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COMPLETELY
REVISED AND
UPDATED
3RD EDITION

The Power Formula for

LinkedIn

Success

Kick-start Your Business,
Brand, *and* Job Search



Wayne Breitbarth

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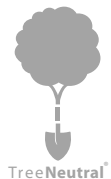
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Contents

Introduction	1
I Never Even Wanted to Be on LinkedIn!	
Chapter 1 A New Way to Look at Social Media	7
The LinkedIn Power Formula	
Your Unique Experience	
Your Unique Relationships	
The Tool	
Chapter 2 The Million-Cubicle Project	11
LinkedIn—Making the Invisible Visible	
Chapter 3 Where’s the Beef?	23
The LinkedIn Profile: Basics	
Chapter 4 Your 10-Second Bumper Sticker	29
The LinkedIn Profile: Personal Identification Box	
Your Name	
Your Photograph	
Your Headline	

Chapter 5	Resume on Steroids	37
	The LinkedIn Profile: Experience Section	
Chapter 6	Put Your Best Foot Forward	43
	The LinkedIn Profile: Additional Top Box Items	
	Your Location and Industry	
	Education	
	Contact Information	
	Websites	
	Public Profile URL	
Chapter 7	That's My Boy!	53
	The LinkedIn Profile: Summary Section	
	Summary Section	
	Specialties	
Chapter 8	Aren't You Any Good?	61
	The LinkedIn Profile: Recommendations	
	How Many Recommendations Should I Have?	
	What Should My Recommendations Say?	
	Why Are Recommendations So Important?	
	Tips for Getting Recommendations	
Chapter 9	Not Your Average Joe	69
	The LinkedIn Profile: Professional Portfolio, Special Sections, and Tools	
	Professional Portfolio	
	Additional Profile Sections	
	Skills & Endorsements	
	Volunteer Experience & Causes	
	Advice for Contacting	
	Tools	
	Reordering Your Profile Sections	
	Calls to Action	

Chapter 10	Who Do You Want to Find?	83
	Searching on LinkedIn	
	Saved Searches	
Chapter 11	I Found You—Now What Do I Do with You?	93
	Contacting the Person You Just Found	
	The Introduction Function	
Chapter 12	There’s Gold in Them Thar Hills	99
	Expanding Your Network	
	Connecting with Classmates	
	“People You May Know”	
	“Who’s Viewed Your Profile?”	
	Accepting or Declining Connection Requests	
	Connecting with Competitors	
	Tags	
Chapter 13	Keywords Are King	111
	Maximizing Your Ability to Find and Be Found by Others	
	Exact Phrases	
	The “And” Function	
	The “Or” Function	
	The “Not” Function	
	Keyword Optimizing Your Profile	
Chapter 14	How Do Companies Fit into the LinkedIn Landscape?	117
	Researching Companies on LinkedIn and Other Company-Related Matters	
	Social Media Policies and Procedures	
Chapter 15	Revving Up Your LinkedIn Efforts by Joining Groups	125
	The Power of LinkedIn Groups	

Chapter 16	Show Me the Money!	131
	What Are the Power Users Doing on LinkedIn?	
Chapter 17	Your Account, Your Settings—Your Way	141
	Setting Your Preferences and Using the LinkedIn Help Center	
	Paid vs. Free Accounts	
	Features Available to Premium Members	
	LinkedIn Help Center	
Chapter 18	A Job Seeker’s New Best Friend	149
	LinkedIn—The World’s Largest Internet-Based Resume Database	
Chapter 19	Ready . . . Set . . . Go!	159
	A Six-Week, Two-Hour-per-Week Road Map to Results	
	Weeks 1–6	
	Managing Your Time on LinkedIn	
Chapter 20	Conclusion (Or Is It Just the Beginning?)	169
	Which Camp Are You In?	
Bonus Chapter	My Kids Are Already on Facebook— Can’t They Find a Job There?	173
	Why College Students Need to Be on LinkedIn	

