

LinkedIn BUILDER

Profile Writing Guide

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INTRODUCTION

About this Guide

Our goal for this LinkedInBuilder service is a conversational, socially engaging profile that seeks 100% profile completeness—we look to deliver to you the profile overhaul you need to leverage LinkedIn for career advancement and success.

For any items that you might be struggling with or just need more information on when you're updating your profile with its newly created content - this guide breaks down profile content creation section-by-section.

Professional Headlines

LinkedIn's default settings will populate your profile's headline with your current job title and company. Customizing this headline not only avoids redundancy of information appearing later in the profile, but also helps you stand out from others — even within LinkedIn's search results alone.



The *Professional Headline* will tell others what you do and how people benefit from working with you. It should concisely reflect your core values, expertise, and personal brand in compelling language.

We consider the following items when crafting any *Professional Headline*, and urge you to do so as well:

- Use specific language while maintaining a natural, approachable tone
- Select 3-4 keywords on what the you do / services you offer
- How do you differ from similar professionals?
- 120 character limit

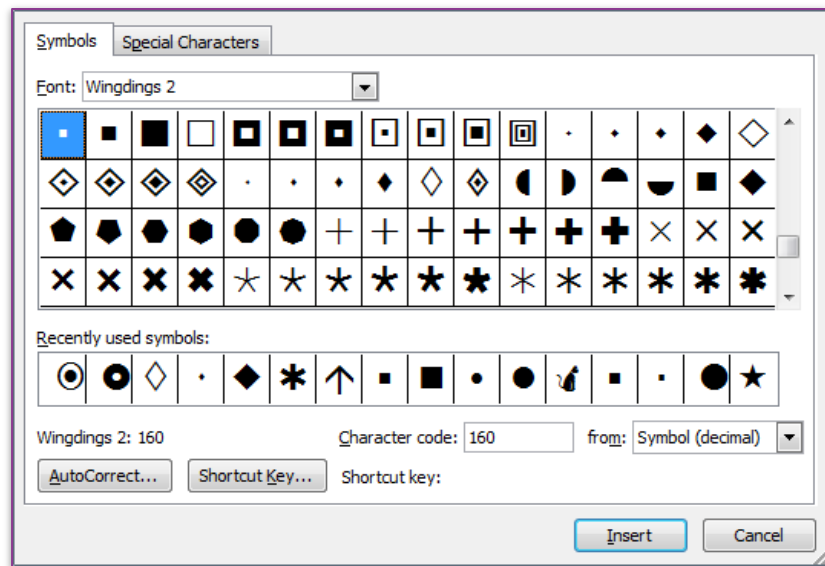
Headline Don'ts

- Don't use all uppercase letters for the entire headline
- Don't include contact information (accounts can be pulled for this)
- Avoid sounding like a sales ad; keep the language simple

Professional Headlines, Continued

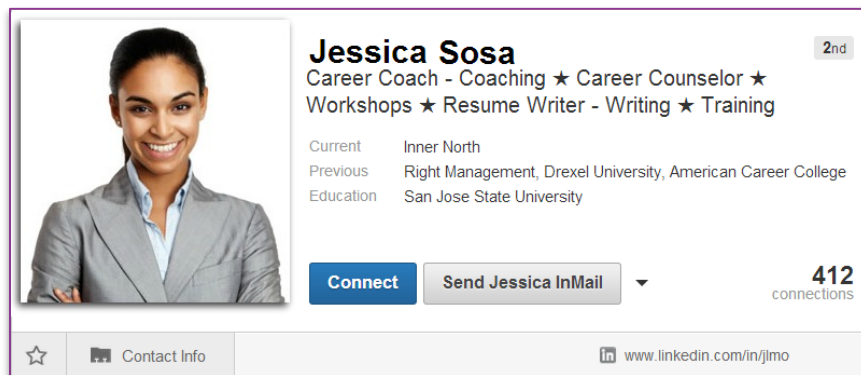
•●◎Symbols and Bullets ◎●•

Symbols, bullets, and special characters can be used to de-clutter profile content and to emphasize important details. These elements can be added to *Professional Headlines*, as well as *Summary* and *Experience* section content to add visual interest.



