

# The Power Formula for LinkedIn Success

## DON'T WHINE ABOUT LINKEDIN'S CHANGES CAPITALIZE ON THEM!

Are you being a Debbie Downer about your new LinkedIn profile? Change can be hard. Some of my favorite applications have disappeared—Box.net files, SlideShare, and Events, to name a few. But the changes LinkedIn has made present some awesome opportunities.

I will be addressing the new features as well as updates to the existing ones. Not only will I show you how to access these features, but I will give you tips for using them to find your next customer, investor, strategic partner, vendor, donor, or job opportunity.

### LET'S TAKE IT FROM THE TOP

This is the top portion of my profile in the View Mode (*Top toolbar>Profile>View Profile*), not the Edit Mode (*Top toolbar>Profile>Edit Profile*). Make changes to your profile by simply clicking the pencil icon next to the item you wish to change.

The screenshot shows the top portion of a LinkedIn profile for Wayne Breitbarth. The profile includes a profile picture, a headline, a summary, and a list of current and previous positions. The callouts are as follows:

- 1**: Points to the headline: "Social Media Trainer Speaker & Consultant | Author, THE POWER FORMULA FOR LINKEDIN SUCCESS | Office Furniture Consultant".
- 2**: Points to the "Improve your profile" button.
- 3**: Points to the email address: "wbreitbarth@mmoffice.com".
- 4**: Points to the "Websites" section, which lists "Wayne's LinkedIn Website", "Free Weekly LinkedIn Tips", and "Free LinkedIn Resources".
- 5**: Points to the "Websites" section.
- 6**: Points to the "PEOPLE YOU MAY KNOW" section, specifically to the profile of sunni boehme.

### (1) Headline

The font is larger, and thus your headline is more visible and more important. These are the most important 120 characters on your entire LinkedIn profile. Include keywords and tell your story. For more advice, read ["Is Your LinkedIn Headline Working for You?"](#)

## (2) Summary of Your Current and Previous Experience

If the jobs are not listed in the order you prefer, just use the up-down arrow to reorder your entries.

## (3) Photo

It's bigger and therefore more important. Does your photo clearly display your brand in the marketplace? A 20-year-old photo of you and your Harley in front of a tavern probably doesn't do that very well—unless you sell Harleys or own the tavern! And even then, I'd probably save those types of photos for Facebook. Also, if your photo doesn't fill up the entire square, resize it or choose a different photo.

## (4) Contact Info

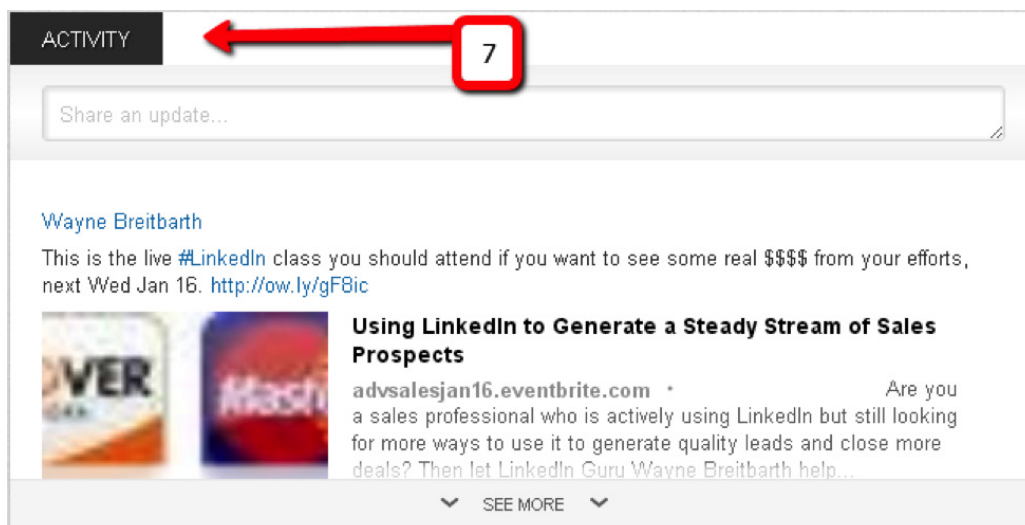
This is harder to find. People have to click it to access your info. But once they click, be sure they see all the ways you prefer to be contacted.

