

# LinkedIn



## Profile Optimization for Maximum Exposure

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Karl Walinskas  
[www.SmartCompanyGrowth.com](http://www.SmartCompanyGrowth.com)

## LINKEDIN PROFILE OPTIMIZATION FOR MAXIMUM EXPOSURE

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Published by Smart Company Growth  
42 Boatswain Drive  
Berlin, MD 21811  
Phone 410.914.7694 • Fax 410.208.3034  
[www.linkedin.com/in/karlwalinskas](http://www.linkedin.com/in/karlwalinskas)  
[www.SmartCompanyGrowth.com](http://www.SmartCompanyGrowth.com)

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Sincerely,

Karl Walinskas

p.s. I'd appreciate hearing your thoughts and opinions on this eBook, including ideas for more creative content you can use. It's part of what makes producing it worthwhile! Send me an email to [kwalinskas@smartcompanygrowth.com](mailto:kwalinskas@smartcompanygrowth.com) or post on the [SmartBlog](#) pages of the website.

## WELCOME!

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Congratulations on taking the first step toward maximizing your personal online exposure and that of your company through **LinkedIn**, one of the most powerful social media personal marketing tools online today. In the pages that follow, you'll find information ranging from the very basics of getting started to tips and tricks to optimize your own **LinkedIn** profile and leverage the communities that you find on **LinkedIn**.

**LinkedIn** is a tremendous tool for individuals and corporations to connect, network and become exposed to other professionals throughout the world. It is a social media site themed on business connection and, by and large, is used as such by its membership. There are differing philosophies on how to use **LinkedIn** to further one's personal career and business interests and mine are listed in the pages of this publication. You'll find as you read and listen that my objective is to allow you to learn the best and most convenient ways to leverage **LinkedIn** as a career and business tool, and that is defined as increasing the opportunities that find you. In other words, the content tells you how to make yourself a bigger target on **LinkedIn** from a marketing perspective so that other professionals want to connect with you and your business. The tips within are sound and born of experience helping improve my own profile exposure and that of other colleagues. You won't find ways to game the system, spam the **LinkedIn** search tool, or otherwise profit from **LinkedIn** in a disingenuous way.

Throughout this eBook you will find text and sometimes graphics used to make necessary points. You'll also discover links to sites and locations that can provide you more information in order to learn, including hyperlinks to seven (7) *LinkedIn Profile Optimization training videos* I produced to supplement this material. You may find the videos are easier to retain information and use the eBook as a desktop reference once you feel comfortable with the material.

These tools are designed to save you time and share knowledge that has taken months to learn, knowledge that many small business professionals simply do not have the time to learn on their own by trial and error. If at the completion of this eBook you still feel overwhelmed yet wish to take the steps to improve your profile or that of key members of your company, Smart Company Growth offers **LinkedIn** Profile Optimization services that can affordably do this for you. You can find out more at <http://smartcompanygrowth.com/linkedin-optimization>.

I wish you well in growing your business and your career.



Sincerely,

Karl Walinskas  
Smart Company Growth  
<http://www.SmartCompanyGrowth.com>  
<http://www.linkedin.com/in/karlwalinskas>

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## LINKEDIN BASICS – GETTING AROUND

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*General Screen Navigation around LinkedIn.*

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### HOW LINKEDIN WORKS

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**L**inkedIn is a professional networking tool online in the form of a relational database consisting of individual and company profiles describing expertise, fields of interest, work histories, and current projects, among other things. **LinkedIn** is a social media network with a heavy lean toward business contacts. You won't find too many people posting pictures of their dog's new haircut or latest vacation. In fact, **LinkedIn** in its current form is much more text driven than sites like **Facebook**, which has text posting walls but is heavily into pictures (world's largest online photo gallery by far) and video content.

**LinkedIn** also contains tools to augment a profile that will allow more visual media such as slide presentations and even video to be a part of an individual profile. The primary communication vehicles in **LinkedIn** are emails or "Inmails" as **LinkedIn** calls them—member to member emails, and discussion groups which form with frequency around topics as diverse as job seeking to restaurant management to hard science.

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### FREE ACCOUNT

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**LinkedIn's** free account allows you to set up a basic profile, including applications such as blog feeds, slide presentations, video, **Twitter** feeds, and a lot more. You can sign up to fifty (50) discussion groups, create and manage your own group, search and respond to job listings, upload and build a contact list as large as you wish, and see basic statistics on how you are returning in searches and how many people are viewing your profile. You can also filter and export your contacts list to use with your email program or contact manager. It is quite a powerful tool.

For the purposes of this eBook, we're going to talk about the free account. Most users of **LinkedIn** are on the free account and for the goal of increasing your own exposure; you can get a lot done without upgrading to the premium account.

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### PREMIUM ACCOUNT

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**LinkedIn** has three versions of paid accounts, the comparison details of which are listed [here](#). If you take a look at the primary differences, the main thing the premium accounts offer is more Inmails. Having said that, the numbers allowed are still very low, with only twenty-five (25) offered for the *Executive* account, **LinkedIn's** highest paid account.

There are also differences in the number of search returns you can see. **LinkedIn's** free account returns one hundred (100), that's ten pages of screens, ten contacts a piece. This number grows from *Business* to *Business Plus* to *Executive* accounts. Many in the human resources field and recruiters who list build from **LinkedIn** use the paid accounts to take advantage of this feature. If you are a small business person, I would suggest if you are looking for a particular talent or service and you don't find it in the first 100 returns (organized by relevance and closeness to your personal network of contacts), the value at going beyond that is marginal. Truth be told, if you don't find it in the first 10 records on page one, you're likely off to **Google** or **Thomas Register** or some other source.

Follow [this link](#) to learn more and determine for yourself if the paid accounts make sense for your situation.

## SCREEN MANAGEMENT

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The primary information I want to impart in this first chapter is your basic screen management laid out in the following sections and in the first video, linked below.



### Video 1 - [LinkedIn Basic Screen](#)

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## HOME – STATS

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This entire chapter will refer to the following **Figure** that shows the 2011 version of the top menu in **LinkedIn**.



FIGURE 1 - LINKEDIN TOP MENU BAR

The first button at the very top left of the screen is your Home menu. This page displays the updates from people in your network, ranging from **Twitter** feeds to answers they placed on discussion group pages. This is also a convenient spot for you to post your updates, questions, and other activities to let the **LinkedIn** world know you are alive and productive.

On this page, your method of keeping score is on the right side, mid-way down the page (see **Video 1** for in-depth explanation). This shows the number of people who have viewed your profile, how many times you have come up in searches, and the size of your 1<sup>st</sup> line **LinkedIn** network of contacts, as well as a measure of how fast it is growing. Some of these statistics have hyperlinks, including the “people who viewed your profile” number. You can click through to see some interesting information and trends, but you’ll notice that many of the people who view you are anonymous. This is a setting that they control, not you, so regardless of account, in many cases you won’t know exactly who found you appealing enough to view.

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## PROFILE

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The Profile menu button is your main workspace when optimizing your profile. It is what people see when they find you, and as such is pretty important and the reason you’re reading this now. This dropdown allows you to edit your profile, view it as others see it (almost-you will see all your groups, but you can control that *setting* as to what they see), manage your *Recommendations*, and, if you have a paid account, organize your profile a bit more.

Editing your profile is pretty self-explanatory in function. Later we’ll get into how to do this effectively.

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## CONTACTS

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The Contacts tab is where you manage and add contacts or connections. **LinkedIn** will search your email client to look for people you already know who may be online to give you a running start to building your network. That’s cool. Unfortunately, network building on **LinkedIn** is a contact, one at a time sport. I’ll talk later about ways to connect with the people you want as efficiently as possible in Chapter 7.

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## GROUPS

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Groups are discussion boards and your participation in the right ones is a part of the way you’re going to be discovered on **LinkedIn** and demonstrate your expertise to your target audience. The dropdown menu is self-explanatory, with **LinkedIn** even suggesting groups for you based upon what it knows about you. I look for groups using the search box that you can see in **Figure 1**. It has a dropdown menu and one of the choices is Groups, making it easy to find groups by subject matter and region if you wish.

