LinkedIn Profile Basics

Presented by Jo Guerra Your Marketing Gal

http://www.linkedin.com/in/joguerra





- LinkedIn is the premier social networking site perfect for business
- You are 40 times more likely to receive opportunities through if your profile is 100% complete.
- More than 60 million registered users in more than 200 countries
- Great place to make business connections with people you know, make new contacts, find partners, establish your expertise, and brand your company or yourself
- It's also a great place to search for people and businesses

LinkedIn

- User-generated content or consumer generated media
- Distinct from industrial media such as newspapers, television and film
- Relatively inexpensive and accessible
- Levels the playing field

- Online community of people with common interests
- Can lead to meeting others for business
- Can see who is connected to whom
- Figure out where your "peeps" or community hangs out

Social Media

Social Networks

- First Degree LinkedIn connections are your direct connections that you have invited into your network and that have accepted your invitation.
- **Second Degree** LinkedIn connections are people that are directly connected to your first degree connections. So people that are your first degree connections are directly connected to their first degree, but not directly connected to you. So they are your second degree connections.
- Third Degree LinkedIn connections are people that are connected to your second degree connections.

Degrees of Separation

- Find strategic partners
- Find info on businesses, clients or potential clients
- Connect with clients
- Expand your online network
- Establish your expertise &
- Increase your brand
- Market events & more

For companies, resistance to social media is futile. Millions of people are creating content for the social Web. Your competitors are already there. Your customers have been there for a long time. If your business isn't putting itself out there, it ought to be. Business Week, February 19, 2009

What Can You Do On LinkedIn

Register for LinkedIn Welcome Page

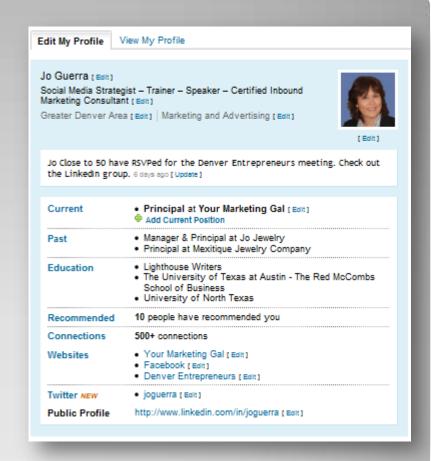
You'll only need:

- First Name
- Last Name
- Email
- & to create a password

- Add contacts from your email service
- See what percentage complete your profile
- See suggestions on completing your profile
- Upload your resume for a great start

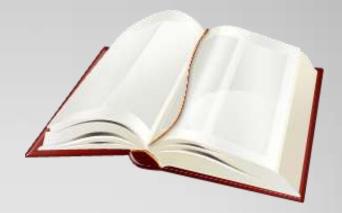
Getting Started

- Profile Header
- Status Update
- Picture
- Current, Past, Education, Recommended, Connections, Website, Twitter, and Public Profile (most compiled from information compiled from headers below this area)



Profile Sections & Headers Step by Step

- Summary & Specialties
- Applications
- Experience
- Education
- Recommended by
- Additional Information
- Personal Information
- Contact Settings



The Rest of The Profile Story

SUMMARY & SPECIALTIES

APPLICATIONS

ummary Professional Experience I always think of how lucky I am to be able to help such & Goals: interesting and dedicated clients and job seekers through my current company. And with my recent jewelry company, I am very grateful to have developed relationships with suppliers in over nine countries, and meet wonderful customers, both in the wholesale and retail component of my company. From using traditional marketing including trade shows, sales representatives, snail mail, home shows, catalog I incorporated an ecommerce website and blog. Blogging was my first venture into social media and I got hooked. One day I would blog, the next I would find my post on the first page of Google. Now I am now going full steam as See examples Specialties social networking, social media, facebook, linkedin, twitter, entrepreneur, business development, consultant, blogger, blogging, seo, search engine optimization, bilingual, writer, sales, inbound marketing, branding, social media strategist, Examples: Union negotiation, purchasing, government liaison, branding and identity, ser mergers and acquisition, salary arbitration, international law... See more