## (5) Websites

This is also harder to find, but it's still one of only a few opportunities on LinkedIn to include a hyperlink. It's a bummer that people now have to click the Contact Info icon to see your websites, but it's important to include three websites with strategic descriptions. Don't use the default "My Company," etc. To learn more about effectively using this profile section, check out ["Websites: Your "Link" to Future Opportunities.](#)

## (6) People You May Know

This is now more conveniently located for easy access. I'm sure LinkedIn put it in this great spot so you would use it more often. Connections are the "gas in the tank" on LinkedIn. Always be on the lookout for great new additions to your network. To learn more about who you should be connecting with, read ["LinkedIn Connections Strategy: Do You Have One?"](#)



## (7) Activity (Status Updates)

This has been elevated to a prominent position, and your last several posts are now displayed. Don't miss this opportunity to share great information and show you are a thought leader. Your connections have always seen your updates, but now they are also visible to people outside your network who are checking you out. So, if you don't have any updates posted, you won't look like much of a thought leader. If you're not sure what to post, check out "[The Five W's of LinkedIn Individual Status Updates.](#)"

## GOOD-BYE APPLICATIONS – HELLO PROFESSIONAL GALLERY

Gone are the days of the really cool LinkedIn applications (SlideShare, Box.net files, Amazon Reading List, Google Presentations, etc.). Lots of people were hopping mad about this elimination, but the news is not all bad.

The replacement for many of these applications is all in one handy dandy place called Your Professional Gallery. I refer to it as The Big Differentiator—because differentiating yourself from the rest of the pack is one of the main objectives of a well-crafted LinkedIn profile.

In your Professional Gallery you can share hyperlinks to various media, such as video, images, documents, and presentations. Most media file types are supported by this feature, but they must have a specific URL or web page. Of course, the best place to send people is your website, but other good sites include [YouTube](#), [Google Docs](#), [Scribd](#), and [SlideShare](#).

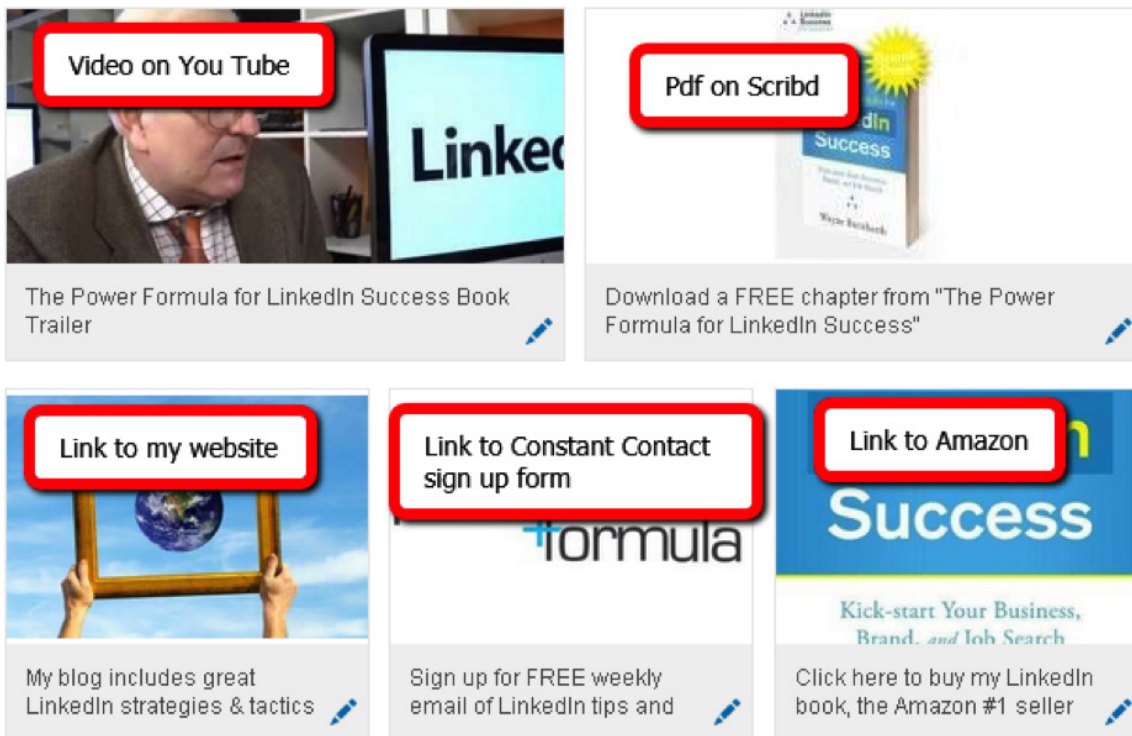
Professional Gallery hyperlinks can be placed in your Summary, Experience, and Education sections. I like this much better than the old applications features, because the hyperlink is displayed right in the applicable profile section. And adding information to your Professional Gallery is fast and easy.