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## JOBS

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**LinkedIn** has a job board and you can find those here. Is it the best job board out there? No. Your industry may have a specific job board that works best (like **Dice** for IT jobs), or the job boards at **Career Builder**, **Monster** and the other 500 you may monitor may work better. **LinkedIn's** job board is not insignificant, however, and as more recruiters use **LinkedIn**, this tends to be the first place they end up posting positions as part of their paid account services or for a fee. More often though, to save money, recruiters and HR folks will search the **LinkedIn** database for the talents they seek and find a way to reach out to people they find interesting, usually asking a few trusted contacts to see "if they know anyone." I have a lot of recruiters in my personal network and a number of them contact me looking for connections in my network. You might think this is a pain but it isn't that bad, and helping these folks out increases your goodwill in the marketplace. One day it will come back to you in the form of a great career transition or business opportunity.

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## INBOX

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This tab, located mid-way across the menu bar, is where your **LinkedIn** email comes to you and you can send as well. Note that when you go in here, you have *messages* and *invitations*. Messages are from anyone within your network looking for advice or responding to you. Invitations come to you from people outside your network looking to connect with you. This won't be a big number until you build your network up to triple digits. This alone makes you more appealing because of how **LinkedIn** works and you'll get invites. You also manage your sent invitations here to people you want to link up with. **LinkedIn** provides you with multiple areas to message and invite others to be in your network, and later in this training I'll tell you the best. *Hint*: it rhymes with hoops.

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## COMPANIES

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The companies tab allows you to look for and follow companies. If your company has a **LinkedIn** company page, it will be linked in your dropdown here.

I don't use this page that much and I don't think it is the most popular area on the site. That's because **LinkedIn** is an individuals' networking site and has been since inception. Many small businesses don't take the time to post a company listing; however, the company listing is a FREE listing and you can display your products and services. If you have a company webpage, I encourage you to create a **LinkedIn** company profile for no other reason than the back link. You are creating another avenue to find you on **LinkedIn**, and there is no downside to that unless you don't want to connect with potential business.

**Smart Company Growth** has a [company page](#) and I can tell you that it doesn't lead to a lot of spamming and time wasting. **LinkedIn** is pretty good about policing that, and since no one can send you something anonymously on **LinkedIn**, people tend to watch their spam tactics to avoid being turned in and possibly booted off the service. When we do work with companies on [LinkedIn Profile Optimization](#), setting up a company page along with profiles of top execs is part of the service we offer.

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## MORE

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This tab has links to post questions about anything and everything, especially usage of **LinkedIn**, and allows you to view the knowledge database of other Q&A from the archives. It is growing and can be quite helpful when looking for answers, and there are always subject matter experts looking to display their chops for their own personal branding and marketing who will post answers to your questions within 24 hours.

The main thing to notice on this tab is access to your *applications*. This is not where you'd usually add an application, but tends to be a good spot to manage them, simply by clicking on the application link.

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## SETTINGS

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In the far right at the top of your **LinkedIn** screen (see **Figure 1**) you'll see your name. It has a dropdown list, and hidden here is where you change your settings on visibility. We'll get into this later. Just know that it is important and frankly, not really obvious to the untrained eye that you would go here to set up your account. You also log out here.

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## SEARCH BOX

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Take a hard look at that search box in **Figure 1**. It has a dropdown list that allows you to search People, Updates, Jobs, Companies, Answers (Q&A), your Inbox and Groups. The default search tends to change depending upon where on **LinkedIn** you are. If you're in Groups, that is the default search. This search is really the most convenient way for you to find things you are looking for on the site.

As is the case with most search engines, the *Advanced* search button (magnifying glass) is the most powerful, and its content changes depending on what you are searching for via the dropdown. For instance, the *Advanced People* search has abundant checkboxes to filter your results by the multiple fields people use when setting up a profile (job title, seniority, industry, language, relationship to your network, location and more). The location search is done by zip code and will return relevant individuals to a region depending upon what you put in the text boxes for keywords, title, etc.

On the other hand, if you search the *Answers library* with advanced search, there are basically keywords and categories only, which should be enough.

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## ADD CONNECTIONS

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This is the far Northeast portion of the page (upper right). We talked about this feature already under the contacts tab, and this is a redundant link that **LinkedIn** places so you can add your initial contacts via your various address books and contact management programs outside **LinkedIn**.

That's the highlights of the main screen menus. It's a lot of information, but it gets easier as you gain familiarity. For a walk-through demo, make sure you check out [Video 1](#).

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## CREATING YOUR PROFILE

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*Main profile sections and updates.*

This section will outline the primary elements of your **LinkedIn** profile and how to edit them. Detail can be found in the second video, linked below. Refer to the graphic shown in **Figure 2** below, to see the layout **LinkedIn** uses to display your summary information. I'm not going to go over everything you see on your profile in this section, simply the important things.



**Video 2 - [Editing Your Profile](#)**

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### UPDATES

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Updates show your activity history. These can be proactive methods for communicating with whoever would read your profile, shown in the first white box within the blue box just below your name. Only your most current update is displayed. Updates can be a challenge you're facing where you pose a question to viewers, but usually they are things you are doing, projects you are working on, business tweets, etc. I post **Twitter** feeds whenever I generate a new blog post that may be of interest to the **LinkedIn** community that links to it. That post also appears as an RSS feed lower down in my profile using a *BlogFeed Application* from **Wordpress**.

There are two cardinal rules for your updates:

1. Make them interesting, meaning try to add value for listeners. Where you ate lunch today might not achieve that.
2. Keep them coming frequently. **LinkedIn** lists how many days ago an update was posted. Frequent posts correlate in the reader's mind to a person who is making things happen.

[Edit Profile](#) [View Profile](#)



**Karl Walinskas** [Edit](#)  
 Business Development, Cost Control and Growth Consultant for Small and Mid-Sized Businesses  
 Dover, Delaware Area | Management Consulting  
[Edit](#)

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 via Twitter 

**Sign In | LinkedIn** [linkedin.com](http://linkedin.com)  
 LinkedIn strengthens and extends your existing network of trusted contacts. LinkedIn is a networking tool that helps you discover inside connections to recommended job candidates, industry experts and business partners.  
 4 days ago • Like • Comment • Share • See all activity • Post an update

Current	<ul style="list-style-type: none"> <li>• <b>CEO at Smart Company Growth (Sole Proprietorship)</b> <a href="#">Edit</a></li> <li>• <b>Energy Services Broker at iPower6</b> <a href="#">Edit</a></li> <li>• <b>Founder at Association of Top Virtual Executive Leaders</b> <a href="#">Edit</a></li> </ul> <p style="text-align: right;"><a href="#">see all...</a></p> <p><a href="#">+ Add a current position</a></p>
Past	<ul style="list-style-type: none"> <li>• Director of Material Supply Chain at Cambridge International</li> <li>• Key Group Member, VP of Sales / Operations at Vistage International</li> <li>• VP of Sales and Operations at O.A. Newton</li> </ul> <p style="text-align: right;"><a href="#">see all...</a></p>
Education	<ul style="list-style-type: none"> <li>• University of Maryland College Park</li> <li>• Calvert Hall College Prep</li> </ul>
Recommendations	<b>13 recommendations</b> <a href="#">Edit</a>
Connections	<b>500+</b> connections
Websites	<ul style="list-style-type: none"> <li>• <b>Company Website</b> <a href="#">Edit</a></li> <li>• <b>Personal Website</b> <a href="#">Edit</a></li> <li>• <b>TVEL Group Welcome Video</b> <a href="#">Edit</a></li> </ul>
Twitter	<a href="#">KarlWalinskas</a> <a href="#">Edit</a>
Public Profile	<a href="http://www.linkedin.com/in/karwalinskas">http://www.linkedin.com/in/karwalinskas</a> <a href="#">Edit</a>

FIGURE 2 - PROFILE SUMMARY BOX

## TITLES

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Job titles are important to **LinkedIn**, particularly your current title. I'll get more into this with Optimization, but like any search engine, **LinkedIn's** focuses on keywords and phrases. This site is at its heart a venue for professionals to connect, and much of the time that means job search, and that means the recruiting community. When they search **LinkedIn**, recruiters generally start whittling down their call list by using the Advanced search for people and inputting a job title and location.

So here's the rub. Can you put your job title in so that it is compelling, factual, and has the keywords in it that you wish to be found on? Of course. If your current title is Director of Sales, you can add location to that title, as in "Director of Sales, Carmel, CA". Better in that

example might be “Director of Sales & Business Development”, with business development being a different way that many recruiters search for people of the same background.

For small businesses, you can get more creative and speak in terms of what your clients would look for in results. By that I mean you can put your product or service in your title, like “Director of Earth Moving Equipment Sales”. The keywords earth moving equipment will be in your summary and position description too, but **LinkedIn** gives special weight to anything that headlines, meaning job titles and the most important headline of all, your professional headline. That’s the text right under your name in the blue box in **Figure 2**. This is where you really get to speak in terms of outcomes people might be searching on, because you don’t have to worry about matching your business cards if your boss reads the profile. See **Figure 2** for an example from yours truly.

