

LINKEDIN PERSONAL BRANDING FOR TECH CEOS & LEADERS




proresource



How to Use LinkedIn to Build
Your Executive Brand &
Advance Your Business Goals

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TABLE OF CONTENTS

1. Why Your Personal Brand Matters

2. LinkedIn Profile Essentials

- Profile Photo
- Header Graphic
- Headline
- Summary
- Experience
- Contact Info
- Education
- Volunteer Experience
- Skills & Endorsements
- Recommendations
- Accomplishments

3. Your Network

- Build Your Network Strategically
- How to Introduce Yourself
- How to Follow Up

4. Building Relationships

- How to Stay in Touch
- What to Post
- How to Get People to Engage with You

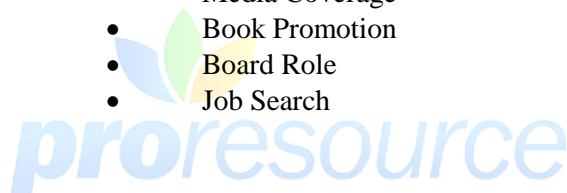


5. Thought Leadership

- Blogging
- Video

6. Strategies for Specific Situations

- Lead Generation
- Recruiting
- Product Launches
- Speaking Engagements
- Media Coverage
- Book Promotion
- Board Role
- Job Search

The logo for proresource features a stylized graphic of three overlapping leaves in blue, green, and yellow, positioned to the left of the word "proresource" in a light blue, lowercase, sans-serif font.

Chapter 1

Why Your Personal Brand Matters

When you build a strong personal brand, you attract the people who believe what you believe, want what you want, and can help you get there faster.

Over the years, throughout your career, you have built a strong personal brand. That brand has been a critical part of your success. People have chosen to do business with you, invest in you, hire you, work for you, partner with you – all because of who you are.

But how visible is your brand online? For many CEOs and executives, their brand only reaches people who know them personally. That limits their ability to make an impact.

To maximize your personal leverage and give your business the greatest advantage, you need to make your brand visible online. You need to craft your brand authentically, so it reflects who you

are and delivers the information you want people to know about you. When you do that effectively, you attract the right people and get them excited about doing business with you.

This ebook is about how to build your brand on LinkedIn.

LinkedIn is rapidly becoming your professional presence online. Google yourself, and your LinkedIn profile will be near the top of the search results. Use Outlook 365? The LinkedIn profile of people who email you is a click away. Both Google and Microsoft are driving people to your LinkedIn profile.

Take advantage of this! Use LinkedIn to feed these people the exact information you want them to have about you. Share your story, advocate for your solutions, promote your company culture.

In this ebook, we show you how to put LinkedIn to work for you – to create a personal presence that impresses people, educates them, and prepares them to engage with you.

The focus is on strategy – what to do, rather than how to do it.

We haven't included how-to screenshots in part because LinkedIn is so intuitive, we don't think they are needed. But it's also because LinkedIn changes constantly, so any screenshots and



instructions would be out of date quickly. If you need to learn how to do something, just do a quick search on Google or YouTube.

Now let's get started...

Judy Schramm, CEO
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Chapter 2

LinkedIn Profile Essentials

Use your LinkedIn profile to make people feel like they know you, like you, and can trust you.

When someone googles you, your LinkedIn profile is likely to be the #1 or #2 search result.

This is your opportunity to give those people the exact information you want them to have – to impress them, build trust, and create opportunities to engage.

But of all the people who google you, who matters? Which of the people who come to your LinkedIn profile do you want to impress? Who do you want to trust you? Who do you want to engage with you?

Write your profile for those people.

Once upon a time, LinkedIn was a resumé database. It isn't just resúmes anymore. If you are looking for a new job, by all means, write your profile to attract recruiters. But if you are doing lead generation, write to customers. If you are in hiring mode, write to prospective employees.

Later in the book, we discuss tailoring your profile to specific objectives. Here, we'll talk more generally and share best practices.

Profile Photo

LinkedIn says profiles with a photo receive 14x more views. But don't just upload a casual photo. Use a professional headshot – it's worth the investment. In our own experiments, a higher quality photo increased profile views by 32%.

We recommend using a photographer who specializes in social media headshots. A good photographer will light you so you look younger and slimmer, but more importantly, they will capture your personality so your brand comes through in a powerful way.