Go to the top toolbar, scroll over the word *Profile*, and select *Edit Profile*. Go to the specific profile section in which you'd like to add media and click the *Add Media* icon. Type or paste the link to your content in the *Add a link* field.



An image of your content should appear. The Title and Description fields will automatically fill with information from the web page, but you can change or delete this information if you prefer.

Here is an example of how I display various types of media in one of my Experience sections on [my LinkedIn profile](#). The descriptors of my files and links should help get your creative juices flowing about what you might include in your gallery.



The Professional Gallery is a great place to include those all-important calls to action in your profile. For more ways to call your readers to action, check out ["Best Ways to Use Calls to Action in Your LinkedIn Profile."](#)

## SELL YOURSELF TO YOUR LINKEDIN AUDIENCE

LinkedIn provides many great ways to share details about your professional background, goals, and interests. Choose the profile sections that you feel will help you most effectively tell your professional story. Then, when you are in Edit Profile mode, you can use the up-down arrow (1) to reposition the profile sections. Moving a section closer to the top of your profile will indicate greater importance and improve the likelihood that people will see it.



## Summary Section

To add videos, articles, slide shows, etc. to your Summary section, click the (2) icon and upload your media. Your media files will then be displayed in your Professional Gallery. Including media in your Professional Gallery will increase your credibility and differentiate you from your competitors.

## Job Experience Section

In addition to the name of your employer, the company's logo is now displayed (3). In your Job Experience section, list all jobs you have held. The company logo will appear next to each job entry, and this is a very visual way for people to quickly see the kinds of companies you have worked for.

To learn more about maximizing this important section, check out ["Experience Section: Use Your Past Experience to Ensure Your Future Success."](#)

## Additional Sections

These sections are now much easier to access. Add any that are appropriate in your circumstances, describe them well, and add a link to a website if possible. Including information about your expertise and unique knowledge will greatly enhance your credibility. This graphic displays all the available optional sections.

## Education

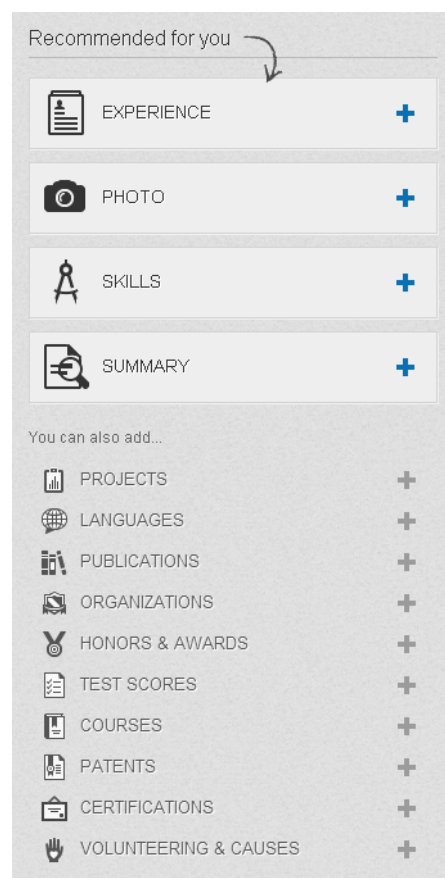
In addition to the basic descriptions of your education, you can now include videos, presentations, slides shows, etc. in this section to provide tangible evidence of your expertise. Think outside the box about what you might include here, like industry specific educational events, personal development workshops, etc.