Add symbols in Microsoft Word:

1. Click where you want to insert the symbol.
2. On the Insert tab, in the Symbols group, click Symbol
3. Click the symbol that you want in the drop-down list
4. Select “Insert”



Keep usage of symbols and special characters consistent and conservative. Avoid using too many symbols or

using them in a way that distracts readers from the message.

Background Section

Background



Summary

This section serves as an elevator pitch that quickly grabs your reader's attention; moreover, your summary must reflect personality and approachability.

An effective profile summary matches LinkedIn's utility as a professional social networking site—it creates an opportunity for conversation with visitors.

While this section allows for a 2,000 character limit, we work to keep it at 500-700 words while answering these questions for visitors:

- Who are you?
- What do you do?
- How can you be of help?
- How can you be contacted?

A natural tone is key to an engaging profile summary. Language in this section should be from a first person perspective, as though you are speaking directly to profile visitors.

Consider your career level and job type in selecting a tone for the summary. If you're in finance, you may want to favor a conservative tone, whereas if you're in a creative profession, your audience will be more receptive to social media trends and conversational tone

Background Section, Continued


Other Conversation Starters

- If you offer a product / service, explain why it's unique or useful
- Provide details on the types of opportunities you are interested in
- Quotes about you, made by co-workers or industry figures
- A call to action with contact information (email address or twitter)
- Brief descriptions jobs held or any major accomplishments
- Special credentials, knowledge, or affiliations
- Professional philosophies or approach to hurdles on the job
- Keywords (they pique interest when included naturally)

In addition to a summary's tone and messaging, formatting can also help to grab the attention of readers.

We break text into digestible blocks containing one or two ideas, and urge you to not hesitate to apply symbols / bullets when organizing the information live in your profile.

Here's an example of a LinkedIn summary that effectively touches on all of these elements and others:

 Summary

No one is good at everything. As much as you may be in command of your core offering, chances are your messaging or online community engagement don't quite make the grade. Not a great writer or editor for your own materials? You're certainly not alone.

As a content manager I help businesspeople get their messages out clearly, concisely and accurately and engage their target audiences. My writing, editing and webinar management services help clients who struggle with clear content deliver sharp, meaningful and relevant information. I have a knack for ramping up online community engagement.

Whether it's your blog, website, book, online community, LinkedIn profile, social media accounts or more, getting to the point and conveying simply and strongly what you do or offer within your content is essential. Do you need a writer? Need an editor? That's where I come.

If I can't be of service, I may know others who can meet your needs. After all, creating and fostering relationships -- and giving back -- is a cornerstone of conducting business today. Contact me at johnsmith@email.com.

Specialties:

- Writing clearly in your voice
- Editing so readers clearly get your message
- Synthesizing elaborate materials to better comprehension
- High-level relationships and extensive professional network
- Managing website content and hosting webinars
- Managing online communities and content for greater interaction

Experience Section



Experience

Conversational tone should also be carried over into the experience section of a LinkedIn profile, as you can see from our work. Again, although this section allows for a 2000 character limit, we take care to keep the description for each of your roles concise.

Several aspects of LinkedIn's experience sections are similar to those of crafting a resume's professional history. Be sure to:

- Never copy/paste company or job descriptions
- Included keywords and hard skills
- Avoid laundry lists of task-oriented bullets

Other Tips on Optimized Descriptions

Capture your strengths. Did you get promoted? How many people did you direct? Was a particularly important project or challenge completed?

Define the types of clients / customers you serve. This will help visitors to decide if you are a good match for their needs. It's a good idea to include any available testimonials to paint a clear picture here.