Resources

It’s All About Character	
Take Full Advantage of Every Space.	185
Profile Perfection	
A Checklist for LinkedIn Optimization	189

LinkedIn’s Websites Section

Your “Link” to Future Opportunities **193**

LinkedIn People Searching

Your Ticket to Improved ROI **197**

Keywords

The Key to Being Found on LinkedIn **201**

LinkedIn Groups

Ca\$h in on This Powerful Tool **205**

Acknowledgments **209**

Index **213**

About the Author **219**

Bonus Online Resources

The Definitive Worksheet to Optimize Your
LinkedIn Profile Headline

www.powerformula.net/free

The LinkedIn Connection Conundrum: Who Should
Be in Your Network?

www.powerformula.net/connections

10 LinkedIn Mistakes Companies Make—and How to Fix
Them Before They Damage Your Company’s Reputation

www.powerformula.net/mistakes

How to Reach Your LinkedIn Audience

www.powerformula.net/audience

How Does Your LinkedIn Marketing Strategy Measure Up?

www.powerformula.net/marketing

Should You Hide Your LinkedIn Connections?

www.powerformula.net/hideconnections

CHAPTER 9



Not Your Average Joe

The LinkedIn Profile: Professional Portfolio, Special Sections, and Tools

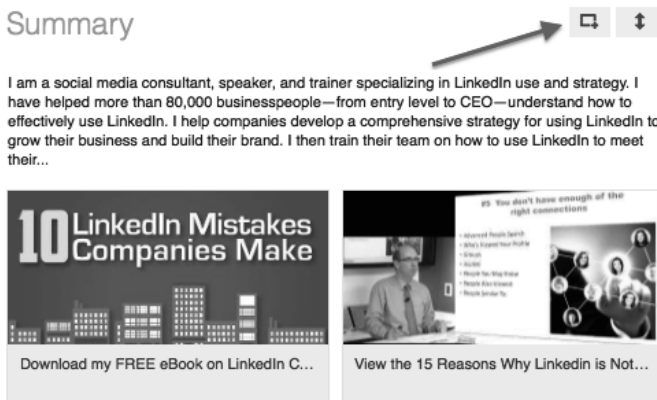
Throughout the previous chapters on LinkedIn profiles, I have consistently emphasized the fact that one of the major purposes of your profile is to show credibility. Your profile and your actions on LinkedIn should establish you as an expert and prove that you are not your Average Joe. In this chapter you will learn how to make your profile unique and comprehensive by taking full advantage of your Professional Portfolio and other special profile sections. You will also see how use of the profile-reordering tool and strategic placement of calls to action can enhance your profile and produce business results.

Professional Portfolio

When it comes to enhancing your credibility, in my opinion this is the best feature on LinkedIn. You can share hyperlinks or upload various media, such as video, images, documents, and presentations. Most media file types are supported by this feature. You can place media or links in the Professional Portfolio area of your Summary, Experience, and Education profile sections.

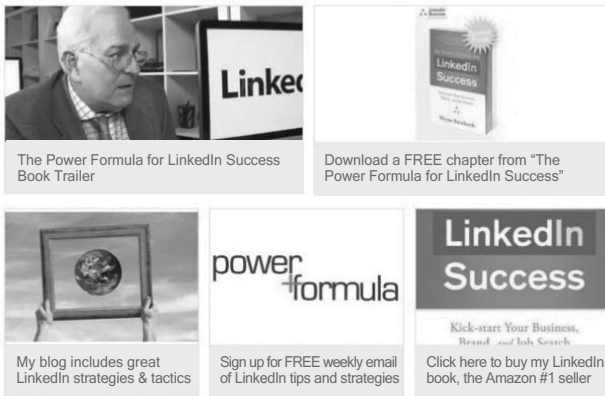
Go to the specific profile section in which you'd like to add media and click the Add Media icon (see Figure 9.1). After you

Figure 9.1: Impress viewers of your profile by including your best presentations, customer testimonials, white papers, etc.



select the link box or “Upload a file” and link to or upload your media, a picture of your content will appear. The title and description fields will automatically fill with information from the web page or document, but you can change or delete this information if you prefer. If you follow these steps, your portfolio media or links will look similar to Figure 9.2.

