

LinkedIn Profile Basics

Presented by Jo Guerra
Your Marketing Gal

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

Your
Marketing
Gal.com



- 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

Social Media

- 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 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

You'll only need:

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

Welcome Page

- Add contacts from your email service
- See what percentage complete your profile is
- 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)

The screenshot shows a LinkedIn profile for Jo Guerra. At the top, there are tabs for 'Edit My Profile' and 'View My Profile'. The profile header includes the name 'Jo Guerra' with an 'Edit' link, followed by her titles: 'Social Media Strategist - Trainer - Speaker - Certified Inbound Marketing Consultant' and 'Greater Denver Area | Marketing and Advertising'. A profile picture of Jo Guerra is shown on the right with an 'Edit' link below it. Below the header is a status update: 'Jo Close to 50 have RSVPed for the Denver Entrepreneurs meeting. Check out the LinkedIn group. 6 days ago [Update]'. The main content area is divided into sections: 'Current' (Principal at Your Marketing Gal), 'Past' (Manager & Principal at Jo Jewelry, Principal at Mexitique Jewelry Company), 'Education' (Lighthouse Writers, The University of Texas at Austin - The Red McCombs School of Business, University of North Texas), 'Recommended' (10 people have recommended you), 'Connections' (500+ connections), 'Websites' (Your Marketing Gal, Facebook, Denver Entrepreneurs), 'Twitter' (NEW, joguerra), and 'Public Profile' (http://www.linkedin.com/in/joguerra).

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

Summary

Professional Experience & Goals: I always think of how lucky I am to be able to help such 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, mergers and acquisition, salary arbitration, international law... [See more](#)

[Save Changes](#) [or Cancel](#)

- 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

[+ Add Position](#)

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

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.

ADDITIONAL INFORMATION

- Websites
- Twitter
- Interests
- Groups & Associations

Recommended By & Additional Information

- PERSONAL INFORMATION
- CONTACT 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



Basic Account: Upgrade

Welcome, Jo Guerra · [Add Connections](#) · [Settings](#) · [Help](#) · [Sign Out](#)

LinkedIn

[Home](#)

[Profile](#)

[Contacts](#)

[Groups](#)

[Jobs](#)

[Inbox \(847\)](#)

[More...](#)

People



Advanced

[Denver LASIK \\$499 per eye](#) | [Selected by John Elway Custom wavefront LASIK available](#)

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

Jo Guerra

Social Media Strategist
Speaker • Trainer

303.632.2928

SocialJo1@gmail.com

www.YourMarketingGal.com

LinkedIn

www.linkedin.com/in/joguerra

Facebook www.facebook.com/Joguerra

Twitter: <http://twitter.com/joguerra>

Meetup www.meetup.com/Denver-Entrepreneurs

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

Facebook Fan Page

<http://facebook/yourmarketinggal>



Thank you!