## SUMMARY

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This is your elevator pitch that answers the question, “Why would I want to work with you?” It is the most read part of your **LinkedIn** profile if someone gets around to reading it. The summary is located just beneath the shaded blue box in your profile and is your expository about you and your business, written in prose and speaking again in terms of outcomes, interests and specialties. More on this in the *Optimization* section.

## POSITIONS

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These are the various job titles you have had starting with the most recent. A key point to understand is that you can have more than one job title. For instance, I have my small business firm [Smart Company Growth](#), I have a leasing business brokerage with **Lease One** that I deliver through my small business, and I have a **LinkedIn** group called the **Association of Top Virtual Executive Leaders** that focuses on remote staff and work teams.

If you have a lot of positions to choose from, feel free to list them all unless the stints were excessively short (a few months) or there is something you’d rather keep private such as something embarrassing that caused an end to the position. More positions mean more opportunities at keyword optimization.

Suppose you’ve only had one job your entire career? If that career has had any length, you’ve held multiple titles for the same company. List them as separate positions and combine if a role or two only lasted a few months.

## RECOMMENDATIONS

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Ahh! Third party references. Seek and find **LinkedIn** references to recommend you. This will be explained in detail later, but know that the beauty of **LinkedIn** references is that they cannot be faked. The person referring you must have a valid profile that is attached to the recommendation, allowing users to verify how real each one is.

## LINKS

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You do have an opportunity to put up to three (3) links on your profile. These can go to your company or personal website, your blog site, a link to a page with a full resume on it, etc.

**LinkedIn** also is a fan of **Twitter** and allows your **Twitter** address for people to hook up with you there.

## YOUR PUBLIC PROFILE

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The *Public Profile* link is the URL you use to link to this page, from your website, email footer or anywhere else. You can even edit it to make it memorable, although the standard is not too clunky.

## SETTINGS FOR BEING DISCOVERED ON LINKEDIN

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*Maximum exposure from general settings.*

The settings page is hidden secretly in the dropdown behind your name in the upper right hand corner of the screen. This is an important page for you to control if you are in the business of being noticed and discovered by potential business partners, customers and employers on **LinkedIn**.

The video linked below will show you what's behind the iron curtain on each of your important settings in detail.



**Video 3 - [Settings for Success](#)**

### PROFILE SETTINGS

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After clicking on the *Settings* link, you have four options of settings to adjust. Profile settings is the first, and in it there are settings you can establish for your Twitter account, some redundant links back to your profile and other areas, but most importantly your *Privacy controls*.

Check the video above for ways to adjust your activity broadcasts, connections, profile photo and what others see when you have viewed their profiles for maximum visibility on **LinkedIn**.

### EMAIL SETTINGS

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Your email settings concern what type of email you are willing to receive and how often. For example, for mail you are willing to receive, there are assorted check boxes for purposes which someone would want to connect with you. If you are in the job market, check them

all. If you're a business person seeking opportunities but not employment, de-select the *Career Opportunities* and *Job Inquiries* boxes. Remember, a contract job for one of your staff looks a lot like a consulting gig. I would advise leaving the box checked allowing *Inmails*.

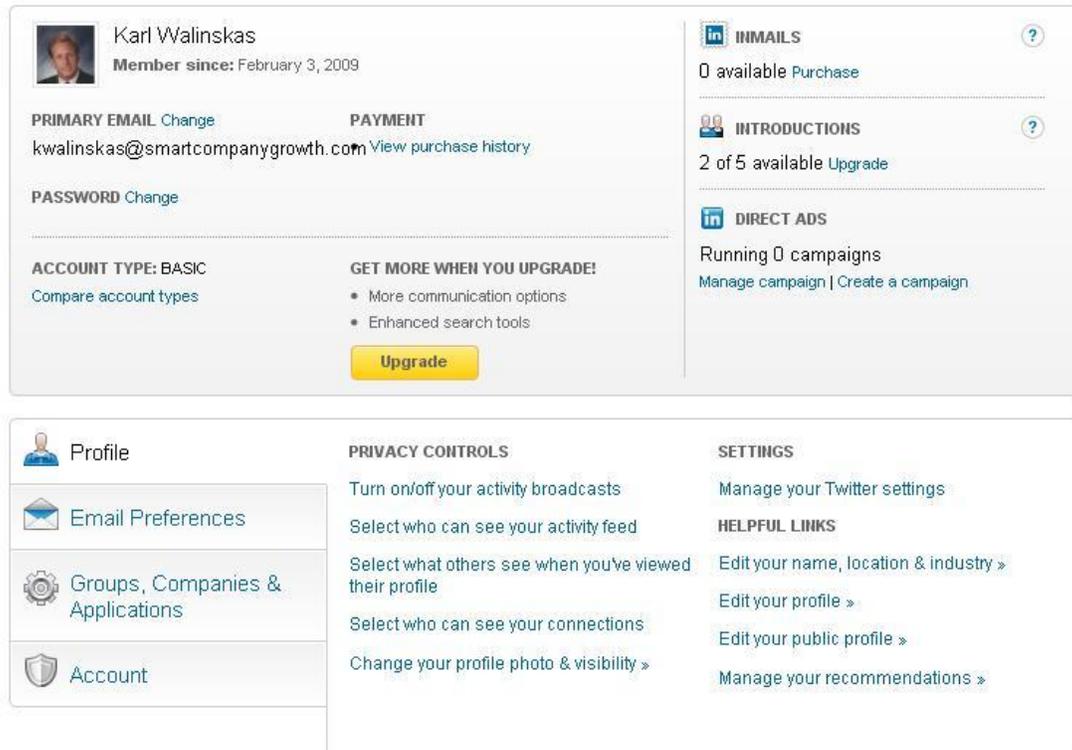


FIGURE 3 - MAIN SETTINGS MENU

## GROUPS, COMPANIES AND APPLICATIONS

These settings are obvious. The one I will highlight is the frequency of *Group Digest Emails*, where your groups send you emails with updates, current discussions, etc. I'm going to be suggesting you get yourself into the max amount of groups possible, fifty (50), so my recommendation is to limit these to once per week for important groups instead of daily. That would get annoying.

There is another spot here to view or remove your Applications, additional feature and function you use to get the most out of **LinkedIn**. Chapter 5 will discuss adding applications and some that I recommend to augment your profile.

## ACCOUNT

Your account settings are the typical things you would find such as what type of account you have, with a link to upgrade of course. Take care here, because you can limit the advertising you see, which is default turned on, and limit the type of updates you see on your homepage.

In order to avoid being overwhelmed you can and should limit what you see from your growing list of connections; else, every time they use the rest room you'll get a notice. I suggest leaving the questions and answers from your network on, however. This is an opportunity to learn from the answers and showcase expertise on the questions.

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## OPTIMIZING YOUR PROFILE

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*Telling your story and understanding the LinkedIn search.*

Optimizing your profile works with areas of **LinkedIn** we've touched on already, but here I'll give you a bit more detail. You can of course find higher hands-on detail in **Video 4**, below.



**Video 4** - [Keywords and Optimization](#)

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### KEYWORD POSITIONING

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One key optimization step in your **LinkedIn** profile is the strategic use of keywords, or key phrases—those words that you want to be found under when prospects, recruiters or anyone else you might want to interact with searches **LinkedIn**. This is no different in theory than optimizing your website with appropriate keywords on every page, called metatags in the code. Well, in **LinkedIn**, there is no behind the scenes html code to put metatags in. It's all in the content, which should be written in prose (mostly).

Where should your keywords appear? Let me count the ways:

- Your personal “headline” (most important)
- Job titles
- Your Summary
- Job descriptions
- Recommendations

And, although this won't help search, your *Applications* content (see Chapter 5). When people found your profile by looking for a certain phrase and they scan your profile, applications showing your work (presentations for instance) that contain that phrase reinforce psychologically that she found the right person.

So here's Golden Rule #1-10: don't stuff keywords. Make your content readable with the natural use of your keywords. **Figure 4** shows an example. It's a collage showing my

headline and bits of my summary. From the headline, you can see that *business development*, *cost control*, *growth* and *small business* are all keywords, or some natural-sounding derivative of them. **Figure 4** shows how many times these keywords or something with the same meaning, usually containing one of the words, shows up in my profile. Enough said.