Header Graphic

One of the easiest and most impactful changes you can make to your profile is to add a header image behind your profile photo. Choose a strong graphic that makes a statement about your personal brand.

Here are some good options:

- For corporate branding, use your logo or an image from the home page of your website.
- To promote company culture, use a photo of your team or a collage of employee photos.
- To demonstrate authority, use a photo of a speaking engagement, your book or a TV appearance.
- To highlight your location, use a cityscape or photo of a well-known landmark.

Make sure you own the photo or have permission to use it. The current ideal image size is 1584 x 396 pixels (4:1 ratio).

Note: LinkedIn's user interface is responsive, which means your header graphic will display differently depending on the device used to view the profile. You can't fully control the placement of your logo and any text.



Headline

Your headline is the line that appears immediately below your name at the top of your profile.

By default, LinkedIn populates the headline with your current job title and company. But don't use the default.

Need Examples?

The Resources section of the ProResource website includes lists of excellent LinkedIn profiles with strong headlines.

Use your headline to tell people **who** you help and how you can help them. Make it keyword-rich and compelling.

Your headline can have up to 120 characters, including spaces. Put the most important information at the beginning, since in some places the headline will be truncated.

Use | or * or a comma to separate concepts and make your headline more readable. Some people use emojis or wingdings, but while they make your title stand out, they can look spammy.



Summary

Your summary is like the cover letter for your LinkedIn profile. This is the best place to tell your story.

- Share your why. If you are a founder, include why you started the business.
- Share your mission. Why does what you do have meaning to you?
- Share your vision. What are you working towards?
- Share your who. Who do you work with? How do you help them?
- Share your traction. What milestones have you hit? What are you most proud of?

The first three lines are critical. For people to read the rest they have to click on “Show more,” so grab their attention early and get them interested. We like to begin with a story, which is the most effective way to draw people in. But anything interesting or unusual will work.

Speak in the language of your audience. Feel free to use industry buzzwords if your goal is to connect with educated prospects and demonstrate expertise. But if the people you are targeting won't necessarily recognize those terms, stick with plain English so everyone can understand your value proposition.



Give people a sense of your personality, and feel free to let them see your passion for what you do. You'll attract others who feel the same way.

The trend right now is towards shorter summaries. But you have 2000 characters to work with, which is about 200 words. Take as much space as you need to tell your story - people will read it all if they are interested.

Add videos, podcasts, presentations, images and documents to your summary to provide good next steps for people who want to learn more.

Summary Tips

1. Write in the first person
2. Incorporate keywords
3. End with a call to action



Experience

In this section, you share how you acquired your expertise.

You probably already have your job titles, companies and dates filled in. Now add the details. Here are the three items you should include for each job:

1. Unless the company is a household name, start with a sentence or two that explains what the business does. Not sure what to say? Go to the company's website and look at the About page.
2. What was your role? What were your responsibilities?
3. What were your accomplishments? What are you proud of?

You can also add videos, documents and images to each job, the same as you did with the summary.

Are Company Logos Visible for Each Job?

If not, you need to connect to the LinkedIn page for that business. Click on the pencil icon to edit the company name. Start typing, and LinkedIn will bring up a list of companies. Select the correct one and save. You should now see the logo.



Contact Info

You can include up to three links to websites and blogs. Link to your company website and blog first. Then think about other online resources people will find valuable – maybe your jobs page? Or include a link to your calendar so people can easily schedule a call.

If you want people to contact you, include a work email.

Are you active on Twitter? Add your Twitter ID to your LinkedIn account. You can also add WeChat, Skype, and other IM accounts.

SEO Tip

Incoming links from an authority site like LinkedIn can give your company's search engine visibility a boost, so make sure your whole team uses those links.

LinkedIn allows you to personalize the URL of your profile. We recommend doing this. A personalized URL is easier to remember and share.



Education

Pretty straightforward – add your degrees, the institution, dates, and any other relevant info.

Did you participate with a society or club relevant to your industry? Did you complete a thesis or other major project? Did you play varsity soccer? Were you in a sorority? The Education section can be a good space to show how well-rounded you are and provide talking points that help people build rapport with you.

If you want to highlight your experience over your age, consider removing the dates from the Education section.