Experience Section, Continued

Connect past experiences with current goals. Emphasize your qualities, skills, and results from past roles that are tied to what you hope to achieve now.

Don't include experience descriptions as lengthy, paragraph-form blocks of text; instead, chunk the text into 1-3 sentence segments, similar to the summary section, as we do when writing your profile. You can also consider highlighting key items in a list.

Editor / Director, Online Development

LookSmart, Ltd.

January 2009 – Present (5 years 1 month)

My goal is to make sure you communicate concisely a professionally with your target audiences.

- + Writing
- + Editing
- + Webinar management and moderating
- + WordPress website content
- + LinkedIn Profiles

I edit blogs, articles, websites, newsletters, and books. You can focus on what you do best while I handle the finer details of webinars and other online events.



The above example applies both methods of organizing information, whereas the example below is particularly short, but still captures the scope of the individual's experience while combining keywords and conversational tone.

Digital Strategy & Operations

Independent

October 2012 – October 2012 (1 month) | California

I'm an expert in operational management, product management, UX, communications, creative and editorial direction, product and process design.

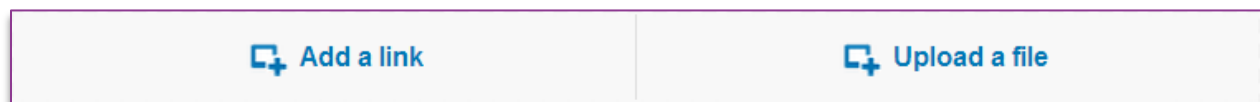
This abbreviated description is appropriate not only because this was a brief freelance project, but because visual content related to the experience is provided just below it, via [LinkedIn's portfolio feature](#). Each portfolio item supports these claims and is accompanied by a description of its own.

Experience Section, Continued

Adding in Media to LinkedIn

Providing a rich media environment within a profile helps attract reader attention and immediately qualifies you as the owner of the profile as being fluent in present technology, design standards, and other critical professional qualities.

First, enter the “Edit Profile” section of LinkedIn. If your profile is relatively new or the section is previously unedited, LinkedIn will provide a graphic, under each section, prompting you to provide pictures and other forms of Rich Media.



Simply include a link to any video, presentation, slideshow, image, or document for this to appear in the associated section.



However, if you have already edited these sections, such a graphic will likely not be visible. In this situation, enter the “Edit Profile” section of LinkedIn. Next to each section header (ex. Summary), you’ll see a box with a plus sign as well as an up-and-down arrow.

If you click on the box with the plus sign, it will take you to the field in which you can input rich media. You’ll have the option to add a link or upload a file. You can title and add descriptions to these media elements. Also, LinkedIn allows you to easily place the media exactly where you would like to see it.

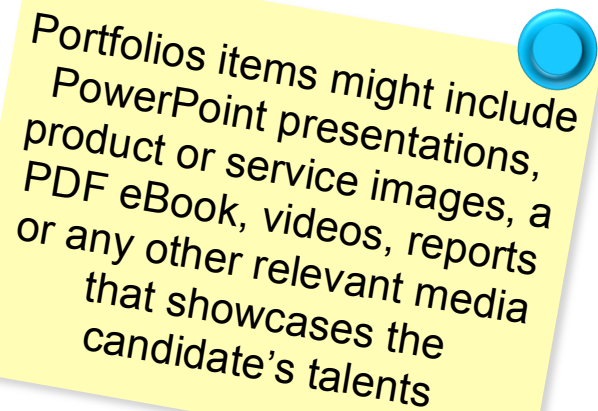
Experience Section, Continued

Portfolio Item Descriptions

The portfolio feature allows users to expand upon accomplishment items in a way resume documents do not. When portfolio items are to be included, the experience section should touch upon them, creating a logical link between the duties outlined and samples provided.

A description for the item itself should also be provided. This description should include the following information:

- What is the item (image? video? slide show?)
- Why / When was it created?
- What did it accomplish?
- Did this material receive recognition? From where?