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 Business Development, Cost Control and Growth Consultant for Small and Mid-Sized Businesses  
 Dover, Delaware Area Management Consulting  
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 via Twitter 39

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**Summary** Edit

kwalinskas@smartcompanygrowth.com  
 No IDK, all invitations welcome

**BUSINESS DEVELOPMENT / COST CONTROL EXECUTIVE**

Small Businesses face rising costs for increasingly ineffective sales and are struggling to control delivery expenses.

I solve this problem.

By providing innovative marketing strategies for small businesses to increase qualified traffic to their websites and content creation in a multitude of print and video media, and tools to directly preserve cash and control costs, I provide the virtual leverage for small business development, growth and profits.

If you seek these kinds of results, contact me now, and learn more by reviewing this profile, visiting my business website, or seeing my resume at my personal website above.

I've cut my teeth as an executive and consultant in small to mid-size manufacturing and technology firms, and I'm passionate about impacting B2B Sales and Operations for superior EBITDA and business growth for my clients. Known for re-animating flatlined team performance with a knack for discovering hidden value, and fanatical about managing costs. I practice the philosophy of Leverage Creating Results, and am driven to be THE rising tide in the harbor of small business.

Helping companies virtually and on-site with Smart Growth strategies appeals to me most, showing them ways to spark sales, contain costs and promote profits. My home office allows for maximum effectiveness, commutable to multiple major airports, though most services can be delivered virtually.

I leverage the use of key business partners for energy bids, equipment financing and specialty projects.

---

**Specialties**  
 "LEVERAGE CREATING RESULTS!"

**KEYWORDS:**  
 Small Business Growth, Cash Flow, Sales / Business Development, Manager, Director of Sales, Business Development, Major Account Sales, Consultative Selling, Virtual Business, Team Performance, Project Manager, Leadership, Mentor, Trainer, Supply Chain Management (SCM), Product Development, Negotiation, Lean Manufacturing, Web Video, LinkedIn Optimization, Business Reputation Management, Blog Development, Energy Choice, Equipment Finance

FIGURE 4 - KEYWORDS IN PROFILE

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## SUMMARY STORYLINE

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Referring back to **Figure 4** again, notice how the copy is written. It begins by setting up a common problem for small business, then I claim to be the answer. After some expository on how I do that, it invites contact.

Inviting contact is important, because there are many a tentative **LinkedIn** searcher out there who aren't sure you can be bothered if they aren't already your good buddy. Look how my email is the first thing on my Summary (this is not a **LinkedIn** default, you type it). Then it invites *Connections* with the line "No IDK (meaning 'I don't know' responses when strangers try to connect with you), all invitations welcome. Not shown in this graphic, above my *Specialties* I give reasons for small business professionals, executives and recruiters to connect with me. Check out my [profile](#) if you want to view that copy.

Then the Summary goes into an ever-so-short history and what I am known for in an attempt to build personal brand. Personal branding is the big buzz phrase in cyberspace these days and especially on **LinkedIn**. **Google** it and you'll find plenty of blogs from experts better at developing one than I. It ends talking about my interest in helping small businesses, something about my office to makes it convenient for the viewer to consider me, and in my case discusses leverage I bring using business partners with certain talents.

Your summary won't look like this because you and I are different. It's the format, inviting nature and keyword placement that is what you need to take out of this.

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## WORK EXPERIENCE STORYLINE

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This is done exactly like the summary. Write a story and tie in your keywords. For your current business you want to talk about the outcomes you provide for your clients and, where appropriate, what that job has taught you about the outcomes in...your keywords. For past experience do the same thing. It's all right to list a few bullet points ah-lah your resume, but don't restate your resume work history here.

What if a past job has nothing to do with your keywords? Try to tie them in from a "life experience" standpoint. If you're an HR Manager and are looking for either job prospects or business in that area, and you have a listed job as a night manager at **McDonalds**, you can still tie it in like this:

"As shift manager, I learned by fire how to deal with the varying personalities, needs and even language barriers of employees, providing great early experience on skills needed as an *HR Manager*."

Get it?

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## GETTING GREAT RECOMMENDATIONS

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Your *Recommendations* can also contain keywords. **LinkedIn** recommendations are great *Proof Sources* from other people, better in fact than most testimonials because they cannot be faked. I mean, do you really believe when you read on a website that “JR, Dallas, TX” who vouches for the business is a real person? Beachfront property—Idaho—you know the rest. **LinkedIn** recommendations link back to the profile of the person who recommended you, meaning that whoever is checking you out can learn about the people who think you’re great.

Right in the *Profile* dropdown of **LinkedIn** is a sub-tab on managing recommendations. We talked about this before and you can view the videos for more. You should have two objectives regarding recommendations:

1. Get them, as often as possible and as recent as possible.
2. Make them great.

So how do you do that? In order to get them, first ask the people you know and love who feel the same way about you, provided they’re on **LinkedIn**. The next best way to get recommendations is to give them to past colleagues, current business partners, etc. It takes you all of about five minutes to pen a recommendation for someone you’ve worked with. **LinkedIn** will send each person an email with the recommendation for their review, that when completed and accepted, it will post the recommendation to each person’s profile. As soon as that happens the person you recommended is automatically prompted to return the favor and recommend you. Guess what? 33-50% of them will without being asked.

Better yet is if the recommendee contacts you to say thanks. Now here is your strategy to get a *great* recommendation (use this for website testimonials as well):

1. Say you’re welcome, and ask if the person can return the favor. He’ll say yes or something like, “I’d like to, but I really don’t know what to write.” Of course we both know it is laziness, so you take that burden off of the other person.
2. You say, “I know you’re extremely busy and this can be a pain. How about I rough up something and kick it to you in an email (or **LinkedIn** mail)? If it accurately reflects our work history, copy/paste it into a recommendation. If not, edit as you feel appropriate and do the same. Make sense? He’ll say yes.
3. You say, “Remember that project where we \_\_\_ because you were having that problem of \_\_\_? We implemented the \_\_\_ and if I recall, that resulted in \_\_\_.” If you have an example like that, he’ll remember. “How about I make it about that?”

What have you done? You took the burden of writing a recommendation off of the other person, while maintaining integrity by referencing a real work experience you both know occurred. When you get that recommendation back, it is going to be a solid one, not a simple generic character reference that sounds like it came from your spouse or priest.

“Wait Karl, I don’t know how to write a recommendation like that?” you ask sheepishly. No worries. Use the *CARE* approach as outlined below. You can do this in a few short sentences:

**C***hallenge* – What was the work problem that you helped out with for this colleague, boss or customer?

**A***ction* – What action did you take to save the day?

**R***esults* – The happy ending details.

**E***ndorsement* – A hearty, personal endorsement for you with the offer to contact the person with any questions. The reality is (and tell this to the recommender), less than 10% of people influenced by the recommendation will actually bug that person expressly because of the offer. The recommendation itself says everything necessary.

**EX:** *“Our sales were flatlined and we needed some help. We hired Karl and he came in and provided us with some innovative marketing strategies like [Executive Video Interviews](#) for our site and [optimizing our LinkedIn profiles](#), as well as acting as [interim Sales Manager](#) for two months while we found a full-time person, who he screened and provided initial training for. Website inquiries tripled on our contact form and sales improved by 17% in the next 6 months. I cannot say enough about the impact Karl made on our business performance. Contact me if you need more details.”*

This approach to creating and getting testimonials applies to the ones on your website as well. It works and will provide more credibility for your business. This process alone provides a ton of value over and above the **LinkedIn** optimization if you use it properly.

## LINKEDIN APPLICATIONS

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*Applications to stand out from the crowd.*

**A**pplications are available on **LinkedIn** to better promote your talents, work, projects and even your personality. Check out **Video 5** for more hands-on.



*Video 5 - [Applications](#)*

### WHERE TO FIND APPLICATIONS

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Applications to supplement your profile are found in the *Edit Profile* screen just beneath your *Summary* and before your *Experience*. There is a link to **+Add an application**.

Upon clicking that link, you will find a wide variety of **LinkedIn** applications, always being developed, that you can use absolutely free to enhance your profile. Among them are presentation apps from **Google** and **Slideshare**, reading lists, a company buzz app that monitors **Twitter** chatter on your company, **Wordpress** blog feed links, a couple of Project Space sharing apps, and others that are too numerous to mention. Go to this screen to understand and play with the applications you might like. For this training, I'll go over a few of the ones I like to use.