Volunteer Experience & Causes

Volunteering shows you care about your community and believe in giving back.

When you add an association, non-profit or cause to your profile, you promote that organization and spread the word about their mission.

If you are on a board and want to draw attention to that role, you can include it as a job in the experience section. Just drag and drop below your primary role.



Skills & Endorsements

You can list up to 50 skills and sort them in order of importance. The top three will be visible on your profile, along with who endorsed you for that skill. The others will be visible after clicking “Show more.”

LinkedIn has more than 14,000 skills included in its database. Simply start typing and LinkedIn will auto-complete, suggesting up to 10 options.

For a well-rounded portfolio of skills, include these types:

- Services your company offers
- Industries you serve
- Skills related to your current role
- Business buzzwords such as HIPAA, SOX, HER, EMR, PCI
- Technical skills such as certifications, platforms, languages, software, tools
- Management skills such as leadership, project management, business strategy



Recommendations

Recommendations on LinkedIn are short statements from connections who have worked with you. They are useful because people who visit your profile can see who has endorsed you and what they said about your work.

The simplest way to get recommendations is to give recommendations. Write them for the people whose recommendations you'd like. Most will return the favor.

Another way to get recommendations is to draft them yourself. You can request a recommendation and say "I was hoping you could say something like this..." This makes it much easier for the person you are asking because they don't have to figure out what to say – they can simply modify your suggestion.

Get recommendations from a variety of people, such as customers, direct reports, partners, and peers.



Accomplishments

Everything else goes here. This is your opportunity to show your range, highlight awards, and include quirky details. Sections include:

- Certifications
- Honors & Awards
- Languages
- Patents
- Projects
- Publications
- Organizations

Put articles, books, ebooks, and podcasts in Publications. You can include quality articles written by you, about you, or about your business.

Projects is a useful section where you can include mini case studies or highlight particularly interesting projects where you played a key role.



Final Tips

1. Proof your profile, looking for spelling, grammar, and formatting errors. Typos make your profile look sloppy.
2. Incorporate keywords. Do some research on what keywords your audience uses and include those in your profile. The most important places to put keywords are your headline, summary, experience, and skills.
3. Don't let your profile get stale. Update quarterly with new videos, articles, and accomplishments. Changing your header graphic is a good way to keep your profile fresh.



Chapter 3

Your Network

*Fill your network with people you want
paying attention to you.*

Now that you have a strong LinkedIn profile, the next step is to build your network.

The magic number in LinkedIn is 500 connections – but don't focus on quantity as much as quality. You want to design your network so it is full of people you care about, who can be useful to you.

Build Your Network Strategically

There are three types of people you will want to connect with:

1. People you want to stay in touch with
2. People you want to do business with
3. People who are connected to and respected by your audience

The first group is straightforward. When you meet someone interesting and have a good conversation, invite them to connect.

With the second group, be proactive. LinkedIn is the perfect place to identify people who would make good clients and introduce yourself. Once connected, you have permission to stay in touch with them – and they will keep their own contact information up-to-date for you.

The third group matters because LinkedIn shows people what connections you have in common. If visitors see that you are connected to people they know and respect, you gain instant credibility.

Who should you be connected to? Here's a short list:

Customers

Customers are some of your best connections. But don't just connect with your primary contact. Here's why:

- Your contact may leave (even if it's the CEO).
- There are usually opportunities to expand revenue by identifying other departments where you could help.
- The more people you are connected to in the organization, the more credibility you have when you invite someone else to



connect. For example, if you are connected to 30 people at IBM, that's much more impressive than just two or three.

- The more people you are connected to, the more insight you have into what's going on at the company. LinkedIn notifies you when people get promoted or change jobs, which can be very useful.

Consider other people in the contact's company even if you haven't necessarily worked with them on a project. You could simply send a connection request with a personal note that says, "I work with [primary contact's name] and would like to connect with you. Let me know if I can help with any resources."

Prospects

Anytime you meet a prospect — whether through a webinar, demo, conference, free consult or initial conversation — take the opportunity to connect on LinkedIn.

Suspects

These are people you want to work with but haven't yet met. Prepare to introduce yourself to a decision-maker by connecting with others in the company. Look for employees with whom you can connect quickly, typically those who have a premium version of LinkedIn or a large network. Make enough connections and you will more easily reach the decision-makers.