Figure 9.2: A combination of interesting graphics and intriguing text will encourage readers to take action.



To get you thinking about how you might be able to use this feature, this is what I am currently sharing in my Professional Portfolio:

- My LinkedIn blog, where I share weekly LinkedIn tips and advice
- Promotional video for one of my live LinkedIn classes
- PowerPoint presentation of an infographic showing the results of my annual LinkedIn user survey
- Free download of a chapter from my book
- Video testimonial from a client praising the presentation I did for his organization
- Link to a sign-up form for my weekly LinkedIn tips and other LinkedIn information
- Link to my book page on Amazon.com
- Introductory video for a nonprofit organization (I serve on its board of directors)

I have generated a significant amount of business by including media and links on my profile. When I was a full-time office furniture guy, I had on my profile a document titled “Checklist for Moving Your Office.” When I would meet a person at a networking event who was moving offices, right after I’d quit salivating about a potential sale, I’d hand him my business card and say, “Check out my LinkedIn profile—you’ll find a checklist for moving your office. Print it off and give it to the person responsible for the move. He or she will simply love the checklist.” This gives me immediate credibility and displays my expert status and my willingness to help. When that person goes home from the event and downloads the file, he will think, *Boy, Wayne has already added value in a brand new relationship. I think I’ll continue this relationship and call him for help with the move and furniture for the new office.* Be creative, and share interesting material that will impress viewers of your profile and thereby increase your credibility. If you are a job seeker, this is a great place to put your resume (PDF format or video).

Additional Profile Sections

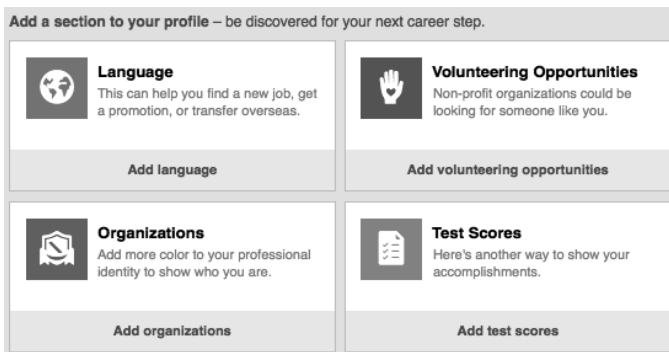
Whether you have a paid or free account, there are a number of special profile sections available to you. Including these sections in your LinkedIn profile will help you display your expertise, increase your credibility, and enhance your branding message. Currently the additional profile sections you can add are:

- Volunteering Experience
- Certifications
- Language
- Patents
- Publications
- Courses
- Honors & Awards
- Organizations

- Projects
- Test Scores
- Causes you care about
- Supported Organizations
- Personal Details

Right below your top box, you will see a list of available special sections (see Figure 9.3). Most of these are self-explanatory, and I suggest adding the ones that are applicable in your situation. If you speak multiple languages or hold a patent, let the world know about it. The Courses and Test Scores sections were obviously designed with students in mind, and this is an easy way for students to tout their academic work. It's all about differentiating yourself. Stand out from the crowd by adding these special sections and telling the world about your unique background or circumstances.

Figure 9.3: Set yourself apart from your competitors by including additional profile sections.



The following tips and strategies will help you take advantage of what I consider to be three of the most important special sections.