## Interests

Add several hobbies and interests that show a bit of your personal side (but remember—it's not Facebook). Any information included here will appear in a new section titled In Common With... In this section you can move your cursor over the circles and see what you have in common with a particular person.

## Advice for Contacting

Previously LinkedIn provided a standardized list of contact preferences. This has been replaced with a new section titled Advice for Contacting. Make it easy for people to contact you by sharing your preferred method of contact (email, phone, etc.)



# GET A NOD OF APPROVAL FROM OTHER LINKEDIN MEMBERS

Most of the information on your profile is written by you. That may be enough for people who already know you, but strangers (whom you hope will ultimately become your customers, suppliers, partners, etc.) will expect some corroboration of the information you've provided. Outside recommendations and endorsements on your profile will increase your credibility and encourage readers to engage with you.

## Recommendations

You'll like the improvements here. The headline and photo of the people who wrote the last two [recommendations](#) for each job and educational entry show up at the bottom of the entry. Thus, it's more important than ever to get a couple recommendations for every job and educational entry.

When looking at someone else's profile, if you scroll over the name of a person who wrote a recommendation, you will have an opportunity to invite that person to connect, send a message, or view his/her profile.

▼ 8 recommendations, including:



**Rich Horwath**

New York Times bestselling author on ...

Wayne has tremendous expertise in using business social media platforms to enhance a company's presence and marketing... [View](#) ↓



**Tom Nelson**

Small business merger, acquisition, di...

Well, it's been over two years since my first session with Wayne discussing LinkedIn. And, he's done it again. Every time... [View](#) ↓

[6 more recommendations](#) ↓

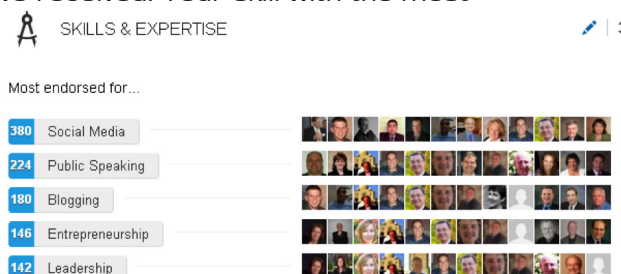
If you have more than two recommendations and want to make sure the best two show up on your profile, you can hide any more recent recommendations. The two you want to display will then be visible on your profile. This is a bit tricky but may be worth it. Do this by going to *Profile > Recommendations > job or education entry > Manage > unclick Show*.

## Endorsements (Skills & Expertise)

[Endorsements](#) can be received for each [skill or expertise](#). This new section has created a lot of angst among LinkedIn users, but I believe it's here to stay. So try to capitalize on this opportunity.

LinkedIn ranks your skills by the number of endorsements you've received. Your skill with the most endorsements is at the top of the list. Because most people will simply look at the first few entries, you will want to focus on including the skills that are currently important to you. Getting lots of endorsements for skills you have but aren't currently using may not be very productive.

People will use the Skills section to compare you to your competitors, and I suspect this section will be incorporated in LinkedIn's search algorithm. So you better take it seriously.



# YOU CAN CONTROL WHAT OTHERS SEE

## Groups

Your groups are listed in alphabetical order, and the logos of your first seven groups will be prominently displayed. Sometimes people will choose to hide religious or political groups. That's your call. But LinkedIn groups are extremely important, and I always belong to fifty—the maximum LinkedIn allows.

