

# LinkedIn 101

ATTRACT  
CLIENTS ONLINE



# WHY LINKEDIN?



LinkedIn is the world's largest professional network, with more than 630 million members in over 200 countries and territories!

They've expanded their solution beyond a hiring and networking platform to include:

- robust company pages
- a highly targeted advertising solution,
- and a publishing platform (like a blog!).

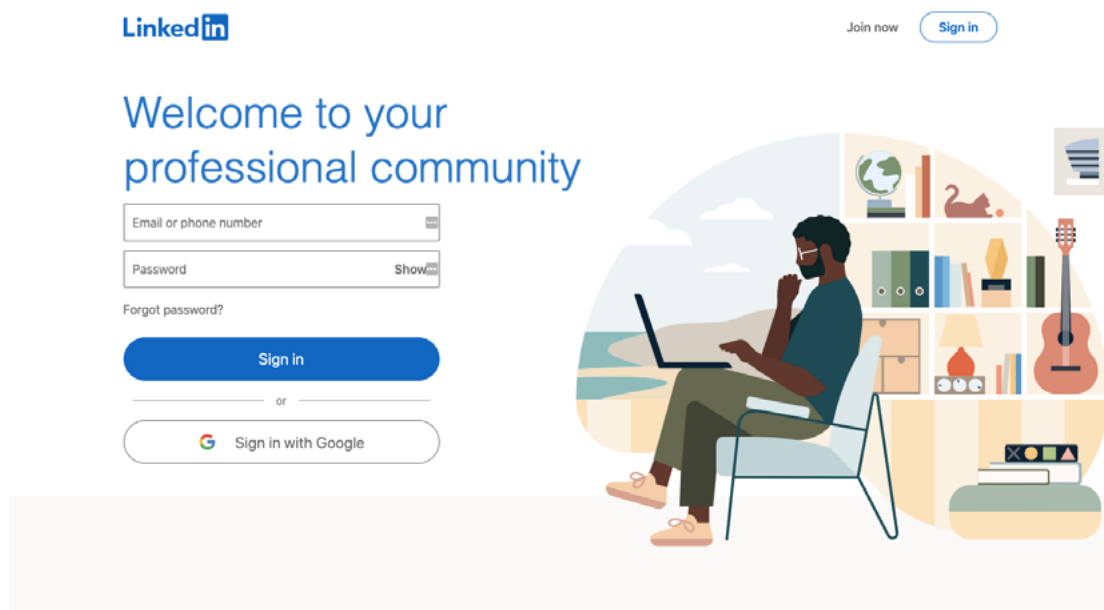
With these additions, LinkedIn is now the way to reach an audience with a business mindset.

## How To Set Up A LinkedIn Account For Your Business.

In order to create a LinkedIn account you need to visit the following URL:

<https://www.linkedin.com/home>

Once you click the link above, you'll see the following page open up.



Click on 'Join Now' at the top of the page.

Enter Your Email And Password To Create An Account.