Referrers

These are people who can refer business to you. They might have services that complement yours, do similar work with smaller businesses or larger accounts, or work in a nearby territory.

Most people will accept an invitation to connect that says “It looks like we work with similar types of clients. Could we set up a call so I can learn more about your business and your ideal clients? I’d like to be able to refer people to you.”

Employees

Sometimes we overlook staff in our own companies. If you work in a larger firm, there’s strategic value in connecting with people in other departments.

Vendors

Vendors are connected with many people in an industry, can be a good source of intelligence, and are often willing to provide recommendations.

Influencers

Connect with influencers such as consultants, experts, and speakers at conferences. If you mention something they have written or tell them you enjoyed their talk, many will be happy to connect.



Media

Editors, reporters, columnists, podcasters, bloggers and freelance writers from your industry make great connections. You may want to do a few touches first, by interacting with them on Twitter, or reading and commenting on their blog. Take your time and build the relationship. It can turn into press coverage for your business down the road.

Associations

Association executives are usually extremely well-connected. Consider asking the executive director, subject matter experts, board members and committee leaders to connect. As with influencers and the media, pay attention to what they are doing and support the organization.



How to Introduce Yourself

Even prospecting experts struggle to come up with an introduction strategy for LinkedIn that doesn't sound contrived. Of course, we have good intentions. However, our prospects don't know this when they get a LinkedIn message. They go on high alert ready to sniff out a sales message — and we know how they feel because we are on the receiving end too.

Always personalize your invitation! Include the following information:

- **Why them?** Why did you choose them?
- **Why you?** How can you help them? What do you have to offer?
- **What to do?** The assumption is that you want them to connect, but maybe you want their feedback on an idea or to tell them about an event.

You get 300 characters (35-50 words), so you need to be concise. And they will only see the first 75 characters unless they click “More,” so put the most important information at the beginning.

Note that you can now include an email address, phone or URL in your connect request.

It's also important to know that if people feel that your connect request is too pushy, they can report you to LinkedIn. If they tell LinkedIn they don't



know you, this is referred to as an IDK, meaning “I Don’t Know.” LinkedIn can limit your account if you receive as few as five IDKs.

Here are some strategies to make your introduction relevant and interesting:

1. Share a common connection.

In browsing LinkedIn, you may discover you share a common connection with the person you wish to contact. Use that connection as a way to introduce yourself.

“I noticed you are connected to John Smith. He and I worked together when we were at ABC Company.”

“I noticed that we both know Jane Doe. She did some great work for my software company. I thought I’d introduce myself and see if you’d like to connect.”

2. Comment on their blog post.

Who doesn’t love getting an intelligent comment on a blog post? Mention one of their blog posts and why you found it valuable.

“I read your blog post about AI for associations and enjoyed your insights. Looking forward to reading more.”



3. Follow up on a profile visit.

Most people on LinkedIn know that we can see who visited our profile, which provides another good source for an opening.

“I notice that you viewed my profile. Were you looking for something specific? Maybe I can help you or point the way.”

4. Congratulate them on a promotion or job change.

This provides an excellent opportunity to reach out, since people in a new role often look to buy new products or services.

“Congratulations on your promotion to VP of Enterprise Sales. Let me ask... if sales training is on your radar, could we have a call? We have a new training program that improves close rates by up to 37%.”

5. Mention a press release or news story.

If you're following a company, you might be aware of some recent news. This can provide a good opener to introduce yourself.

“I saw in the news that your company is moving into my neighborhood. Welcome! I hope you like it here as much as I do.”



“I heard that your company is moving to a new office. I have some IT strategies that could cut the cost of securing your network. Could I share them with you?”

6. Refer to a comment in social media.

Maybe a tweet catches your eye. You looked up the person’s Twitter profile and would be interested in connecting.

“Caught your tweet about selecting the right accounting firm and enjoyed reading your article. Would you be open to connecting?”

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How to Follow Up

Your work is not over when your connection request is accepted. Especially if your goal is lead generation, follow up with a short note.

- If you made an offer in your initial message, deliver on what you offered.
- Otherwise, do you have a relevant educational resource you can pass along right away?
- Or simply offer to help if they ever need it.