Skills & Endorsements

This section has gotten a lot of buzz because there is a lot more going on here than just a bunch of keywords that describe what you are good at. However, since you obviously want people to find you on LinkedIn, you should begin by including in this section words and/or phrases that describe who you are (experiences) and what you do (skill set). For example, I include terms like *LinkedIn trainer*, *LinkedIn consultant*, *LinkedIn keynote speaker*, *public speaking*, *social networking*, and *personal branding*. LinkedIn allows you to include up to fifty skills in this section of your profile. Obviously, the more terms you include, the more likely you will be found by people who are searching on LinkedIn.

An additional benefit of having skills on your profile is others can endorse you for those specific skills or expertise. Similar to “likes” on Facebook, everyone can see the number of endorsements you’ve received. In addition, the names and faces of the people who endorse you are displayed.

Here are a few facts, thoughts, and strategies relating to endorsements that will help you frame your approach to this important profile section:

- You can only receive endorsements from first-level connections and for skills you have acknowledged you possess.
- Don’t feel obligated to endorse everyone who endorses you. Of course, if you can give a genuine endorsement of someone in your network, you should certainly return the favor.
- You control which endorsements are displayed on your profile. If you receive an endorsement from a person your network may view as not very credible, simply hide that endorsement.

- It's not necessary to thank everyone who endorses you. However, if you are looking to strengthen a relationship, by all means, send a note of thanks.
- LinkedIn's search ranking algorithm is top secret, but I suspect the number of endorsements on a profile is probably part of it. Thus, the more endorsements the better.
- Potential purchasers of your products and services can easily compare how many endorsements you have with how many your competitors have—another reason to actively seek endorsements.
- When you endorse someone, LinkedIn will notify her via e-mail, and your name and photo will appear on her profile. This is a great way to get her attention.


Endorsements are a great way to boost your credibility, so don't be bashful. Include a comprehensive list of your skills and expertise. Then get busy and request endorsements so the viewers of your profile can see just how good you are.

Volunteer Experience & Causes


This special section helps you tell the world what you care about and allows others to see a part of you that may not typically be available to the general public. Why is this important? Because it helps brand you as an individual who cares about your community and shows you leverage your time, talents, and treasures for the good of those in need. And as I mentioned previously, people love doing business with people who care about others.

The three categories in this section include “Causes you care about,” “Organizations you support,” and a place to describe in detail specific organizations and your role in those organizations

Figure 9.4: Help yourself and the charitable organizations you care about by including them on your profile.


 Volunteer Experience & Causes

Board Member, Treasurer & Classroom Volunteer
 Make A Difference - Wisconsin
 September 2006 – Present (8 years 7 months) | Education



Since its inception in 2006, Make A Difference – Wisconsin has provided financial skills to more than 30,000 students in Wisconsin! A nonprofit agency committed to financial literacy education, our mission is to empower teens with the knowledge and tools to make sound financial decisions. The Make A Difference program consists of interactive seminars, including budgeting and saving, bank accounts,... [more](#)

Board Member
 Community Warehouse
 January 2008 | Economic Empowerment



Community Warehouse is a non-profit, faith-based provider set up to serve people in the Milwaukee community with affordable home and facility improvement materials. Our goal is to partner with foundations, individuals, builders, contractors, manufacturers and retailers to provide the resources that are needed for rebuilding Greater Milwaukee's under-served communities and as a result,... [more](#)

Founder
 Milwaukee Urban Promise Lunch Club
 September 2009 | Economic Empowerment

What is it? Milwaukee area professionals meeting once a month for lunch with high school students for the purpose of friendship, advice, advocacy, knowledge sharing, guidance and general mentoring.

The programs at both Ronald Reagan High School and St. Anthony High School are rigorous pre-university course of studies for highly motivated students, exposing them to the two great traditions of... [more](#)

Causes Wayne cares about:

- Children
- Education
- Human Rights
- Financial Literacy

Organizations Wayne supports:

- The Community Warehouse
- Urban Promise Lunch Club
- Make A Difference - Wisconsin
- Milwaukee Working

(see Figure 9.4). In addition to the personal benefit you derive from including this information on your LinkedIn profile, you are spreading your organization's message every time someone takes a look at your profile. It's great marketing for everyone, and—an added bonus—it's free!