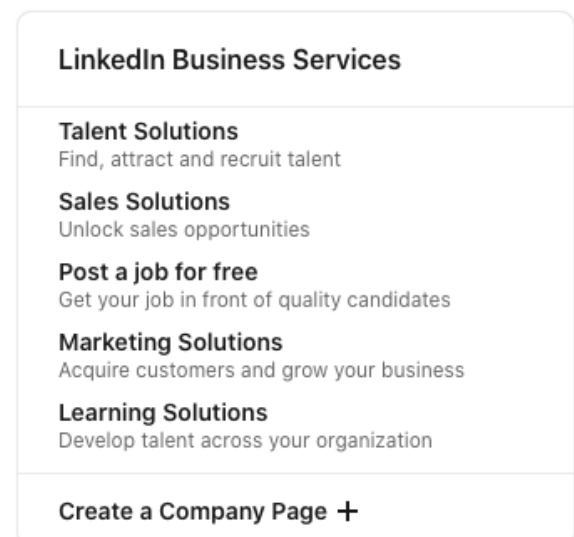
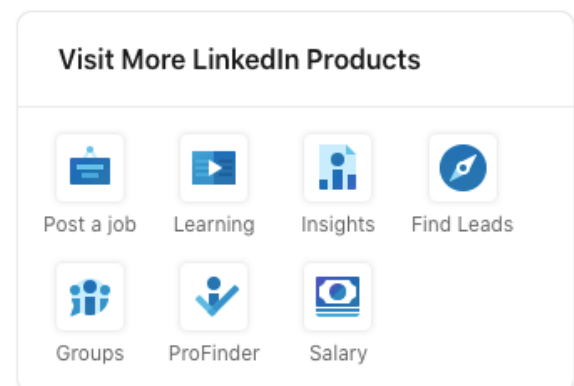
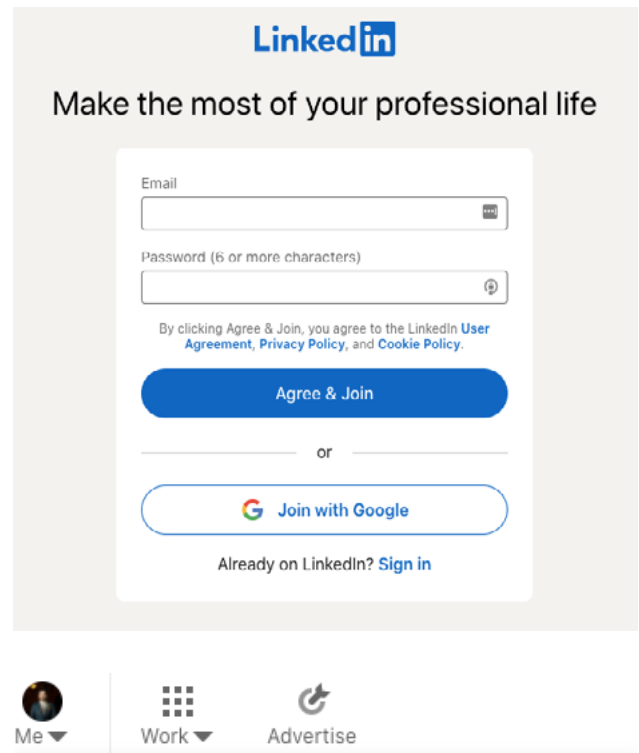
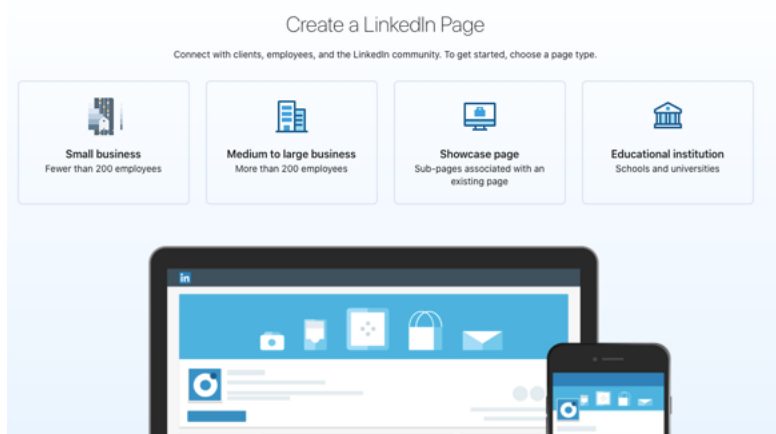
Once your personal account is created, you will be taken to the main page of LinkedIn. Now you need to do something Important on the menu bar.

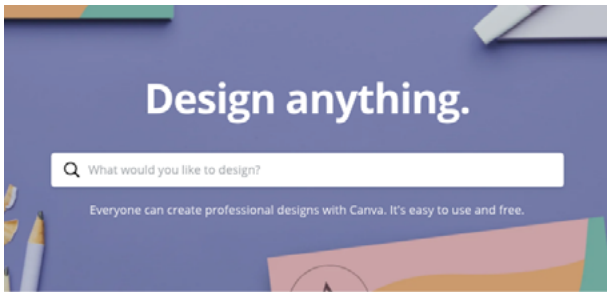
## Creating a company page

In the menu bar at the top, click on Work - this causes a pop-up to display on the right hand side of your screen.

