How to guide for LinkedIn
Create a profile

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

- Create your own LinkedIn URL
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

Example:

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.christinecoach.com/the-ultimate-knowledge-toolbox/

Contact me for a free consultation.
Fill in profile information

- Add additional information
Profile information

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