

Building a Profile to Attract Clients & Candidates

Ten Tips for Building a Strong Sales Profile

1) Upload a Professional Photo

Include a professional headshot of yourself that would be worthy of a business card. Profiles with photos receive a 40% higher InMail response rate because people like to see who they're speaking to. Think of how you would want to appear in a face-to-face meeting or professional networking event and upload the appropriate photo.



2) Write a Descriptive Headline

The text underneath your name is the headline. It's the first thing people look at in your profile after your photo and follows your name in search hit lists. Instead of simply entering your job title underneath your name, think about how you can creatively explain what you do or how you help clients and candidates (e.g. "enabling clients to achieve their recruiting needs").

3) Include Your Summary & Experience

After your photo and headline, the most commonly read portion of your profile is the summary. Use these fields to tell your story. Think about it from the perspective of a potential client or candidate trying to determine whether or not they want to do business with you or respond to your InMail. How can you add value? What unique insights can you bring to their business? What value have you brought to organizations that have already worked with you? Likewise, your summary of experiences should read less like a resume and support the story that you are trying to tell clients and candidates.

4) Personalize Your LinkedIn Web Address

Located at the bottom of the top block on your profile containing your name and headline, your public profile URL (web address) is a great addition to signatures and business cards and will make you more easily found in search engine results. Create a URL that closely matches your name (e.g. www.linkedin.com/in/ryangainor).

5) Get Recommendations

Get recommendations from colleagues, employers and even better, clients and candidates who can speak credibly about your abilities and contributions. Ask them to focus on a specific skill or personality trait that drives their opinion of you. Make meaningful comments when you recommend others (how you describe others and your experience with them says as much about you as who you are recommending). Think quality, not quantity - and be authentic.

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Previous ACME Recruiting
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421 connections

www.linkedin.com/pub/lisa-thompson/76/975/54b/

Activity

Share an update...

- Ask to be recommended
- Create profile in another language
- Share profile
- Export to PDF
- Manage public profile settings

6) Share Updates

Beside your photo on the top lefthand corner of your LinkedIn Home Page is a *Share an update* box that allows you to share articles and blog entries. In addition to providing links to the articles, you can comment on what you share. Avoid being too self-promotional and offer updates that clients and candidates will find insightful, useful, or provocative.



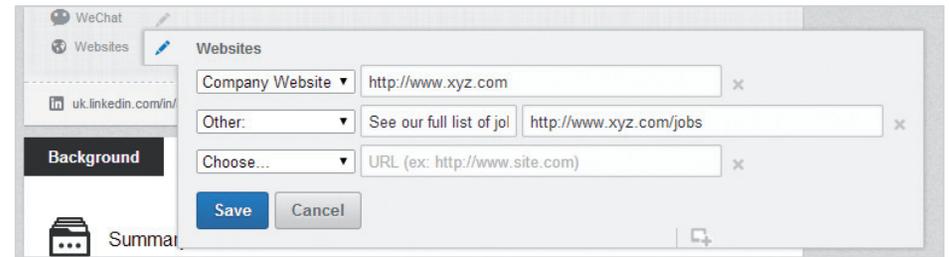
7) Add Rich Media

Make your LinkedIn profile one more place where clients and candidates can access and download important files and presentations such as data sheets, white papers, and presentations. Upload files from your computer or add links to videos and *SlideShare* to display your own presentations and check out presentations from your colleagues. Look for the **Add Media** button in the **Summary**, **Education**, and **Experience** sections of your profile.



8) Customize Your Website Links

Take advantage of the websites section under the 'additional information' component of your profile by adding relevant links and websites that relate to your agency, your point of view, or your background. Instead of using the default text, customize your text to include a call to action such as "See our full list of jobs".



9) Give and Receive Endorsements

Skill endorsements are a great way to recognize your 1st-degree connections' skills and expertise with one click. They also let your connections validate the strengths found on your own profile. You don't need to ask for a skill endorsement to receive one, you'll be notified by email when you receive an endorsement. Endorsing others is a great way to recognize your colleagues for the skills you've seen them demonstrate. Endorsing them helps keep strong connections with the people in your network. You may find that after endorsing a colleague from the past, it's easier to reach out to them because you've recently been in touch.

10) Join LinkedIn Groups

LinkedIn Groups provide opportunities to meet and engage in discussions with members in the Search and Staffing industry, your alumni community, or other professional interest areas. Demonstrate your expertise by starting discussions and participating thoughtfully.