For more information about groups, check out [LinkedIn Groups: Are You Missing This Opportunity?](#)

## “Following”

You can “follow” news and companies, and seven of each will be displayed on your profile. If you are “following” your competitors, their names and logos may appear here. Since you don't want to give your competitors free advertising, you'll need to “follow” a few more companies, and then their names may drop off your front page.

# GREAT NEW MONEY-MAKING FEATURES

I affectionately refer to the next two features as THE MONEY! There's lots of ways to use LinkedIn to find people and information that will lead to increased revenue, but these are two of my favorites.

## Searching Your Connection's Database

In my opinion, researching people and relationships and then using that knowledge to “warm up” cold calls is one of the best ways to use LinkedIn. This new feature takes that process to a whole new level.

Simply put, you can now do an Advanced People Search (with all the available sorting filters) of any first-level connection's database. So before you have that lunch, phone call, golf outing, fishing trip, etc. with someone in your network, search their network. Then discuss with them how their friends might become your friends.

Here's how it works:

The screenshot shows a LinkedIn search interface. At the top left, there is a dark button labeled "CONNECTIONS". Below it, the text "21 results, advanced search" is displayed. A red arrow labeled "2" points to the "advanced search" link. On the right side, there is a search bar with the text "president" and a magnifying glass icon. Above the search bar, it says "Shared (30)". A red arrow labeled "1" points to the search bar. Below the search bar, there are four profile cards. The first card is for "Jim Allen", Commercial Real Estate Advisor. The second card is for "William Colin Marris", President at Circuit Rider Ministries Inc. The third card is for "Bob Hill", Marketing Services VP, Cross Channel... The fourth card is for "Dave Westlake", Cybersecurity & Device Lifecycle Entrep...

Go to your connection's profile.

Scroll down to the Connections box. (If you don't see this, they have chosen to [hide](#) their connections from view)

Click the magnifying glass, type in a keyword **(1)**, and hit the Return key. This produces a list of everyone in your friend's first-level network who has that keyword anywhere in their profile.

Click *advanced search* **(2)**, and you will be redirected to the Advanced Search screen, where you can use all the regular search filters. You can also re-sort and save. Read "[Need Leads: LinkedIn to the Rescue](#)" for details about Advanced People Searching and Saved Searches.

If you aren't salivating over this one, you better read it again. Better yet—try it. I know you'll love it.

## In Common With...

In this new section LinkedIn has really taken "breaking the ice" to the next level. Simply scroll over any of the in-common circles, and you can instantly see what you have in common with someone—and they don't even have to be a first-level connection.

I have already used this with success. When discussing with an event organizer the possibility of being a keynote speaker at a national conference, I saw he is a scuba diver. We quickly hit it off on a personal level once we started talking about our diving trips.

I am not sure that diving with the sharks in the Bahamas will secure the gig, but I know I was able to quickly build a relationship with a total stranger, and that may lead to income some day. And it helps make business a lot more fun!

### IN COMMON WITH LOUIS



## FINAL THOUGHTS

I hope I've encouraged you to stop whining about what features are gone, because it's like kissing your sister—there's no future in it! Get busy and start capitalizing on these great new LinkedIn features, and create the future you deserve.



# MEET WAYNE BREITBARTH

Wayne Breitbarth is a nationally recognized industry leader in LinkedIn training and marketing. He has shared his expertise with more than 40,000 professionals through private business consulting, dynamic presentations to local and national audiences, and his critically acclaimed book *The Power Formula for LinkedIn Success: Kick-start Your Business, Brand, and Job Search*.

Wayne works with companies to develop a comprehensive strategy for using LinkedIn to increase sales, raise brand awareness, recruit employees and reduce recruiting fees, and discover new markets for products and services.



## Connect with Wayne

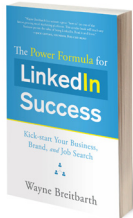
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## Get Killer LinkedIn Tips

Look for Wayne's book on Amazon.com, 800ceoread.com, or in a bookstore near you!  
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