Portfolios items might include PowerPoint presentations, product or service images, a PDF eBook, videos, reports or any other relevant media that showcases the candidate's talents

Title *

Description

Move this media to

[Remove this media](#)

Skills and Expertise Section



Skills & Expertise

Including all 50 skills is vital for 100% profile completeness!

LinkedIn allows you to add up to 50 skills to your profile and they're an important part of any profile because of the opportunity for engagement they provide: connections have the ability to endorse or recommend you based on the selected skills.

A good skills and expertise section strikes a balance between hard and soft capabilities while maintaining the highest level of relevancy to your industry and current career path.

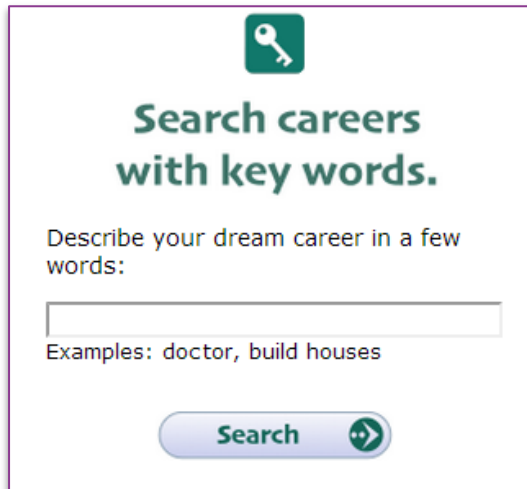
Our goal is to provide 50 keywords as skills for you. About **50-75%** of the 50 skills and expertise come from your resume and /or the information you provide to us. **25-50%** of the skills and expertise come from outside sources, such as job descriptions similar to titles you have held.


One easy way to pinpoint skills and expertise items is to utilize a tagcloud program such as [Wordle](#) or [TagCrowd](#). The programs generate visual summaries that give prominence to words that appear more frequently in the source text.



Skills and Expertise Section, Continued


Using O*NET to Pinpoint Skills




Search careers with key words.

Describe your dream career in a few words:

Examples: doctor, build houses

Search 

You can use the Occupational Information Network (O*NET), a program developed under the US Department of Labor/Employment and Training Administration. O*NET is an excellent source of occupational information and includes a database of 900 career options.

O*NET's page www.mynextmove.org allows users to search this database by both keyword and industry. Simply search by your current or desired job title and O*NET will present a profile for your job type, as well as any relevant professional titles.

Copy Writers

Also called: Copywriter, Copy Writer, Account Executive, Advertising Copy Writer

What they do:

Write advertising copy for use by publication or broadcast media to promote sale of goods and services.

On the job, you would:

- Write to customers in their terms and on their level so that the advertiser's sales message is more readily received.
- Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy.
- Write advertising copy for use by publication, broadcast or internet media to promote the sale of goods and services.

KNOWLEDGE

Arts and Humanities

- English language

Communications

- multimedia

SKILLS

Basic Skills

- reading work related information
- writing things for co-workers or customers

Problem Solving

ABILITIES

Verbal

- communicate by writing
- read and understand what is written

Ideas and Logic

- create new and original ideas

Skills and characteristics are broken down into 5-10 categories, ranging from education to personality traits, making it easy to identify aptitudes missing from your profile section.

Education Section

The education section of a LinkedIn profile provides many opportunities to maximize your professional online presence.

In addition to presenting your credentials and increasing your profile's ranking within search results, this section also allows you to network with instructors / classmates through alumni groups and other resources.






This level of detail will also demonstrate that you are a life-long learner and committed to success in your field.

Start by listing the schools attended, beginning with high school. From there, list other forms of education such as training sessions, industry seminars, vocational education, and other professional development.