Click on Create a Company Page

Then, you'll be taken to a page, where you're given 4 options. Choose 'small business.'



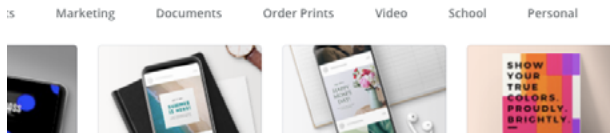


You can create Company Logos and Cover Images at Canva.

Canva has a lot of templates for your LinkedIn page also.

Choose the ones you like and use it.

Now your LinkedIn page is also ready for your business and brand.



## Build Your Brand Presence

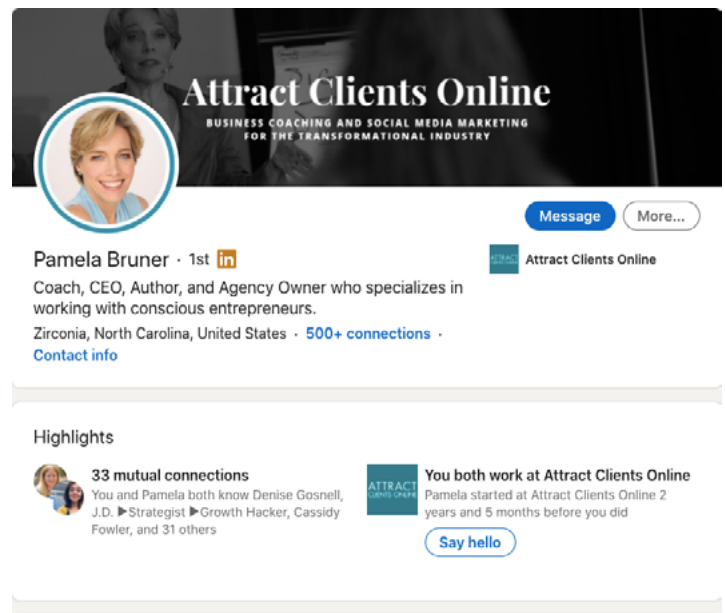
There are 4 MUST-DO Steps:

1. Your Profile Page
2. Your Business Page
3. Content Sharing
4. Groups

### Step 1: YOUR Profile Page (7 To-Do's!)

#### 1. Headline

LinkedIn's default setting is to use your current job title as your headline, change it! Use your headline to highlight your value proposition, capture your visitor's attention, and make them want to learn more about you.



Pamela Bruner · 1st

Coach, CEO, Author, and Agency Owner who specializes in working with conscious entrepreneurs.

Zirconia, North Carolina, United States · [500+ connections](#) ·

[Contact info](#)

## 2. Summary

Your summary is prime real estate – use it wisely. Think of this section as your professional bio where you support your headline and expand on your experience. Be sure to provide an overall description of your qualifications and call-out the industries you've worked. Your summary should be approximately three to five paragraphs that are short and to the point.

## 3. Experience

Highlighting your past roles is critical on LinkedIn – consider this the meat and potatoes of your profile.

## 4. Recommendations

Don't wait for others to sing your praises, because let's face it you'll probably be waiting forever. Take the initiative and ask key contacts to recommend you on LinkedIn. Go ahead and request they focus on a specific skill, this will help ensure your list of recommendations is a well-rounded reflection of your abilities. If you're uncomfortable asking for a recommendation you could offer to write one as well, this way you both benefit from the situation.

## Examples: (from Pamela and Gary Vee)

### About

I support transformational entrepreneurs - coaches, healers, consultants, speakers, and trainers - to be well-paid for their gifts and to grow successful businesses.

I've done a lot of cool things during my career, including co-authoring "Tapping into Ultimate Success" Book and DVD with Jack Canfield. But what I'm most proud of is removing my own discomfort with marketing and sales and building my business coaching company from \$375/month to \$1,000,000 in less than 3 years.