### COOL APPS TO SHOW YOU OFF

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I like to write. I use Blogging and Article Marketing to market my business and help my clients as well, and I write my own [Smart Blog](#) that displays on my website. The main way I promote myself on **LinkedIn** is to get as much of my content on display or linked up as possible. For me that means RSS feeding my blog, using video marketing with examples of [Executive Video Interviews](#) I have done, and more.

Check out the **Figure** below to see a combined snippet of how **LinkedIn** can display your applications, in this case the **Wordpress** Blog feed and **Slideshare** presentations.

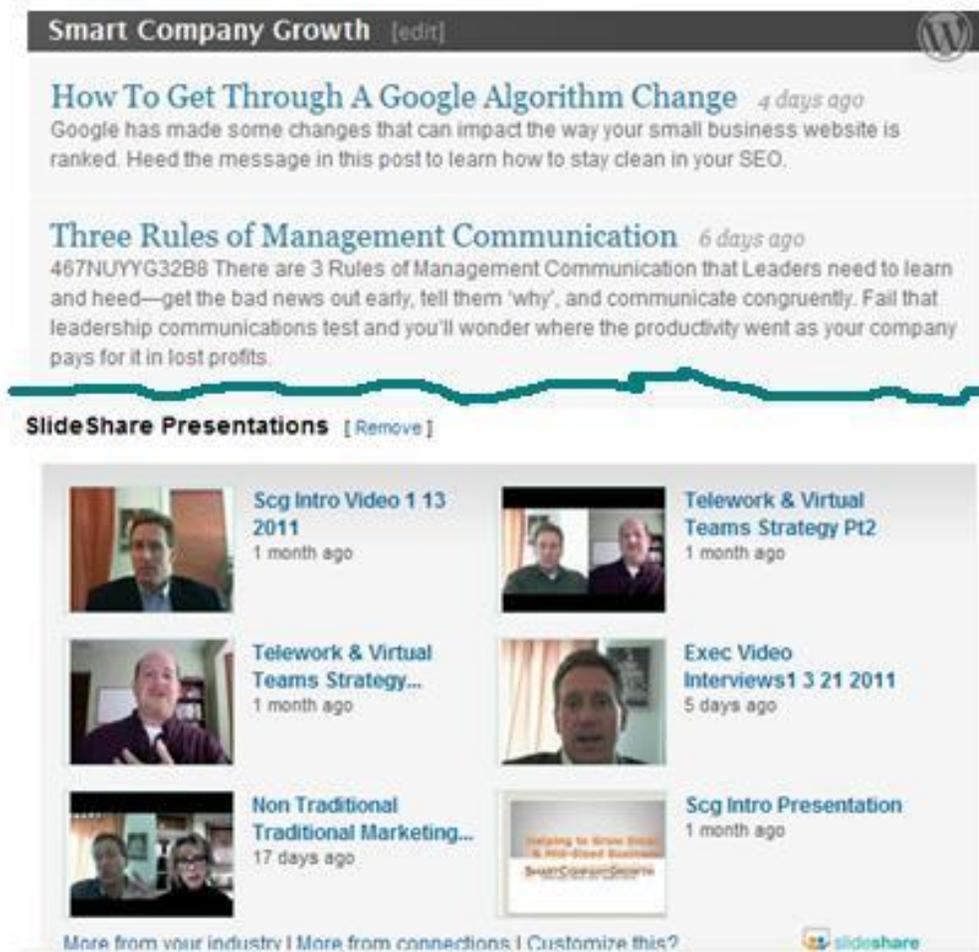


FIGURE 5 - LINKEDIN APPLICATIONS EXAMPLE

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## SHOWCASING YOUR BLOG

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As referenced in **Figure 5**, **WordPress** has an application to feed your blog content right into your **LinkedIn Profile** page. You have the option to feed in either all recent posts (it shows about five of them in summary form with links to your blog) or only posts tagged *LinkedIn*. If you have a blog and are the person who maintains it I don't need to explain tagging to you. In my case, I just let it display all recent posts.

Highlighting your blog does a couple of things. *It showcases your content in a way that delivers value to your viewer, provides link backs to your website/blogsite, puts your writing ability on display, and gives people you might do business with an insight into your thinking and what's important to you.* If this last point scares you, I'd look in the mirror and ask why, but don't include your blog feed.

In my case, I am damn proud of my blog and writing skills. I also have a [Ghost Blogging and Article Marketing](#) service that I do for small business. If I were someone considering that, the first thing I'd want to see is a sample of this dude's blogs. Wah-lah!

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## READING LIST

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This is another **LinkedIn** application that shows people what you've been reading and therefore tells them about your thinking. The application allows you to pick what you've been reading from **Amazon**, comment on it and tag it as either reading now or completed, and recommend it or not. Truth be told, I use a **Barnes and Noble Nook** as my eBook reader, but the application works well regardless as a place for you to recommend things to your audience. Make sure you're actually reading the books you list and not simply trying to look intelligent by listing popular books. Sooner or later that'll backfire on you.

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## WEB VIDEO

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Web Video is a tremendous marketing tool. It's dynamic, it is engaging, and if you're the person on it, it displays your knowledge, media speaking ability (important in some jobs and for professional speakers). I also have a service where I conduct [Executive Video Interviews](#) using **Skype** with small business owners, specialists, and job candidates. For me, I want to put on display my skill of interviewing leading business thinkers. I believe this is a current marketing trend that blends my small business services and [virtual model](#) of doing business, and apparently so do others, as **Inc. Magazine** dug me up online to quote for a piece being published right now.

There is no easy way to get there, but **LinkedIn** does offer a free application from Slideshare that allows you to post videos as well as slide presentations. You can post video content showing product demonstrations, new product releases in the form of a *Video Press Release*, introductions to your business, *Video Resumes*, or things like the aforementioned *Executive Video Interviews* I mentioned above. **Slideshare** allows you to have a live video player showing your most recent video (that may be all you need), or if you have a number of them like me, you can post up to six thumbnails that are one click away from the videos. You can see what this looks like in **Figure 5**.

Part of my [LinkedIn Optimization Service](#) packages is creation of web video and posting to individual profiles using **Slideshare**. Contact me for this or if you want to learn how to do this on your own.

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## ONLINE POLLS

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This is a new application for me that I am trying, written by **LinkedIn**. It is pretty functional but does NOT show up on your profile in its current form, so don't look for a poll directly on my profile. This in my view is a major drawback, but **LinkedIn's** primary purpose is likely to generate back traffic to **LinkedIn** through the posting of polls on individual websites. It allows you to create a poll with up to five multiple choice responses. It shows up on a **LinkedIn** polls page along with hundreds of others, and if you have the application installed on your profile, you can find their polls as a dropdown under the *More* menu tab. When

editing your poll you can copy/paste both a hyperlink tab to link to it and the embed html code to put in your website or blog, plus share on a variety of social media like **Facebook**, **LinkedIn**, and **Twitter**. The active polls have a limited lifespan on **LinkedIn** of 30 days. As I was researching more about polls on **LinkedIn**, I find the easiest way to promote them and get results is to post them to your groups that you're a member of. The more niche the poll and the group, the more targeted your placement should be, giving you a smaller audience but a higher response rate from those who see it. **LinkedIn** provides a somewhat easy way to do this en masse using the share feature when editing any poll you created.

I have found engaging folks on polls can be difficult, but you can obtain some nice market intelligence from poll results with sufficient people responding. This then gives you a way to "create" news on your website, blog, or **LinkedIn** status updates for the world to see. If you're thinking of promoting a certain service, for instance, you can engage the **LinkedIn** community to understand what type of market response it might receive before launching it.

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## DISCUSSION GROUPS

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*Finding and using Groups to your advantage.*

**S**o how do you proactively go about **LinkedIn** and promote yourself and your company? Like-minded people participate in discussion Groups, and so can you. You need to pick the right ones with enough volume of participants, and then participate in the discussion.

A full video on **LinkedIn** Groups is found below.



**Video 6 - [Leveraging Groups](#)**

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### FINDING GROUPS FOR YOU

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There are two main ways to find Groups on **LinkedIn**. **LinkedIn recommendations** and the *Group search*.

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#### LINKEDIN RECOMMENDATIONS

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You find this under the Groups menu tab as a dropdown called *Groups You May Like*. Click on it and **LinkedIn** will identify literally hundreds of groups you might be interested in based upon your profile, **LinkedIn** history, etc. This is a quick way to apply for membership in relevant discussion groups.