Don't assume that someone who accepted your connection is interested in buying from you, and immediately start selling. Check in with them to see if they have one of the problems you can solve and if this is a good time for a conversation. If not, focus on providing value – be gently persistent but leave them in control of the relationship.



Chapter 4

Building Relationships

Everyone pays attention to who is paying attention to them.

After your initial follow-up, you will want to stay active on LinkedIn so you keep your name in front of your connections and maintain mindshare. You also want to get them to engage and move the conversation off LinkedIn into the real world.

How to Stay in Touch

Here are the easiest ways to stay in touch and maintain mindshare:

1. Congratulate!

LinkedIn notifies you when one of your connections is mentioned in the news, publishes a blog post, gets promoted or changes jobs. (Note that someone who changes their headline can turn up in your news feed as a job change, so make

sure their job has actually changed before you congratulate them.)

LinkedIn also alerts you about birthdays and “work anniversaries.” All of these offer opportunities to touch base, find out what’s new, and get a conversation started.

2. Like, comment and share blog posts.

Check your news feed (on your home page) for status updates and blog posts published by your connections. When you like, comment on or share those items, your connections know you are paying attention to them.

3. Endorse them.

Once you are connected to someone, you have permission to endorse them. Choose one skill you know they have and are proud of, and endorse that skill.

4. Share relevant articles.

Most of the time, when you read a great article, you will want to share it on LinkedIn as a status update. But sometimes you find articles that are especially relevant for certain connections. You can send people a personal message saying you saw the article and thought of them.



What to Post

Sharing educational articles is an excellent way to maintain mindshare and add value to your network.

While some of the articles you share will be industry news and blog posts from thought leaders in your market, you don't want to only share things your connections have probably already seen. Cultivate sources they likely haven't come across. Good sources include:

- LinkedIn Influencers from other industries
- Quality publications they may subscribe to but might be too busy to read fully, such as the Harvard Business Review, McKinsey Quarterly, and the Economist
- Podcasts
- Blog posts

What type of information should you share? Content that is relevant and helpful to them in their job. Information such as:

- Industry news
- Data they can use
- New tools or services that could solve a common problem
- Tips about how to do something useful



When you share information like this, it demonstrates expertise. Here's a secret... the more technical the information you share, the deeper your expertise is assumed to be.

When you share an article, you provide greater value if you add a comment:

- Tell people why you found it useful
- Say who else might find it interesting
- Quote from the article, or
- Share data cited in the article.

There's no need to share many articles – LinkedIn isn't Twitter! One per week is enough. If you are liking and commenting on your connections' posts, you will have plenty of activity in your account.



How to Get People to Engage with You

When you get people to engage with your status updates, your information becomes visible to their connections. This can vastly increase your reach. So how do you get people to engage? Here are a few tips:

1. Engage with them.

The law of reciprocity applies to social media. If you consistently engage with someone's content, they are much more likely to engage with yours.

2. Ask questions that can be answered in a few words.

Most people are doing something else while they are on LinkedIn. They might be in line at Starbucks, on a conference call, or watching their kids play soccer. They are probably on their phone, which makes it hard to type. Make it easy for them to engage, and they are more likely to do it.

3. Give them a reason to engage.

Let them feel their voice matters and ask questions on which they are likely to have an opinion.



- We're trying to decide whether to have a blockchain track at our next conference. Yes or no?
- I'm writing some blog posts about CEO social activism. If this is a topic that interests you, would you be willing to take our 2-minute survey?

4. Ask favors.

This might seem counter-intuitive, but there's good science around the benefits of asking people for favors. Whether they do the favor or not, the data shows that they think more highly of you for having asked. So from time to time, ask for a favor.

They are more likely to do it if they will get something out of it. You might ask them to take a quick 2-minute survey about a hot topic in your industry.

Don't ask often – quarterly is plenty – but this can be a powerful tool in your relationship-building arsenal.

5. Move off LinkedIn.

LinkedIn is a great place to meet people, start building relationships, and maintain mindshare in a lightweight way. But if you really want to advance the relationship you will need to talk to them.



Ask for a short conversation. We find asking for a 10-minute call works well.

Give them a reason to talk – don't just say you want to learn more about them and their business. No one has time for that. Instead, offer value. Make sure they will get something out of it and explain what that is.



