



# EXPLODE YOUR REVENUES

— USING LINKEDIN —

## Keywords

### The Key to Being Found on LinkedIn

A comprehensive online course by Wayne Breitbarth, author of *The Power Formula for LinkedIn Success*

Be sure your most important keywords are used numerous times in your profile. Note that keywords in starred sections carry extra weight in the LinkedIn search algorithm. The places you should include your keywords are:

- |                          |                                 |
|--------------------------|---------------------------------|
| * Headline               | Specialties                     |
| * Experience: job titles | Interests                       |
| * Skills                 | Experience: description of jobs |
| Summary                  | Recommendation                  |

Reminder: Think of different words people may use to describe the same thing, like attorney & lawyer, legal & law, editor & proofreader, teacher & instructor.)

**Titles you hold or have held**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Types of products or services you sell**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Brand names of the products you sell**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Brand names of the services you sell**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Job responsibilities you have had**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Specialty certifications or degrees you have received**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Names of software you know how to use**

\_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

**Regions of the world you specialize in serving**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**Titles of books, articles or other things you have written**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**Your present and past employers (including any corporate name changes)**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**Clubs, associations and groups you have belonged to**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_

**Hobbies/activities you want your business connections to know about**

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_