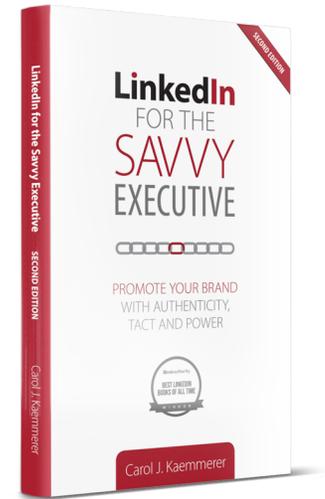


Nine Ways You Can Brightly Shine on LinkedIn This Year

Make LinkedIn work for you

1. **Understand and communicate your brand with power.** In my book (pp 54-63), you'll find guidance on identifying and expressing your brand in your profile's Headline and About sections. When you communicate your brand authentically, your profile helps you be found for right-for-you opportunities.
2. **Use your keywords often to help you rank highly on a keyword search.** You cannot expect to rank highly if your text is skimpy. Pay attention to the allowable character count for your profile's About section and Experience section (pp 58-63) and "write to the margins."



Don't shoot yourself in the foot!

3. **What you can't see can hurt you.** Don't ignore Chapter 4 (pp 41-48). The devil is in the details and there are many ways you can unwittingly appear foolish. Read and heed!
4. **Customize your URL – it's part of your brand.** Find out how on p 57. Then, use your customized URL in your email signature, on your business cards and on all your personal marketing collateral. Failure to take advantage of this opportunity makes you look less than savvy.

Make your profile sparkle

5. **A picture is worth a thousand words.** Make sure your headshot is the best image of your professional self. For those who don't see you regularly, you'll always look to them just like you do in that photo. If you answer YES to any of the evaluative prompts about your photo found on pp 33-37, it's time to find the right headshot photographer (pp 37-39) and book a photo session.
6. **Add a brand-enhancing banner image behind your headshot.** Without one, your executive LinkedIn profile is incomplete. You'll find suggestions for where to find great images to communicate your brand on page 68.
7. **Use the new LinkedIn Featured section for visual punch.** Upload images and video showing you in action or how your company's products work. The more interest you can add here, the longer people will linger on your site.
8. **Use LinkedIn's new "name pronouncer" feature.** If people are prone to mispronounce your name, this feature is for you! Read about how to make your own audio recording on page 67.

Nurture your business relationships via LinkedIn

9. **Don't stop at your profile! LinkedIn is all about relationships.** Read Chapter 9, "Cultivating Your Connections with Class" (pp 101-106) then implement these strategies to grow your relationships and your business.