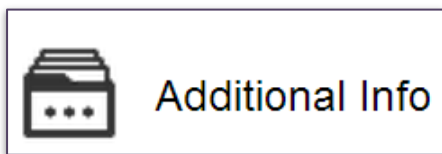
Elements such as GPA and classes taken are not entirely necessary; however, listing relevant coursework for can help to flesh out sparse profiles.



Adding work-related keywords into fields of study and additional notes sections of this section will also contribute to profile completeness

State University of New York  Edit  	
Associate in Arts, Humanities and Social Sciences	
2003 – 2006	
 Add a link	 Upload a file

Additional Information Section

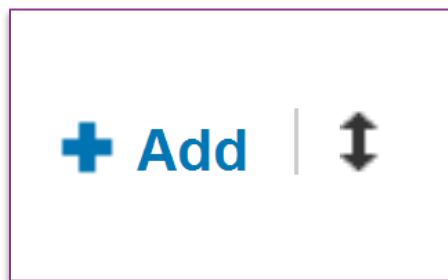


Subsections

The Additional Information section has many subsections that can help facilitate the transition to a more complete and professionally oriented LinkedIn profile.

Additionally, this section will allow you to pursue development of areas that are typically not included on a resume. If you feel like your profile is too similar to the resume, this is a great section to build out.

Positioning Content (Dragging and Dropping)



LinkedIn has an exceptionally useful tool for rearranging content as it appears on your profile – the “Drag-and-Drop” feature. Remember to position key content within your profile. This might involve grouping like details and experience, or placing less relevant information toward the end of the profile.

You’ll note an up-and-down facing arrow. This is the handle, click it and hold. Once you are holding down after clicking, simply move the informational field up or down, depending on your specification. From there, place the information appropriately, and release the hold on the mouse to drop the information.

Subsections, Continued

Publications


If you have a long list of publications, more typical of a CV, this is a great place to display all that information.


If there are 10+ authors, be sure to include any co-publisher, and 8 contributors you would like to further network with on LinkedIn

The editing field provides space for a *Title*, *Publication/Publisher*, *Publication Date*, *Publication URL*, *Author(s)* (up to 10), and a *Description* field.

The author section is particularly important because you can add the accounts of those who contributed to the publication – helping to grow your network.


Depending on the items listed, you might also find it useful to include an excerpt of the published content. This gives readers a glimpse into your work, and also further boosts your profile's completeness if it includes relevant keywords.

 Publications + Add | ↓

Why I Recommend LinkedInBuilder to Clients  [Edit](#) | ↓

The Spotlight (Newsletter) Professional Association of Resume Writers & Career Coaches
February 2014

"My clients continue to maximize their success with the help of the team at LinkedInBuilder. They have their finger on the pulse of today's job markets and social media trends."

Resumes, Resumes, Resumes!  [Edit](#) | ↓

Adams Media; 10th edition
March 2012

"Create the most effective document to get you noticed. This book will guide you through every step of the writing process as well as provide you with all-new examples of industry-specific resumes and those that cover every stage of your career."

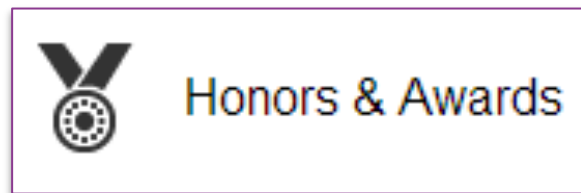
Subsections, Continued

Organizations

Similar to the listing of authors in the publication field, displaying organizational affiliation assists in the broadening of your networking potential and profile visibility.

This is an ideal place to list professional affiliations (ex. associations where you are a Board Member), as well as your academic affiliations.

When editing, the *Organization* field is the only required field. However, there are additional sections for *Position Held*, *Occupation* (if associated with a position), *Time Period*, and *Additional Notes*. Clients that have any organizational affiliation should be prompted to provide as much detail as possible.



Did you receive Salesperson of the Year in 2012? How about an honor during your time in the military?