Then, having accomplished the creation of REALLY successful funnels for Make Your Success Real, I founded a digital marketing agency based on the same tried-and-true principles. My agency, AttractClientsOnline.com, supports other transformational entrepreneurs to get their work out in the world using platforms people are on.

Ask anybody who knows me... I'm passionate about combining online and offline business strategies with state-of-the-art mindset tools! My team and I help my clients achieve their goals, make more money, and have it be much easier.

If you're a transformational entrepreneur who's ready to transform your business and transform your life, I invite you to reach out!

### About

Gary Vaynerchuk is a serial entrepreneur, 5x New York Times Best-Selling Author, Chairman of VaynerX, CEO of VaynerMedia, CEO of VaynerSports, and Co-Founder of Empathy Wines. He's a highly sought after public speaker, as well as a prolific angel investor with early investments in companies such as Facebook, Twitter, Tumblr, Venmo, and Uber.

Gary builds businesses. Beginning at a young age, he capitalized on his entrepreneurial spirit and started his very own lemonade franchise and sold baseball cards at local malls. From there, he began working at his family wine store, where he grew the business from a \$3M to a \$60M business in just five years. In addition, he transitioned the company to one of the first e-commerce platforms for alcohol in the country resulting in explosive top-line growth.

Today, Gary is the chairman of VaynerX, a modern-day media and communications holding company and the active CEO of VaynerMedia, a full-service advertising agency servicing Fortune 100 clients with offices in the US, UK, and Singapore. In addition to VaynerMedia, VaynerX includes Gallery Media Group, The Sasha Group, Tracer, VaynerProductions, VaynerSpeakers, and VaynerCommerce. Gary also serves as a partner at VaynerSports, Green Street and Resy.

In addition to running multiple businesses, Gary is currently the subject of DailyVee, an online documentary series highlighting what it's like to be a CEO and public figure in today's digital world; the host of The GaryVee Audio Experience, a top 100 global podcast; and the host of #AskGaryVee, a business and advice Q&A show on YouTube. Most recently, Vaynerchuk released his fourth sneaker line in collaboration with K-Swiss.

Gary is a board/advisory member of Bojangles, the Ad Council and Pencils of Promise, and is a longtime Well Member of Charity:Water.

## 5. Accomplishments

Use this feature! LinkedIn's accomplishments section is the perfect place to feature the work you're most proud of and your career milestones. Think awards, special projects, languages – this is your opportunity to set yourself apart from the competition.