Advice for Contacting [*insert your name*]

This optional section of your profile provides an opportunity to share your contact information with people outside of your first-level network. Because I prefer a very casual approach, I

Figure 9.5: You can provide contact information to make it easy for potential customers to inquire about your products and services.

Advice for Contacting Wayne

If you would like to chat about how I might be able to help you and/or your organization with all things LinkedIn feel free to contact me at wayne@powerformula.net or 414-313-7785. I hope to talk to you soon.

have personally chosen to include my phone number and e-mail address in narrative form (see Figure 9.5). Most salespeople I've encountered choose to openly share their phone number and e-mail address in this section. Some people choose to include a link to their website contact form. People who do not wish to share their contact information with the general public don't add this section to their profile. Only you can decide which approach is best for you.

Tools

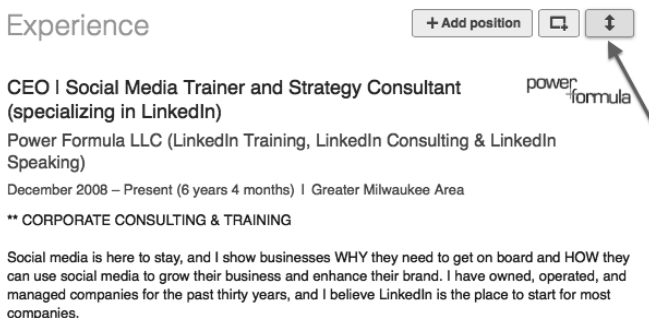
In the remainder of this chapter, we're going to discuss two useful tools that will further enhance your profile: the section-relocating functionality and calls to action.

Reordering Your Profile Sections

The default order of your profile is top box, Summary, Experience, and so on. But because some readers may never read the middle or bottom portion of your profile, you may find it advantageous to place your most important information near the top. For example, if moving up your Experience section would tell your story more effectively—especially because you have some excellent information in your Professional Portfolio—do it. If you are a student who has little in the way of job experience but very substantial and impressive educational entries, you may want to

move those entries up above your Summary section, or at least above your Experience section. Rearranging profile sections is easy—but keep in mind that not all profile sections can be moved. If a profile section is movable, you will see an up-down arrow to the right of the section heading. To move the entire Experience section, for instance, simply click the up-down arrow and drag the section to your desired location (see Figure 9.6). Also, if you'd like to move an individual entry within the Experience section,

Figure 9.6: Strategic placement of your profile components can greatly improve your effectiveness.



for instance, hover your cursor over the entry, and a gray vertical bar will appear to the left of the entry. Click the bar and then drag the entry to a new location.

Calls to Action

We have discussed the basics of creating an impressive LinkedIn profile. Now it's time to focus on precisely what you'd like readers of your profile to do after reading it. "That's simple," you say. "I want them to call me so we can do some business together!" But what if the reader is not quite ready to take that big step? What

if he needs more information about you, your company, or your products/services before he picks up the phone or reaches out to you with an e-mail? This is where calls to action (CTAs) come in. What is a CTA? Wikipedia says this: “A call to action, or CTA, is a term used to describe a banner, button, or some type of graphic or text on a website meant to prompt a user to click it and continue down a conversion funnel.”

Here are some actions you might call people to take when they review your LinkedIn profile:

- Download an informational document
- Watch a video
- Go to your website
- Listen to a podcast
- Read a product review
- Request a quote
- Read your blog

Your profile should have several CTAs to help move your reader down the conversion funnel and closer to that all-important step of contacting you. The best profile sections in which to include CTAs are:


- Headline
- Summary
- Websites
- Projects
- Publications
- Professional Portfolio
- Advice for Contacting [*your name is inserted here*]

For examples of the types of calls to action I have included on my LinkedIn profile, see Figure 9.2 on page 71 (Professional Portfolio) and Figure 9.7 (Summary section). To view all of my CTAs, check out my complete LinkedIn profile at www.linkedin.com/in/WayneBreitbarth.