If so, draw out those items by utilizing the *Honors and Awards* section. List the name of your award(s) in the *Title* field (the only required field). The other fields include *Occupation* (if associated with a position), *Issuer*, *Date*, and *Description*.

For awards that hold significant quantifiable relationships, such as sales awards, be sure to utilize the description section to outline those figures.

Subsections, Continued

Patents and Certifications

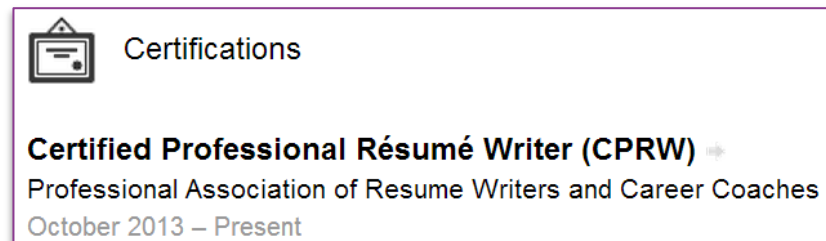


If you have a highly scientific / engineering-based background, and have patents listed within your resume, this section of LinkedIn allows you to best detail these notable achievements while also growing your network potential.

Note: This section requires detailed information such as your *Patent/Application Number*, *Patent Office*, and the *Patent Title* for the most streamlined process.

Other fields include *Inventor(s)*, which should be treated similarly to publications in that the leading contributors should be first included, along with your own contributions, for up to 10 inventors. This is a critical section because it is highly integrated with LinkedIn's functionality and will allow for cross-reference of other professional profiles.

If you are pursuing a certification, or involved in a career field that requires certification, this section will become very familiar.



It is critical to list your certifications on LinkedIn to help underscore valid experience in a given field. Similar to the *Patent* section, be sure to include your *Certification Name*, *Certification Authority*, and *License Number*. There are no required fields, so unavailable information can easily be omitted.

Subsections, Continued

Volunteer Experience & Causes

Unlike a resume, in which volunteer experience causes supported are significantly limited, LinkedIn profiles often benefit quite significantly from the inclusion of this information, as it provides added networking possibilities.



Additionally, many recruiters do consider this information to be highly important – just under its appropriate category.



Volunteer Experience & Causes

Volunteer

Special Equestrians, Horses and Handicapped, Inc.
Health

Causes Joanna Doe cares about:

- Civil Rights and Social Action
- Women's Economic Empowerment

Organizations Joanna Doe supports:

- [Dress for Success Worldwide](#)
- [Women Presidents' Organization \(WPO\)](#)
- [UNICEF](#)

The required fields include *Organization* and *Role*. For some organizations, roles might be harder to define.

In these situations, listing yourself as a “Member” is an acceptable average response.

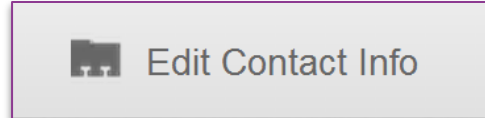
In the *Cause* field, be sure to select the most closely related field, as this will help with search results and profile visibility. The *Description* field should be filled with succinct but strongly developed material.

Subsections, Continued

Contact Information

Including of a diverse range of contact information is critical in the facilitation of direct communication with contacts. To edit, enter the standard *Profile Edit* screen. Under the headline section, there will be a small gray box towards the lower right-hand side of that top field, labeled “Edit Contact Info”.

Click on that section to open up the contact information editor. Simply click on the bright blue pencil icon next to the field requiring editing to input new information. Once complete, click “Save”.



You’ll be able to edit your E-mail, Instant Message (up to 3 unique names), Phone, Address, Twitter, and Websites.



Advise clients on the benefits of including contact information, but include it only at their preference.

Advice for Contacting John Doe

I welcome all calls and emails! Whether you need someone to help with resumes, cover letters, job search questions, or if you have other needs, reach me at:

Email me at doe@email.com
Phone/text: 555.771.9432
Skype: jdoe

Blog: www.doethoughts.com
Company Site: www.dreamjobnow.com
Twitter: @JDoe
Google+: John Doe

Common Misspelling: Jon Doe

For the optimal profile, provide as many contact points as possible. The “Advice for Contacting” can help reemphasize information presented in this field.

