



4 Pro LinkedIn Tips

Best Practices for a Killer Profile

Full article:

<http://www.marketingforowners.com/4-pro-linkedin-tips-best-practices-killer-profile/>

1. **Headline**

- ⊕ Should not be your job title
- ⊕ Make it snappy and attention grabbing
- ⊕ Keep it under 120 characters

2. **The Photo**

- ⊕ Present yourself clearly, cleanly and professionally
- ⊕ A true authentic representation of yourself
- ⊕ Your face should comprise at least 60% of the frame
- ⊕ Smile!
- ⊕ Plain background

3. **The Keywords**

- ⊕ Mention them once or twice per section
- ⊕ Add keywords in the following places:
 - ⊕ Your URL
 - ⊕ Summary
 - ⊕ Experience section

4. **Join Groups**

- ⊕ Link up with other professionals who share the same background, skill set and passions you do. You never know where the next sale or customer will come from.



Example of LinkedIn Profile:

#1. Professionally taken headshot



Donna Serdula

Writer of POWERFUL LinkedIn Profiles Author ✓
Speaker ✓ Social Media Advisor Web Strategist ▶

#2. Attention Getting Headline

#3. Complete Experiences

#4. Connections, Contact Info, Customized URL



SUMMARY

My name is Donna Serdula and I love helping people tell their story and build a POWERFUL professional brand.

My mission is to help professionals take control of their Internet presence and present themselves in a way that inspires, impresses, and builds confidence in their abilities, products, and services.

Unfortunately, it doesn't matter who you are or what you do, it's not easy to write about yourself.

I hear it all the time, "I can't sell snow to an Eskimo / manage complex projects / lead exceptional teams... but sell myself."

Besides, who can find

You know this... People

introduction and first impression with the world. If your LinkedIn profile doesn't showcase your skills and portray you as a polished professional, you are letting the ultimate opportunity just slip away.

Do you know what makes a LinkedIn profile stand out from the crowd?

Well, I do.

As a LinkedIn Profile Writer & LinkedIn Profile Optimization Specialist, I craft engaging, targeted, & highly compelling LinkedIn Profiles that get you NOTICED & FOUND.

Stop trying to figure it out on your own and hire a LinkedIn Profile Writer to turn your LinkedIn profile

#5. Compelling, interesting summary, using a natural, conversational tone.

#6. Clear call to action so your reader can reach out and easily contact you

To learn more about my profile optimization service and pricing:

Visit → <http://www.Linkedin-Makeover.com/order-today>

Or call me: ☎ 215-436-9520 (Eastern Time Zone)