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#### GROUP SEARCH

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Using the *Search* dropdown for groups, you can control the display of potential groups for you by using a simple text search.

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#### APPLYING FOR THE RIGHT GROUPS

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Whatever means you use to find your groups, a key to optimization success is finding the right ones. That may depend on you and your interests, but here are a few good rules of thumb.

- **LinkedIn** allows you to follow fifty (50) groups. For max exposure opportunities, find up to fifty.
- Look for groups with large memberships, a thousand or more. Why? If you post items or respond to discussions, large membership groups create much more opportunity for eyeballs on what you have to say. They also tend to be more active due to simple statistics.
- Choose groups that will provide you with four things:
  1. **business opportunities/customers** (what they like)
  2. **information and answers for your profession** (for research, product development, etc.)
  3. **connections & associations** – alumni groups, company(s) you're a part of, your current offline associations
  4. **career opportunities** – these usually use the word jobs in them; job seekers are very active on **LinkedIn** as are sites that cater to them

I tend to focus on business opportunities, where my customers might hang out, but your choice of split is dependent upon your interests and where you're at in life. If you're a job seeker, obviously you'll load up on job groups that post career advice, strategies and job listings.

- Any member group that you apply to that puts you in a pending approval status, give two days and if not approved yet, either send a message to the group leader or cancel the application and find another group. There are thousands.

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## EFFECTIVE USE OF GROUPS

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Groups allow you to be proactive on things that interest you and post discussions, respond to comments, respond to job listings, etc. Engaging in groups is time-consuming work, robbing your most precious commodity from other things you already don't have the time to do. If you do it wrong, you'll quickly determine there is no value in it and stop connecting through these discussions. Look onto the right hand panel of any group in **LinkedIn** and you'll find the top influencers, the movers and shakers of that group. Take a look at their posts and responses to see what is working and what isn't.

**Figure 6** shows a screenshot example of a post from Sales Playbook with responses.

The screenshot shows a LinkedIn group page for "Sales Playbook!". At the top, there are navigation tabs for "Discussions", "Members", "Jobs", "Search", and "More...". A green notification bar at the top states "Your comment has been posted successfully." Below this, a post by Victoria asks, "Do you think everyone should post a picture on their linkedin profile? Or does it matter? If you don't have one uploaded, is there a reason?" The post has 8 comments and is liked by Beulah Hannon. Two responses are visible: Christian Leatham, who suggests photos and mentions a silhouette, and Kristin Hundley, who agrees with Christian. On the right, an "Updates: Last 7 Days" sidebar shows recent activity, including comments from Jeff Struve and Dale Underwood.

FIGURE 6 - GROUP POST AND RESPONSES

## POSTING

Posting to groups allows you to subtly demonstrate expertise in a given niche or market and engage the membership of the group. Posts will link to your profile when you leave them

and enhance your search popularity for that reason alone. Your posts can either provide or seek information.

- **Informational Posts** - Information providing posts should focus on *Value* for the reader—things like useful tips, relevant current news, or referrals to something you have seen or heard that improves their business or personal lives. Many informational posts contain links to other site blogs, your own blog, or webinar event sign-ups that the group members might benefit from. Over the top salesy posts will be ignored by most at best and at worst might get you kicked out of the group, depending upon its rules of engagement. That's where you need to be careful if linking to your site. If you've written a high-value blog that contains great information and you direct them to your site, the reader will appreciate not being sold to and has a greater likelihood of actually surfing your site and seeing your services.
- **Question Posts** – Question posts seek the expertise of the group membership on given things, such as what-if or real case scenarios ("I hired a sales manager and now I need to fire him within 3 months. Anyone else been down this road?"), who knows how to do something you don't, and the aforementioned polls we mentioned in Chapter 5. Skillful posters try to engage readers and begin relationships by

asking pointed and often philosophical questions. For instance, sales groups respond wildly to stuff like, “What’s the greatest sales motivational quote you ever heard?” This is pure relationship building long before a sales attempt is ever made, but there are enough people doing it to suggest it works. Consult your local *Social Media Marketing* (SMM) guru for the best tactics.

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## RESPONDING

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If you don’t have the content to create discussions, responding is even easier, and you get the same value of linking to your profile with opportunities to showcase your value. The most direct means of responding is answering question posts using your expertise in the field. These can be loaded with opinion to make your point, but should portray you in an intelligent light. **Stay positive!** If you’re going to trash somebody else’s post it does nothing for your credibility or likeability. Let the group moderator take care of ejecting spammers. If it isn’t your group, don’t anoint yourself group policeman.

A secondary means of responding is one-click away with the thumbs up *like* post. Read the post or at least enough to know that you like the subject matter. Just for link back value, *likes* do reference back to your profile.

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## PROMOTING

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Just to recap the obvious, the more you post and respond on groups, the more exposure you are getting. Provide intelligence, appropriate wit, and real value and people will read you, comment on your posts, want to connect with you, and begin the relationship that can lead to sales, job opportunities, or whatever else you are here for. If you sound too salesy or needy (“Please give me a job!”) you won’t enhance your **LinkedIn** reputation any or be effective.

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## CREATING YOUR OWN GROUP

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I’m not going to get into the details or how-tos on this because it’s a whole other eBook. Suffice it to say that **LinkedIn** will allow anyone to create a group. It is a two edged sword and is something that I am very wary of with regard to my [LinkedIn Profile Optimization](#) clients because it takes some commitment to doing it right. I’ll simply list the benefits and drawbacks so you can decide for yourself if it is worthwhile to check out.

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## BENEFITS OF CREATING YOUR OWN GROUP

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Creating your own group provides you with near instant credibility in the given field you are in. You become like the guy who “wrote the book on it”. You get the ability to set up the group the way you want to, moderate (or not) discussions, solicit membership, and comment with naked abandon on anybody’s post from a position of authority.

When you create your own group, it becomes a conversation point to connect with strangers (that by the way, you got from other groups you are in).

*“You may be interested in a new Discussion Group I created called \_\_\_\_\_. After looking at your profile I thought not only would this provide value for you, but you might be a perfect person to be a thought leader in the group, posting topics of interest to you and your business. More information and sign up can be found at \_\_\_\_\_”*

**LinkedIn** has the link for the group sign-up page on your group settings page that you get as creator and leader of the group.

We already discussed that your group can be listed as a current job title in your profile, promoting both the group and your inventiveness and effort for creating the community and leading it. Business people who own flourishing groups with lots of member activity have a non-stop reservoir of prospects for their services when promoted the correct way, many of whom see the leader’s mug in the right hand margin and already have some grandfathered in trust established. ***A well oiled group is a lead-generating machine for the creator/manager of it.***

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## DOWNSIDE OF CREATING YOUR OWN GROUP

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By now you already know the downside after reading the upside. I hinted at it a number of times. If you held a party and no one showed up, how do you think that your party would be reviewed in the **Party News**? Uh-huh. If you wrote a book and had a book signing at **Borders** and only one person came to get your signature, how successful would you feel? How many books would you sell?

Managing and promoting a **LinkedIn** group takes a lot of work to get going and a community of people interested. If you can’t get that and your group only has 1-15 people in it, it will suck in the eyes of the online world. I have a small, very niched group called [TheWhite Collar Small Business Network](#). It is not a cash cow for me simply because it doesn’t have my full attention. It has a decent core of members but is not setting records, reflective of how targeted the virtual niche is and the fact that I haven’t invited anybody into the group since its creation five months ago. Right now I use it for promotion of my profile and not as much for marketing purposes through the group. I’m fortunate that there are enough members in this group that when I apply effort to it, I can scale the group up to a few hundred people.

Groups can be only moderately active with fewer than 100 members and still succeed for you, but they cannot be dead. If you don’t have any time to work the group or hire someone to do it for you, don’t create it.

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## CONTACT NETWORK

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*Building and organizing your list.*

Your *Contacts* network on **LinkedIn** is your most valuable resource; for marketing, seeking expertise, and for making sure that many of them know about you and your business, what you do and the value you can contribute.

The final video of this **LinkedIn Profile Optimization** series is *Video 7*, below, taking a step-by-step through LinkedIn *Contacts*.



**Video 7- [Contacts](#)**

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### PHILOSOPHY

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There are networking purists out there who believe that only close friends and business associates should be included in your **LinkedIn** network. You should be able to call on any one of them and ask a favor. To those people I ask this: is everyone you know at the office or place of worship close, someone you can call on in a time of need? Of course not, yet we still associate with them.