Chapter 5

Thought Leadership

When you are seen as a thought leader, more people are aware of you and your business, it is easier to get people to take your calls, you can charge higher prices, and you attract a higher caliber employee.

LinkedIn is the ideal place to make your thought leadership visible.

Blogging

Every user on LinkedIn – even those with free accounts – has the ability to publish blog posts, which LinkedIn refers to as “articles.” When you publish on LinkedIn, everyone in your network is notified. That immediately gives you higher readership than publishing on your website.

When those people read, like and comment, the blog post becomes visible to their networks.

The blog post stays visible on your profile, so people who come to view your profile can read it.

And the blog post is available to Google and other search engines. A blog post published on LinkedIn will rank higher than one on your website, because LinkedIn is an authority site.

By publishing blog posts on LinkedIn, you substantially increase your visibility. Here are some tips:

1. How often should you publish?

For most CEOs and leaders, one a month is the ideal frequency. But one a quarter is fine too. Your company may publish daily or weekly, but no one expects that frequency from an executive.

2. How long should a blog post be?

Shoot for 500-1000 words. But don't worry about the length – make it as long or short as it needs to be to tell the story.

3. What should you write about?

Write as a leader. Share your insights, vision, and perspective. Answer questions you are asked frequently. Tell stories, especially stories about your customers.



Video

Video gets 1200% more engagement than other types of posts. LinkedIn is currently giving more exposure to video than to blog posts, articles, or updates. If you are comfortable in front of a camera, take advantage of this opportunity to get your message out there.

Native videos – informal videos taken with a phone – are watched three times longer than professionally packaged videos. They provide the easiest and least expensive way to get started with videos.

Try using video for customer stories, sharing the excitement of live events, or offering bite-sized tips. Here are some tips:

- Invest in quality lighting and a good microphone.
- Choose a simple but interesting backdrop.
- Keep your videos short, ideally under a minute.
- Add captions because many people prefer to watch with the sound off.



Chapter 6

Strategies for Specific Situations

Tailor what you do on LinkedIn to accomplish your business goals.

So far we have been sharing advice relevant for CEOs and leaders in general. Now, let's talk about what you can do on LinkedIn to advance specific business goals.

For all of these strategies, there is a unifying theme – tailor your profile and activity to attract the type of people you want to impress. You need to demonstrate expertise in the areas those people care about and build credibility so they are comfortable doing business with you. Then stay active on LinkedIn so when an opportunity arises, you're the person they think of.

Lead Generation

LinkedIn is the perfect place to prospect for any company that sells to professionals or executives. You can identify ideal customers, introduce yourself, educate people, maintain mindshare, and build relationships. In fact, LinkedIn is responsible for 80% of all B2B leads from social media. Here are some tips to help you optimize your profile for selling:

On your profile

- Talk to customers. Talk about who you help and how you help them.
- Tell the story of your expertise, so people appreciate the value you bring to a sales conversation.
- Share why what you do matters to you. Allow people to see that it's more than just a job.
- Show you give back. Include charities and non-profits you support. This helps build trust.
- Align your profile with your customers. Use industry-specific or technical language where appropriate. Allow customers to see that you are like them.
- Build talking points into your profile, such as organizations you support or quirky details about your background. These make good conversation-starters.



With your network

- People who come to your profile will be able to see what connections you have in common. Connect with influencers, association executives, consultants, editors and others who are respected in your industry and community.
- Also connect to current clients, prospects, partners, and other members of your team.

In status updates

- Share company news and accomplishments, but don't only talk about your business. Interact with thought leaders, partners, and customers.
- Congratulate partners, customers, prospects and others on their wins.
- If you are comfortable doing live video, take advantage of LinkedIn video to share your insights at conferences.

Blog/video about

- Customer stories. A mini case study, written from your perspective, makes a great blog post.
- Answer questions you are asked frequently.
- Provide insights into current trends in your industry.



Recruiting

When your leadership team and hiring managers have strong personal brands you are able to attract higher caliber candidates and gain a competitive advantage in recruiting. Here are a few tips on using your personal brand to enhance recruiting.

