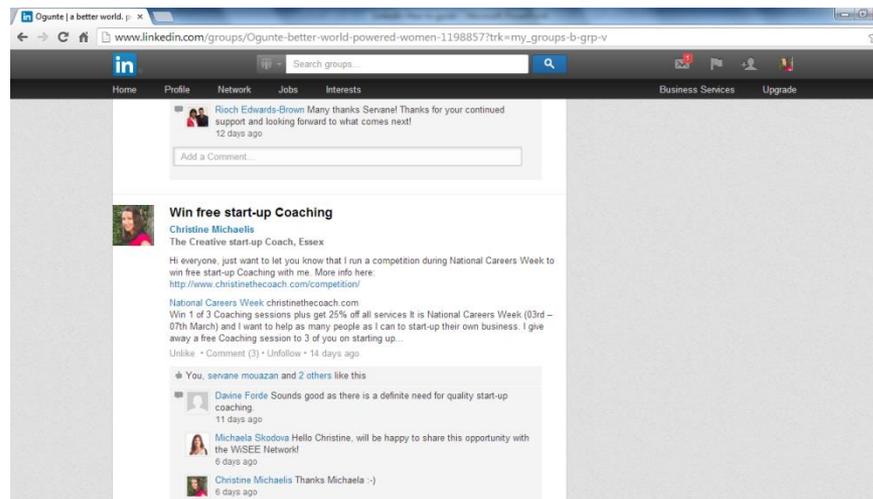
Follow

- Follow companies you are interested in and share/like their content



Groups

- Join groups that might be of interest/beneficial for you; you can join up to 50 groups
- Find discussions within the groups and comment (main focus: helping other people)
- Start your own discussion in groups



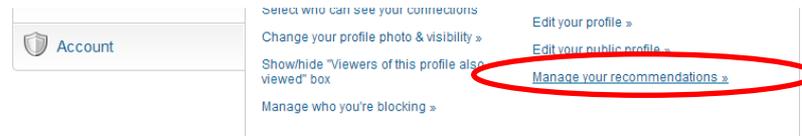
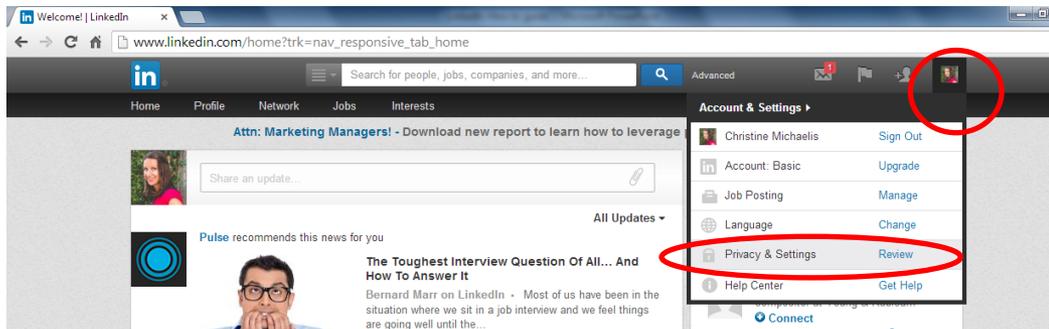


Connect other social networks

- Add your other social networks if they are professional
- Add your LinkedIn profile link to your website and other social media sites

Recommendations

- Click on Privacy/Settings/Review
- Then click on “Manage your recommendations”
- You can then ask for recommendations for the specific jobs



Endorsements

- Other people can endorse you
- Add Skills to your profile so that people can endorse you for the added skills
- People can also endorse you for skills you haven't added. They will be added to your profile