**LinkedIn** is an online version of your personal business network, and it can contain both close advisors and colleagues, people you may want to get to that level, and people you may not know at all. If you look at all the **LinkedIn** LIONs (**LinkedIn** Open Networkers) with 10,000+ connections, you'll see that I am not alone on this thinking.

My reasoning is selfish. A larger network exponentially increases the odds of me being found by someone likely to do business with me. I don't monitor every website that pings my blog and republishes my content either, because those links, by and large, increase my search engine optimization. Your **LinkedIn** Contacts are like the Kevin Bacon game on steroids. You remember that game don't you? Name any actor living or dead in the past 25 years and see how many degrees of separation each is from co-starring with Kevin Bacon, the actor. Dude has spread himself around geometrically to get a game named after him. **LinkedIn** deals with degrees of separation too, three of them to be precise, and your

potential network on contacts expand geometrically from your first level network, or direct contacts. I talk about this in **Video 1** and **Video 7**.

Take a look at the **Figure** below. This data is on your **LinkedIn** homepage on the right side, about half way down. These are statistics regarding the reach of your personal network and its impact, to some degree, on how often you are found on searches and people are looking at your profile.



FIGURE 7 - HOMEPAGE STATISTICS

These were just taken from my contact page as I write this. It's early in the day on March 29. Skillful **LinkedIn** networkers kicking it in the groups (see prior chapter) will have numbers that dwarf these. Passive **LinkedIn** members with small networks will have numbers in the *Who's Viewed* box that are much smaller, as in viewed by 8 people in the past 6 months and in 21 searches in the past four weeks.

These statistics are your scorecard on being found, at least partially. This is like your Google analytics telling you how much traffic you get passively from search engines. Top **LinkedIn** users get far more traffic from people following their group posts and activities. Having said that, given the choice most of us would like to be hitting it on the searches too, because that is where unknown opportunities come from.

Much of this search engine find-ability is due to your Contacts list or connections. The magic number is around five hundred (500) contacts. Publicly **LinkedIn** will only display numbers on your profile up to 500, then list you as 500+ connections. Others can't see the numbers on your homepage, only you can. There is a similar, even more detailed breakout of your connections by 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> levels under the *Network Statistics* link at the *Contacts* tab. My numbers as of this minute are 956 1<sup>st</sup>, 653,400 2<sup>nd</sup>, and 16,079,400 3<sup>rd</sup> that I can contact more than 16.7 million users through a **LinkedIn** Introduction.

Why do I say as of this minute? When the numbers get this big, with connections being made every minute through three degrees of separation, they are literally changing by the second. That's how your contact network as **LinkedIn** defines it can grow by 24,000 in less than a day.

I'll never hope to actually communicate with a fraction of these numbers. What this does is expands my *connection circle*. Companies who search for talents, job candidates, etc. Also have a *connection circle*. If you're not in their connection circle, they won't even see you come up on a search return. I polled some power **LinkedIn** users and got some debate on that last statement, some saying that you can turn up in a search even if not in the connection circle of the searcher. I suppose that may be true if the searcher does a targeted, narrow enough search using the *Advanced* search. Your reality is, you won't be in the top one hundred (100) search results since they organize them by, to a large degree, network proximity to the searcher. That's ten screens, after which the user has to pay for a *Premium* account. Wanna bet how many searchers will look past the 2<sup>nd</sup> screen of returns?

## BUILDING

You build your network one contact at a time. You either send them a request to connect or they send you one. **LinkedIn** also limits the ways you can connect to, supposedly, only people you already know or have worked with. The typical **LinkedIn** invitation is shown in **Figure 8**.

Add Connections   Colleagues   Classmates   People You May Know

---

 **Invite Rubye to connect on LinkedIn**

How do you know Rubye?

- Colleague
- Classmate
- We've done business together
- Friend
- Groups
- Other
- I don't know Rubye

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Karl Walinskas

**Important:** Only invite people you know well and who know you. [Find out why.](#)

or

FIGURE 8 - LINKEDIN INVITATION TO CONNECT

If you check off *Colleague, Classmate, We've done business together*, or any others and are lying about it, well, the recipient is likely to not connect and may in fact turn you in to **LinkedIn** as a spammer. **LinkedIn** will also safeguard against these random connections by making you provide an email address for the person your reaching out to if you click on the generic *Friend, Other, or I don't know* buttons. Most emails are not listed on **LinkedIn** profiles and you need to move on to someone else or go the *Introduction* route, and even on the premium account, these are so limited that you won't obtain any rapid scale.

It's for reasons like this that connecting on **LinkedIn** is a contact sport that takes time to build a network, or does it?

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## THE SECRET

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Look, I can't eliminate the time it takes to make contacts on **LinkedIn**, but I can give you a big shortcut. We talked in the last chapter about the power of groups, people with a common interest. Look at **Figure 8** and see there is a *Groups* button you can check off when inviting to connect. If you click on that in order to send your invitation, a list of common groups you share with the recipient will display. In fact, if you have no common groups with the recipient, the radar button itself will not show up on the invite form.

So the secret to connecting with anyone you want on **LinkedIn** using the free account is this: find the groups you want to be in, click on the member tab, and look for interesting people. What makes people interesting? I'd use these criteria:

- They have 350+ contacts, hopefully 500 or more. Your extended network grows faster by connecting with people who have big networks, and the chances of you finding others in their networks that you want to connect and do business with increases as well.
- Their background and location makes them a potential customer or someone who can receive value from knowing you. I say location because if you have a business in Des Moines, IA that is based on local traffic, connecting with someone from China won't help either of you much. Move on to a more appropriate contact.
- Their background and location make you a potential customer for their services, or, even better, there may be a way to collaborate on ideas or joint projects.

You don't have to spend a ridiculous amount of time researching their profiles. Just their headline that shows up in the group listing is usually enough to tell you what you need to know, and if not, if you connect with someone you may never hear from again, it's still a contact (see Philosophy section earlier in this chapter).

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## THE ASKING PROCESS

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This isn't hard. Once you've clicked on the *Invite to Connect* link next to the person you want to hook up with, you need a message. Don't use **LinkedIn**'s standard line, it will lower your chance of being accepted as a connection. Write something more meaningful and use copy/paste to use it to invite others to connect and get a rhythm going.

Here is a decent copy that works for me:

*I saw your profile in the \_\_\_\_ group and you looked like a good person to network with. Please accept my invitation to connect. You never know when a collaboration opportunity may arise.*