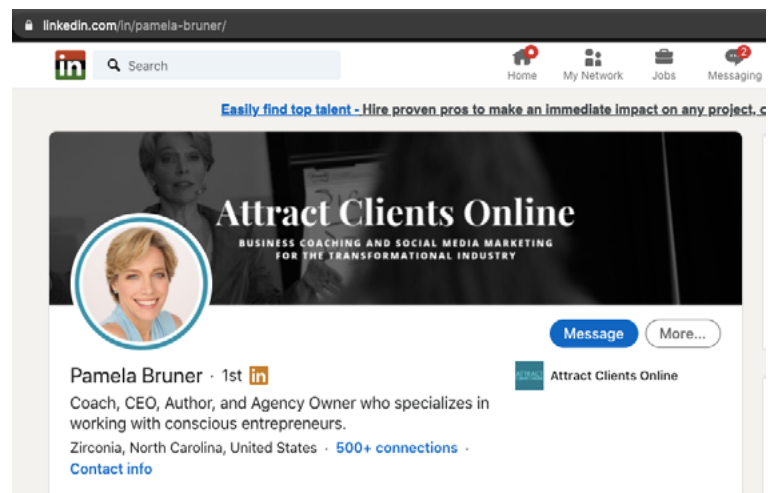
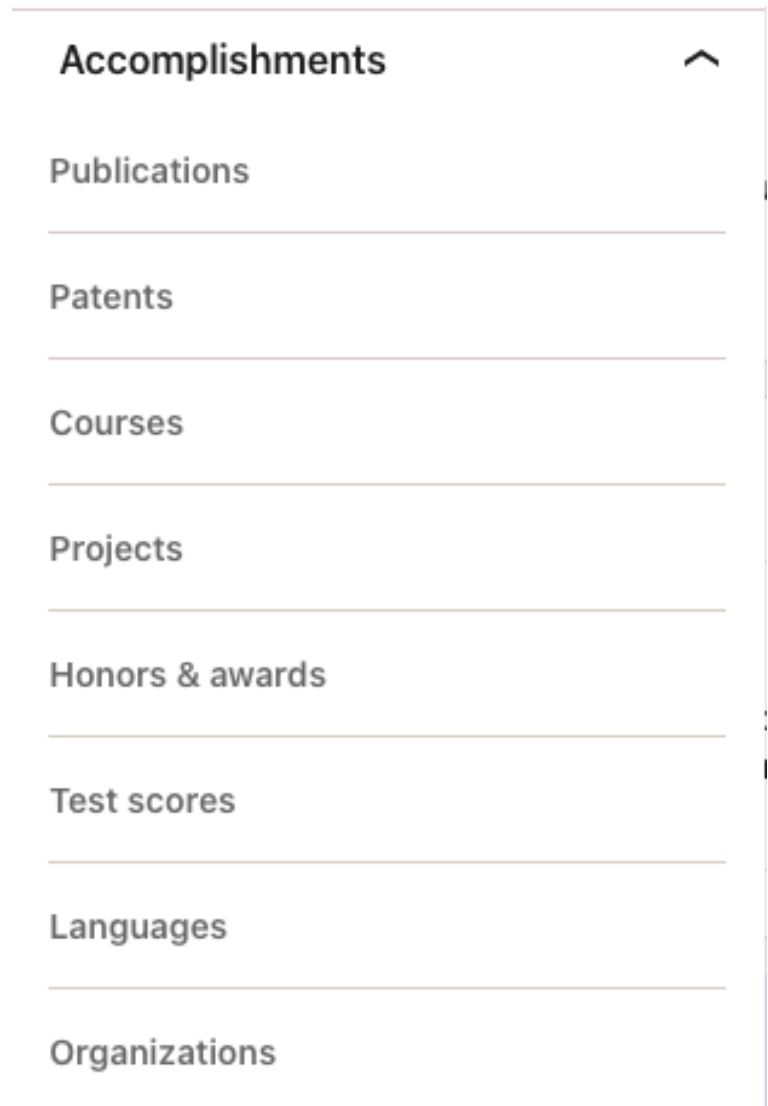
## 6. Endorsements

Get endorsed, it's a great way to have your skills validated by others, but be cautious of having too many. Update your skills regularly and keep them focused on the areas you want to be known for.

## 7. Use a custom URL

Don't wait for others to sing your praises, because let's face it you'll probably be waiting forever. Take the initiative and ask key contacts to recommend you on LinkedIn.

Go ahead and request they focus on a specific skill, this will help ensure your list of recommendations is a well-rounded reflection of your abilities. If you're uncomfortable asking for a recommendation you could offer to write one as well, this way you both benefit from the situation.