On your profile

- Mention that you are hiring in your headline or near the top of your summary.
- Make sure your contact information is visible.
- In your summary, talk about your company culture, your leadership philosophy, the type of person you want to hire and the type of people who thrive in your organization.
- Upload photos and videos of your team.
- Ask for recommendations from people who work for you.
- Give recommendations to people who work for you, showing that you appreciate their hard work.
- If your company has received any “best places to work” awards, feature those on your profile.
- If your company volunteers as a team, include that in the volunteer section.



With your network

- Connect with people who are respected by the type of people you want to hire.
- Connect with people who can make referrals: employees, colleagues, and peers.

In status updates

- Show your traction.
- Share blog posts that support your management style, philosophy and culture.
- Share news that aligns you with the type of people you want to hire.
- Like and share updates from employees and peers.

Blog/video about

- Company culture.
- Management style.
- Leadership.
- Work/life balance.
- Training.
- Company values.
- Why you offer the benefits you do.
- How you value whatever demographic or role you are recruiting.
- Diversity.
- What's cool or unique about your company.



Product Launches

When you're launching a new product, you are in the spotlight. Customers, prospects, and partners are more likely to google you. Editors and reporters may go to your LinkedIn profile to get background information before interviewing you. Make sure your LinkedIn profile and activity tell the story of your new product.

On your profile

- Add a paragraph about your new solution to your summary or current job description.
- Upload a datasheet, brochure, PowerPoint or video that introduces the new product and provides details.
- If the product is a major departure from what you usually do, rework your headline to incorporate the new theme.
- Add keywords related to the product throughout your profile.
- Update your header graphic to include an image of the new product.

With your network

- Connect to influencers who are relevant to the new product. This might include prospects, industry experts, or the media.
- Also connect to beta users and partners who are involved in the launch.



- Test the value proposition on some of the individuals in your network. Run experiments to see which way of explaining the new product gets people most excited.

In status updates

- Start sharing updates about the problem you have solved well before the launch. Pay particular attention to sharing articles that quantify the problem or make a strong case for solving it.
- Share updates about techniques your solution uses.
- If you have new partners for this product, share their news. When they share information about your launch, make sure you like and share their posts.

Blog/video about

- The problem you have solved – this is much more useful than talking about the solution, especially in the beginning. You want people to fully understand why this is a big problem that was worth solving, why it is essential that they solve it in their company, and why your solution is better than the other alternatives.
- Results from beta users (with permission).



Speaking Engagements

If you want more speaking engagements, you can use LinkedIn to become more findable. You can also share video clips that show how dynamic you are.

On your profile

- Include the word “speaker” or “keynote speaker” in your headline.
- Mention your speaking engagements in your summary. Talk about why you enjoy speaking and what you bring to an event.
- Use a photo of you speaking as your header graphic.
- Upload video clips from speaking engagements.
- Upload PowerPoints or handouts from some of your presentations.
- Ask people who hired you to speak or who have heard you speak to give you recommendations.
- List public speaking and related topics as skills and seek endorsements for those skills.

With your network

- Connect with people who typically hire speakers, such as association executives and meeting planners.



- Connect with other industry experts and speakers on this topic.
- Connect with media.

In status updates

- Share news about topics you speak about.
- Like and share blog posts from other experts.
- Like and share news from organizations where you would like to speak.

Blog/video about

- Topics you like to speak about. Share tips and expert advice.
- Your unique viewpoint. The more you differentiate yourself, the easier it is to get speaking engagements.
- Your perspective on industry trends, best practices, current events or future directions.



Media Coverage

Do you want to be quoted in the press? Featured as a guest on the news or a talk show? Be on more podcasts? Use your LinkedIn presence to demonstrate subject matter expertise and show that you are media-savvy.

On your profile

- Include keywords about your area of expertise in your headline.
- Mention prior media coverage in your summary.
- Use a photo of you speaking as your header graphic.
- Upload video clips from TV appearances, podcast interviews, and articles written by or about you.

With your network

- Connect with producers, podcasters, and bookers.
- Connect with other industry experts and speakers on this topic.

In status updates

- Share news about your area of expertise.
- Like and share blog posts from other experts.
- Like and share news from organizations where you would like to speak.



Blog/video about

- Your area of expertise.
- Your unique viewpoint or perspective.
The more you differentiate yourself, the easier it is to get booked.



Book Promotion

LinkedIn is the perfect place to promote business books.