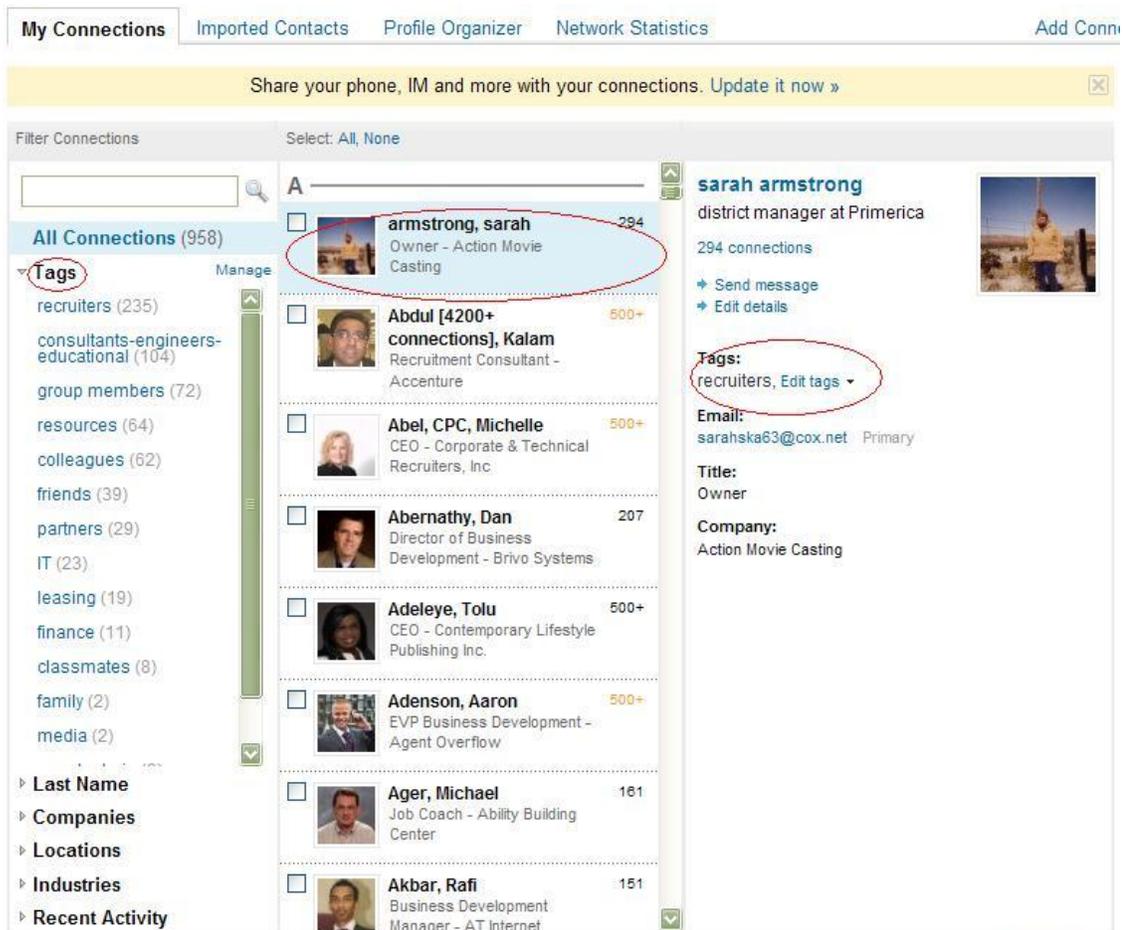
*- Karl Walinskas*

Tailor this to your needs.

**NOTE:** I don't know of a way to extend invitations to a group other than one at a time in an invite blast. That would be great but understand, LinkedIn is looking for meaningful contacts, and that would make it very easy to game the system and soon, everyone has 500+ contacts and that would cease to become any distinction for you at all.

## ORGANIZING

So you've got this list of contacts. If you use the method I described above, most of yours will go into your connections list tagged as *group members*. Remember, if you followed my advice you'll have some contacts that are more meaningful than others and some that you may never use. You need a way to distinguish between them.



236 outstanding sent invitations [Export connections](#)

You simply use tags in your connections list. Take a look at **Figure 9** on the previous page. It is what your contacts list will look like on the click through from the main menu. I've circled the *Tags* heading in the upper left hand corner. Notice it begins alphabetically and you can go through them all. Simply looking at each contact in the list won't tell you how it's tagged, so you need to click on it (not the checkbox, the text or photo). I circled the first contact in my list (also highlighted blue) and on the right pops up some more information about her, including her number of connections, email address and how she is currently tagged. By clicking on the Edit tags link, you can re-classify her or add a tag to somebody who fits more than one category. A person may have been a *classmate* but can also be a *group member* and a *partner*.

This activity can be time consuming, but you are organizing your contacts list no different than you would in **ACT** or **SalesForce**, so it's part of the game you can spend time on if you want to work your network.

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## EXPORTING

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Now that these folks are in your network you can get a little more creative. For instance, **LinkedIn** is not a great contact manager for key contacts. No worries. In the lower right hand corner of **Figure 9** you'll see a tiny little text link called *Export connections*. This allows you to export to a .CSV file and a few other options, and you can take it from there to import to your mail client or contact manager. There are instruction links provided by email system.

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## EMAIL BLASTING

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Another option you have is to send a targeted mail message to up to fifty (50) connections at a time. Simply start clicking on the check boxes left of the names and on the right comes up the option to send a gang message or edit the tags collectively for all that you clicked on.

Most of the **LinkedIn** community is pretty good about spam control, so be very judicious with this feature. If you repeatedly solicit your network using this feature, you soon won't have a network as members will drop. Having said that, if you can offer some real value and are very sensitive to how people feel being solicited, it is there for you. A great use of the group message is to invite people to your group or a group you find interesting. If you start driving them directly to your website or affiliate pages, you're asking for trouble.



## SUMMARY OF LINKEDIN PROFILE OPTIMIZATION

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I'm not going to summarize everything covered in this eBook or the videos you watched. My hands are getting carpal tunnel now from the typing, but I was excited to share this information with you. The following bullets outline what we covered in each chapter of this eBook. Each is linked back to the chapter.

[Chapter 1 - Basic Screen Navigation; What LinkedIn is, How it Works](#)

[Chapter 2 - Creating Your Profile](#)

[Chapter 3 - Settings for Max Visibility](#)

[Chapter 4 - Profile Optimization](#)

[Chapter 5 - LinkedIn Applications](#)

[Chapter 6 - Groups](#)

[Chapter 7 - Your Contacts](#)

**LinkedIn** can be a very powerful tool to promote your career or your small business. It is a good bit of work to do it right and succeed. I encourage you to get familiar with this eBook and videos that accompany it and get all the training you can. **LinkedIn** will not sit still and what you read today (published early 2011) may become obsolete or enhanced tomorrow. Such is the nature of online *SaaS* (Software as a Service).

If you find it overwhelming, yet you want to capitalize on this fantastic tool to increase your exposure, I encourage you to visit our company website [LinkedIn Profile Optimization](#) services. We have three different packages for **LinkedIn** Optimization depending on how much you want us to do that take the headache off of you to do the things we spoke of. The *Diamond* level package not only includes **LinkedIn** Optimization but also your own [Executive Video Interview](#) as part of the package.

***Good Luck and much success being discovered on LinkedIn!***

## ABOUT KARL WALINSKAS

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Karl Walinskas is the CEO and Founder of **Smart Company Growth**, and has spent a career honing skills that have culminated in this company. A degreed Mechanical Engineer from the University of Maryland, he began his career at IBM when it was a very different company, based on hardware rather than consulting. He obtained his Professional Engineer's license more than two decades ago and has, in his words, "proudly never stamped a drawing." Karl's career turned toward smaller companies, even startups, where he initially became a management consultant to small manufacturing firms, and in the past ten years plus he has served as Director, Vice President, or Chief Operating Officer of functions ranging from Sales to

Engineering to Operations to Supply Chain Management and all points in between. He has worked for businesses ranging in total sales of \$1 million to \$50 billion, primarily B2B and predominantly engaged in manufacturing either consumer products or systems and equipment. This diversity of business experience, both vertically in industry and horizontally across function, has provided a global overview of how small business operates that Karl now brings to **Smart Company Growth**.

Karl has additionally been a professional speaker, speech coach, trainer and facilitator in the fields of Business Communications and Leadership, getting formal training in the art as a member of the **National Speaker's Association (NSA)**. A frequent contributor to business journals, industry periodicals, trade association magazines, and internet sites including **America Online**, and author of **GETTING CONNECTED THROUGH EXCEPTIONAL LEADERSHIP** and the **SELLING SOLUTIONS** audioprogram (see Amazon archives), Karl has been writing for business for many years, blogging before blogging was cool. Of course, now he authors the [Smart Blog](#) for small business, providing practices and techniques for today's small business to compete locally and globally.

With the goal in mind of working on the business rather than for the business, Karl has adapted the [virtual business model](#) to allow for much more time working for his customers, less time in non-purposeful travel, and more time with his family. He lives on the beautiful Eastern Shore of Maryland with his wife and son, and can be found boating, waterskiing, and Daddying if you need him.

## ABOUT SMART COMPANY GROWTH

**Smart Company Growth** is a small business growth consulting firm that helps small and mid-sized businesses to GROW SUSTAINABLY through application of best practices in BUSINESS DEVELOPMENT STRATEGY and COST CONTROL through better cash flow. The virtual business model provides you with key help for your business at a SUPERIOR VALUE, unencumbered by brick and mortar overhead expenses.

 <b>OPTIMIZATION</b>  <p>LinkedIn Profile Optimization for Top Execs for Small Business sales opportunities and job candidate success.</p>	 <b>ENERGY SOLUTIONS</b> <p>Big savings on company electricity and natural gas with Energy Choice quotes from 30 power providers at <b>iPower6</b>.</p>
 <b>WEB VIDEO</b> <p>Executive Video Interviews bring 3<sup>rd</sup> Party credibility marketing capabilities, new products, employee talents &amp; more.</p>	 <b>EQUIPMENT FINANCE</b> <p>Cash available for Business Equipment to grow your business: IT, inspection/test, vehicles, medical, process &amp; more.</p>
<b>VIRTUAL MNGMT</b>  <p>Interim and Special Projects Outsourcing for Virtual Sales Management, Project Management, and Negotiation.</p>	 <b>virtual mastermind</b> <small>virtual-mastermind.com</small> <p>Small Business Owner &amp; Entrepreneur Online Mastermind Group Executive Leadership Development for Success.</p>

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