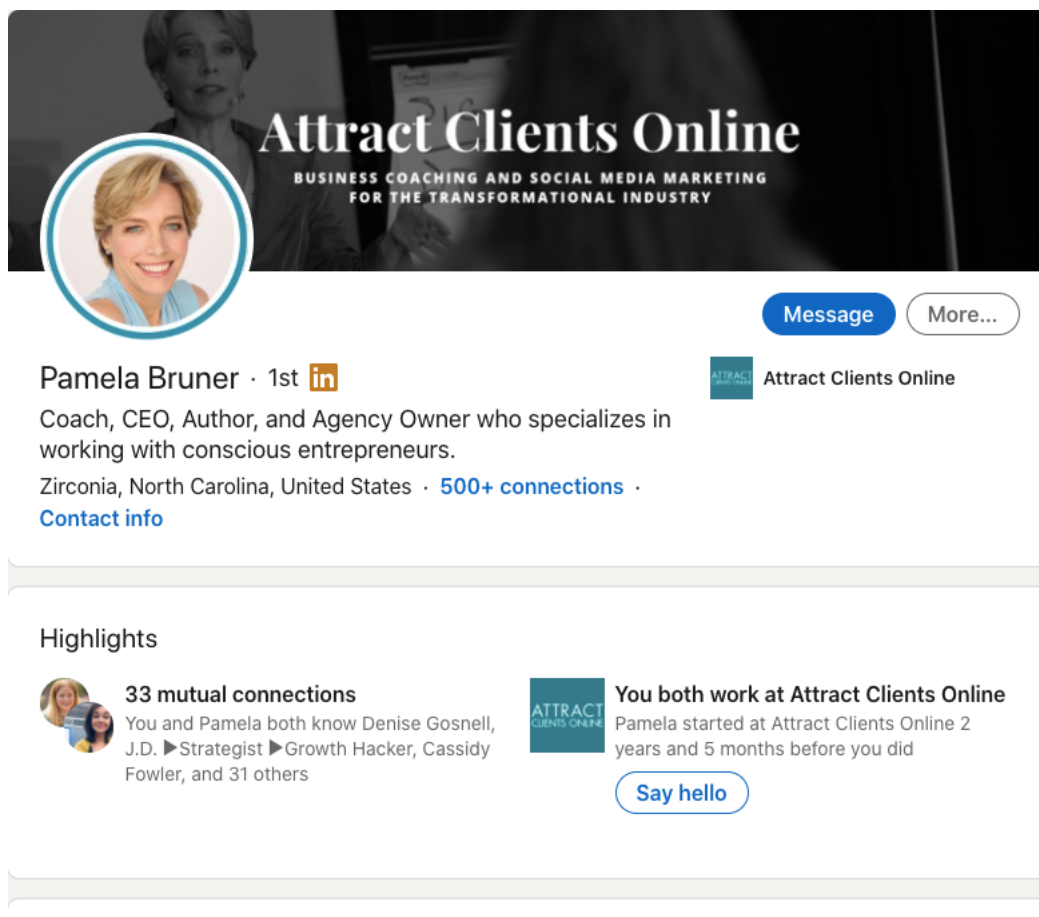


## Step 2: Your BUSINESS Page

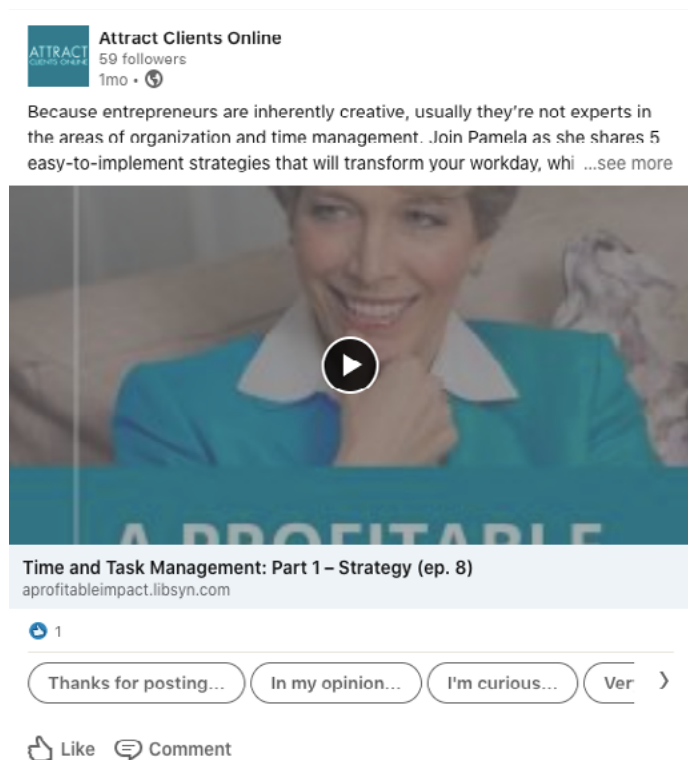
Your company profile page is where a user lands when searching for you or clicks on your logo from a user's profile.

