

Beginners Guide to LinkedIn



“LinkedIn is no longer
an **online resume**. It’s
your **digital reputation**.”

- Jill Rowley



Tips For Your LinkedIn Profile

It's important to make the most of your presence on LinkedIn so that you can successfully market yourself as a professional. You want to be noticed by clients so you can build your business and form strong connections with prospects and centers of influence. Check out these important steps you can take towards the development of a strong LinkedIn profile.

1 START WITH YOUR PROFILE

Take your time creating your profile as it is the first thing clients and professionals see when they view you on LinkedIn. Make sure that your profile picture is professional and of high quality. Wear clothes that are business or business-casual and try to portray yourself as approachable and friendly.

2 DEMOGRAPHICS

Make sure to constantly update your profile demographics so that professionals know your most recent activity. If you are looking for clients in a specific area, make sure you specify this on your profile (i.e. Fairfield County Area or the Greater Boston Area). Make sure you are honest regarding the information that you post.

3 CRAFT A STRONG BIO

Your LinkedIn bio is one of the first things that viewers read. Think about how you want to portray yourself in your LinkedIn bio. Think about your audience and prospects in your industry and use keywords geared towards capturing their attention. Another important technique for crafting a strong bio is to state your most impressive selling points. Make sure to highlight your top achievements, attributes, and assets. What really sets you above the rest? What unique skills can you bring to the table? Focus on these questions while crafting your bio.

4 ADDING & UPDATING INFORMATION

No matter where you are at in your professional life, make sure to add all relevant work and volunteer experience details. Both small roles and large roles matter because it's all about the skills you gained from each experience. Being well rounded is important to clients because it demonstrates that you can bring a wide variety of skills to the table. Be sure to constantly update your profile with new experiences to show progress throughout your career and demonstrate that you are an active, goal oriented Financial Advisor.

5 NAVIGATING NETWORKING

The whole point of LinkedIn is to form connections and network, as these can be very helpful while marketing yourself. Once you connect with someone on LinkedIn, you will be able to see each other's updates and send each other messages without needing a phone number or email address. It is also important to be an active LinkedIn user by joining groups that are of interest to you. Making connections with like-minded people can help you form more meaningful connections with others in your industry.

SUMMARY



Nawal Fakhoury [noelle fa-corey] (n.): Seasoned **executor** with an **entrepreneurial spirit**; Firm believer in creating exceptional experiences every day; Ultimate company brand ambassador

I spend my days making sure our talent has the skills, support and sparkle they need to be the best in the industry - all through smart design, immersive experiences, and unforgettable facilitation.

My Superpowers: **idea generation, presenting/pitching/public speaking, professional development content creation, event planning & experience creating, 360 relationship building, branding & brand management, morale boosting, dazzled decks, proactive problem solving, fearless cold calling, energizing employee engagement, creativity + collaboration + culture + conversations.**

My favorite places to be: in front of a room helping people connect with the talent around them, behind a screen making something beautiful, and in a blank space screaming



My business cards say things like Video Editor, Animator, and Colorist.

However when you get right down to it - I am a story teller, a constant learner, an advocate for great and original work, and a horror movie enthusiast. (if you ever need any good recommendations, just ask.)

My background, while extensive, isn't what one would call traditional. My passion for video editing began early in High School - spending hours on a dial-up connection, downloading any free editing program I could get my hands on in order to edit footage imported from my old Sony HandyCam. Even though each program undoubtedly crashed almost every half hour, I pressed on. After receiving my BFA Degree in Film & Photography, I was able to receive my first full time job as an entry-level Video Editor with a Video Production company. Fast-Forward 4 years later and I was hired as the Senior Video Editor for a large Marketing Agency.

Read the full summary at <https://www.linkedin.com/in/striderc/>



Nawal Fakhoury
Senior Manager of
Employee Experience



Chris Strider
Video Editor, Animator,
& Colorist

WHY ITS' GOOD

- Use of personal brand and shows personality
- She makes herself seem approachable; someone you would want to work with
- She talks about her skills in a way that uses keywords rather than buzzwords
- She makes her summary something that people actually want to read
- Shows the things he is passionate about
- He shows that he is willing to work hard and has vast experience in the field
- It is personal but still professional
- He uses his bio to prove his opening statement: he says he is a story teller, and summarizes his professional life in the bio

BUZZWORDS

Specialize
Experienced
Skilled
Leadership
Passionate
Expert
Motivated
Committed
Strategic
Focused

VS.