On your profile

- Include the word “author” in your headline. If the title of the book is short, you might include the title. Alternatively, you could say what the book is about and who it is for.
- Create a header graphic that includes the cover of the book.
- Mention the book in your summary. Talk about why you wrote it, who it is for, when it will be published and how to get a copy. If you are doing speaking engagements to promote the book, mention that too.
- Upload the cover of the book to your summary or your current job. Consider uploading the introduction or a sample chapter.
- Add a link to Amazon or wherever people can buy a copy in your Contact and Personal Info section, as one of your website links.
- Ask people who have read early drafts to provide a recommendation.
- Include skills related to being an author as well as skills related to the topic of the book.



- Join groups for authors.
- Add the book to the publications section of your profile.
- Upload podcasts, reviews, and clips from TV appearances.

With your network

- Make sure you are connected to the people who helped with your book, including editors, your publisher, and anyone who reviewed it.
- Connect with other industry experts and speakers on this topic.
- Connect with media.

In status updates

- Share the news about your book being published.
- You can also share the excitement as you launch the book, such as being a best-seller in your category on Amazon.

Blog/video about

- The topic of the book. This can become a series of blog posts, even one or two on each chapter for a non-fiction book.
- For a non-fiction book, your blog posts might include case studies.
- For a fiction book you might blog about the research, writing, editing or publishing process.



Board Role

Consider what you bring to an advisory board, non-profit board, or board of directors. What role can you fill? What knowledge and experience do you bring to the table? Package yourself and make sure your LinkedIn presence tells that story.

Being active on LinkedIn brings you to the attention of more people and helps you maintain mindshare with people in your network who can refer you. Here are some tips:

On your profile

- Showcase the expertise most likely to be in demand.
- Incorporate a wide range of keywords throughout your profile.
- Use a header background photo from a conference or speaking engagement.

With your network

- Connect with other CEOs in your industry.
- Consider connecting with executive recruiters, executives at private equity and venture capital firms, and others who can make board recommendations.

In status updates

- Share blog posts and news relevant to the type of organization you want to serve.



- Demonstrate expertise in the industry and subject matter.
- Engage with industry experts and peers.

Blog/video about

- Topics that showcase your expertise and abilities.
- Talk about governance issues, show you understand the way boards think.
- Share your insights on new trends.



Job Search

Use LinkedIn to make yourself findable to executive recruiters and craft your LinkedIn presence to tell the rich story of your expertise. Then stay active on LinkedIn so you maintain mindshare with them – and with others in your network who can refer you. Here are some tips for job seekers:

On your profile

- Share the full scope of your expertise, responsibilities, and accomplishments.
- Incorporate a wide range of keywords. To get ideas, look at the profiles of people who have the job you want. Also look at job postings – they will have keywords employers use to describe the skills and responsibilities of the job you desire.
- Use all 50 skills and match them to the keywords in job descriptions.
- Use a header background photo from a conference or speaking engagement.
- Include a video clip.

With your network

- Connect with people who are in the industry where you want to work.
- Connect with employees of companies you want to work for.
- Connect with peers who have the job title you want.



- Connect with influencers who are respected by people who might want to hire you.

In status updates

- Share blog posts and news relevant to prospective employers.
- Demonstrate expertise in the industry and subject matter of your desired job.

Blog/video about

- Topics that showcase your expertise and abilities.
- Show that you have an industry perspective at the level of the job you want.
- Share your insights on new trends in the industry.



About ProResource

ProResource is a social media marketing agency that specializes in executive branding – helping tech CEOs and leaders create their own personal brand in social media, and then use social media towards their business goals.

Founded in 2007, we have worked with hundreds of executives in businesses of all sizes, ranging from start-ups to Fortune 500 companies. We help you use social media to:

- Get exposure for your company – build brand awareness, generate leads, create a referral network.
- Gain a competitive advantage in recruiting – attract the best candidates, showcase your company culture and leadership philosophy.
- Make progress towards professional goals – raise your profile in the industry, join a board, get more speaking engagements, publicize a book, and position yourself for your next adventure.

Our services include:

- Social media coaching
- LinkedIn profile makeovers
- Blog writing
- Video coaching
- Audience expansion

Quantity discounts and team training programs are available.

For more information, visit

www.proresource.com.



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