Figure 9.7: Move your reader down the conversion funnel by offering valuable information.

My diverse business experience also allows me to share real-life stories and illustrations as I educate, motivate, and entertain audiences at national conventions, industry events, and conferences.

Check out my website at www.powerformula.net, where you can:

- sign up to receive my FREE weekly social media tips
 - download lots of FREE social media resources
 - view some of my video presentations
 - read my blog
 - learn about the many services I provide for individuals and companies
- 

What good is a great-looking profile if it doesn't make you any money? Include some strategically placed calls to action on your LinkedIn profile, and then get ready for the customers to come knocking on your door.

Maximizing your use of the Professional Portfolio, additional profile sections, and tools discussed in this chapter will allow people to identify your areas of expertise and witness your desire to help others, which will significantly enhance your credibility. This is your chance to prove that you are *not* your Average Joe.

APPLYING THE POWER FORMULA



- How better to explain your **unique experience** than a PowerPoint presentation or video that positions you or your company as experts in your field?
- Be sure to use your Professional Portfolio for posting customer testimonials.
- LinkedIn offers a number of additional profile sections. Take advantage of this opportunity, and use any applicable special sections to showcase your **unique experience**.
- Placing calls to action throughout your profile will make it easy for viewers of your profile to get additional information about you and your company.

About the Author



Wayne Breitbarth is a nationally recognized LinkedIn speaker, author, and consultant. The first edition of his book *The Power Formula for LinkedIn Success* was the bestselling LinkedIn book on Amazon for more than a year and a half. Wayne has helped more than 80,000 people maximize their use of LinkedIn. He has inspired audiences both locally, at many of Milwaukee's most prominent companies and organizations, and nationally, at conventions, industry association events, and corporate training sessions. Wayne's diverse business experience, pragmatic teaching style, and infectious sense of humor have earned him the praise of the press and the distinction of being referred to as the "LinkedIn Guru."

When he began using LinkedIn in 2008, he was an owner and president of M&M Office Interiors in Pewaukee, Wisconsin. He currently devotes himself full time to helping companies develop a comprehensive strategy for using LinkedIn to increase sales, raise brand awareness, recruit employees and reduce recruiting fees, and discover new markets for products/services. In addition, he helps individuals maximize their use of LinkedIn to meet and exceed their professional goals and advance their careers.

Prior to his involvement in the office furniture business, he spent nearly twenty years in the automotive industry. He received his BBA from the University of Wisconsin-Whitewater and his MBA from Marquette University. Wayne is also a Certified Public Accountant and spent the early years of his career as an auditor and small business consultant with Arthur Andersen & Co.

Throughout his career, Wayne has been involved with a number of philanthropic organizations. His financial background has enabled him to assist Make A Difference-Wisconsin in its mission to enrich the community by empowering high school students to make sound financial decisions. His work with this organization includes serving on its board of directors as well as teaching financial literacy classes to students in Milwaukee Public Schools. He is also the founder of Urban Promise, an urban youth mentoring program that brings together business professionals and high school students in Milwaukee Public Schools. Wayne also serves on the board of directors of the Community Warehouse, a nonprofit organization that serves the Milwaukee community by providing affordable home-improvement materials, and Milwaukee Working, a nonprofit in the Central City that creates jobs for men and women who are either underemployed, never employed, or background challenged. He has also served as a youth leader and teacher at Eastbrook Church in Milwaukee.

Wayne's work with urban youth has been applauded by the Wisconsin Institute of Certified Public Accountants, and he is a past recipient of the WICPA Public Service Award.

Wayne resides in Milwaukee, Wisconsin, with his wife of 35 years. They have three daughters and one granddaughter.