KEYWORDS

Financial Planning
Retirement Planning
Financial Advisor
Estate Planning
Insurance Licenses
Risk Management
Investment Management
Employee Benefits
Wealth Management
Estate Planning

A memorable LinkedIn profile **uses keywords** to display skills **instead of buzzwords**. Buzzwords are over used and cookie cutter. Get interesting with your word choice while still being professional. **Keywords also allow you to come up in field specific searches.**

Timeline to a **GREAT** Summary

Consider your audience.
Are you trying to reach potential clients? Are you looking for connections that could benefit you in the future?

Craft an opening sentence that draws the reader in.

Ask for feedback from a colleague, friend, or marketing specialist—and actually listen to it, revising it based on their suggestions.

Brainstorm, reflecting on these questions: What do you do? How do you do it? What sets you apart from other professionals in the industry? What are your greatest professional accomplishments? What are your values?

Write a draft using first person.
Read over the draft.
Does it sound like you?
Does it sound like someone you would like to get to know? Does it sound like someone who is an expert in her industry?

How Connections **WORK**



Jane Doe is a small business owner who hops on LinkedIn because she need to find a financial advisor in or near Hartford CT. Jane is likely to type “Financial Advisor Connecticut” into the LinkedIn Search bar to see what results come up.

If you're a financial advisor in Connecticut, having those keywords (“Financial Advisor” and “Connecticut”) in your LinkedIn headline, summary and profile sections tells LinkedIn's Search Engine that your profile is a relevant result for Jane's search.

However, LinkedIn will give preference to 1st and 2nd degree connections of Jane Doe, because in LinkedIn's mind someone that Jane Doe knows (meaning a 1st or 2nd degree connection) is going to be more relevant.

So LinkedIn filters Jane Doe's “Financial Advisor Connecticut” search result in this order:

- 1 Do any of Jane Doe's 1st degree connections have those keywords (“Financial Advisor” and “Connecticut”) in their profile?**
- 2 Do any of Jane Doe's 2nd degree connections have those keywords in their profile?**
- 3 Do any of Jane Doe's 3rd degree connections and everyone else have those keywords in their profile?**

1st degree

People you're directly connected to because you've accepted their invitation to connect, or they've accepted your invitation. You'll see a 1st degree icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn.

2nd degree

People who are connected to your 1st-degree connections. You'll see a 2nd degree icon next to their name in search results and on their profile. You can send them an invitation by clicking the Connect button on their profile page

3rd degree

People who are connected to your 2nd-degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile.

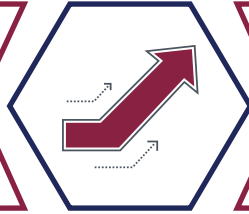
- If their full first and last names are displayed, you can send them an invitation by clicking Connect.

Moral of the STORY

- **The more 1st degree connections you have, the higher your profile will appear in other user's searches**
- Connect with anyone who has similar or relevant interests, job position, skill sets, or education
- Follow companies that you have an interest for or may have positions you would be interested in
- Connect with people who hold higher positions in companies or are in parallel services as centers of influence
- Connect with people who may have a need or want for your services or products in the future

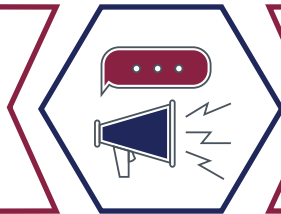
Why They're **IMPORTANT**

You have the opportunity to connect with some very successful professionals. LinkedIn has **over 575 million users**, where you can connect with CEOs, Executives, Directors, Managers, and more



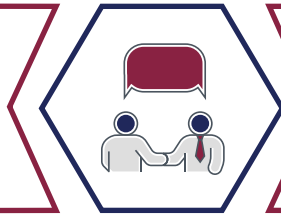
Having **500+ connections** on LinkedIn establishes you as a networker and influencer. Just make sure you're making quality connections.

Have an **engaging profile** allows potential connections to be interested in you and encourage interaction.



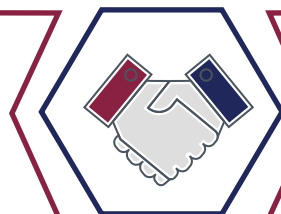
Making connections with potential clients or business opportunities can draw **positive attention to yourself** and get your name & skills out there.

Don't be afraid to reach out to your newly found connections, as long as you go about it in a professional way. Many people on LinkedIn are interested in **connecting with others through conversation**.



You can search for potential connections by industry, location, job title that is current or past, company size, and many other filters so your connections can be **tailored to your specific professional needs**.

Connecting with one person could also give you the opportunity to be noticed by some of their connections



Making **good and meaningful connections** can lead to further introductions, recommendations, and views from potential clients.

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