- LinkedIn Polls
- TypePad or WordPress Blogs
- SlideShare
- Events
- Google Presentations
- Box.net Files
- Amazon Reading List
- My Travel
- Huddle Workspace for sharing information
- Twitter & More

Summary & Specialties Applications

EXPERIENCE

EDUCATION

Experience



Owner at Marketing Colorado [Edit]

Marketing and Advertising industry January 2009 – Present (4 months)

Small business development, strategic planning, creation, implementation of traditional and non-traditional marketing plans for nonprofits and small businesses. Want to learn about LinkedIn, Facebook, blogging, etc. Contact me for a review of your business. Need your job seeker profile improved - take one of my low-cost seminars. I can also help you individually.

3 visible recommendations for this position [Manage]

Manager & Principal at Jo Jewelry [Edit]

Import and Export industry 1992 - Present (17 years)

One of my proudest achievements is the creation of my wholesale/retail jewelry company. I've been fortunate (and am very thankful) to have traveled

The University of Texas at Austin - The Red McCombs School of Business [Edit]

Bachelors of Business Administration, Marketing
You can provide additional notes on your experience at this school.

Activities and Societies: American Marketing Association, Dean's List, Phi Beta Chi

No recommendations for this education [Request Recommendations]

University of North Texas [Edit]

You can provide additional notes on your experience at this school.

You can add activities and societies you participated in at this school.

No recommendations for this education [Request Recommendations]

Experience & Education

RECOMMENDED BY

ADDITIONAL INFORMATION

TIP

Ask people you know for recommendations by either emailing them or calling (what a concept). Offer to write the recommendation of yourself for them and suggest they put it in their own words. After they agree, then send your request through LinkedIn.

- Websites
- Twitter
- Interests
- Groups & Associations

Recommended By & Additional Information

PERSONALINFORMATIONCONTACT SETTINGS

Personal Preference

- Profile Header
- Status Update
- Picture
- Current, Past, Education, Recommended, Connections, Website, Twitter, and Public Profile (most compiled from information compiled from headers below this area)
- Summary & Specialties
- Applications
- Experience
- Education
- Recommended by
- Additional Information
- Personal Information
- Contact Settings

Summary

Your settings are located at the top right and accessible from any page. Just click on "Settings". These are your privacy settings. Decide who you want to share what with on LinkedIn



Settings

Your challenge is to set aside two hours to start within one week to create, update or complete your profile. If your profile is 25% complete, I challenge you strive to get it 100% complete within two weeks. Since all this information is fresh, it is the best time to work on your profile. Remember to think of a great, successful moment so that when you write, your profile sounds good. If you have a resume, have that handy so you can download it and get a very quick start on getting towards 100% complete. Let's take a moment to look at a realistic goal for you:

I,	, plan to work on my
profile on	(day & date).
I know I will set aside	hours to make my profile more
complete. I know that by	(date), I will have my
profile 100% complete.	
Signed:	Date:

Challenge

- Take the attitude of a student, never be too big to ask questions, never know too much to learn something new. – Og Mandino
- Self-praise is for losers. Be a winner. Stand for something. Always have class, and be humble. –
 John Madden
- Some people fold after making one timid request. They quit too soon. Keep asking until you find the answers. In sales there are usually four or five "no's" before you get a "yes." – Jack Canfield

Inspirational

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www.linkedin.com/in/joguerra

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Twitter: http://twitter.com/joguerra

Meetup <u>www.meetup.com/Denver-Entrepreneurs</u>

LinkedIn Denver Entrepreneur Group www.linkedin.com/groupRegistration?gid=260187

Facebook Fan Page

http://facebook/yourmarketinggal