Company profile pages are a free LinkedIn service for any user looking to start one on behalf of their brand.

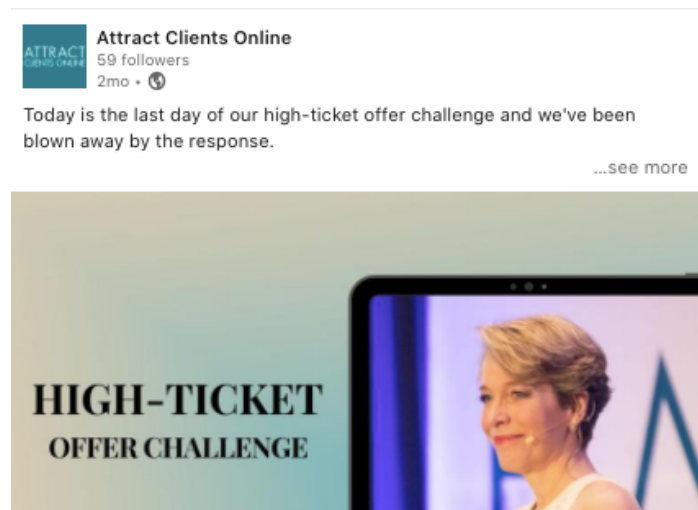
Because this is your primary, branded landing page on LinkedIn, it's very important to make sure that you have carefully thought about the images and messages you choose to represent your brand.



## Step 3: Content Sharing



On your company page you have the ability to share posts. Posting on LinkedIn is a key way to build followers and fuel your paid advertising efforts. These posts can be comprised of text, images, links, non-native video (like a YouTube link), and slide decks.



## Step 4: Write your caption

It's important to note that because LinkedIn showcases your content mix and tone should aim to be fairly professional and engaging. We've found that because users are on LinkedIn mostly for professional purposes, educational posts perform very well. LinkedIn Pulse is the latest offering by LinkedIn to help users expand their personal brand and thought leadership. Any user can publish to LinkedIn Pulse, and if they get a wide enough readership and distribution through their own network, LinkedIn will increase the posts' visibility by sharing it broadly across the network. For brands, this means that cultivating a set of thought leaders in your organization has more benefit than ever before. You are able to use LinkedIn Pulse articles to increase your inbound links, support your thought leadership platform, increase the followers on your company profile page, and boost your social following on other social platforms.

## Step 5: Groups

LinkedIn groups are communities on the social platform formed around topics of interest, industry, title, professional organization, brand, etc.

In these spaces, users can, based on group permissions, share articles, post jobs, exchange advice, and gather digitally.

Groups can be a strategic and important way for an organization to create a community of its users, demonstrate thought leadership around a specific area, and gain insight into the pain points of potential customers.

From a user group, to an industry group, to an invitation-only advocacy group, brands can use groups to segment their audience and develop relevant conversations.

Before starting a group, identify your objectives and decide which group structure will best facilitate those goals.

LinkedIn offers a variety of functionality controls in groups—like choosing whether to have an open or closed group, turning on or off the ability to post jobs, etc.

Make sure that your group settings match the objective of the community or tribe you are trying to build and are not overly strict—it is still a social network.

LinkedIn Groups makes it easy for companies to locate potential customers. Simply make a list of keywords that relate to your prospects or the industries you target, and run a search for any LinkedIn Groups related to these keywords.

Once you find the right groups, participate in discussions, ask questions, and make connections.

## BONUS Tips and Tricks

Encourage employees to participate on LinkedIn Pulse and LinkedIn Groups to build their network and generate awareness around your brand.

Create a group for your customers and brand advocates or an industry group for professionals in the same space.

Treat and optimize your LinkedIn Page for SEO—include your top keywords in your company description and specialties to see a real impact in search results.

Use LinkedIn Pulse to track industry news and engage with key influencers.