This section allows you to not only add in e-mail and phone information but, furthermore, helps incorporate website links and other forms of social media.

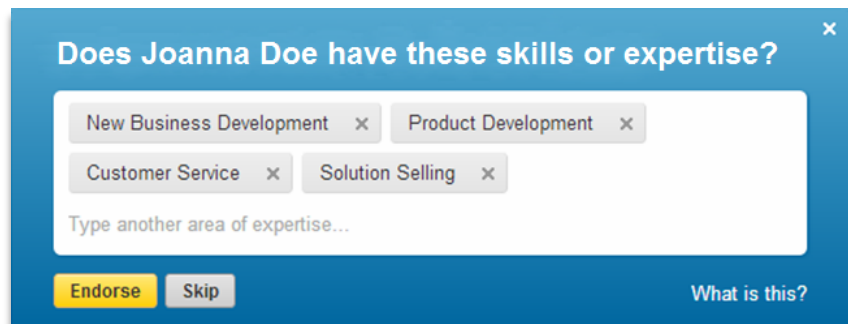
Endorsements

As a relatively new feature within LinkedIn, endorsements allow your 1st-degree connections to recognize your various skills and areas of expertise in a given area.

Similarly, you will be able to provide endorsements for your connections.

The net effect of an endorsement is a heightened sense of

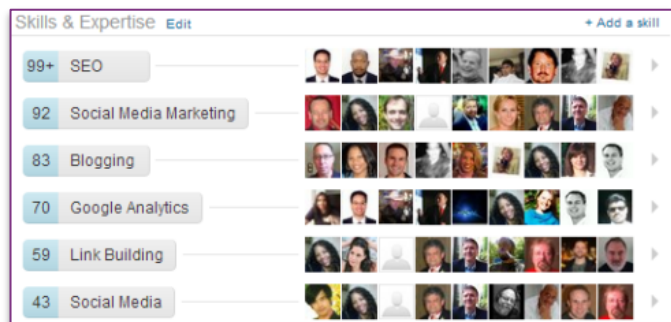
credibility and validity to listed key strengths. Here are a few good notes:



Endorse to be Endorsed: Reach out to your immediate connections and offer endorsements. Connections will very likely return the favor of an enhanced professional connection.

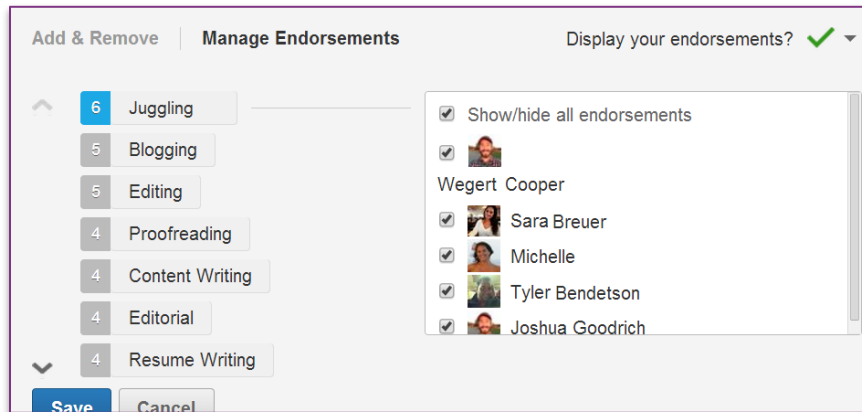
Request Endorsements: In general, the amount of effort required to request endorsements would be better invested in requesting a recommendation.

Endorsements for Close Connections: Those most closely associated with your work can provide an array of positive endorsements.



Endorsements, Continued

Hiding Endorsements

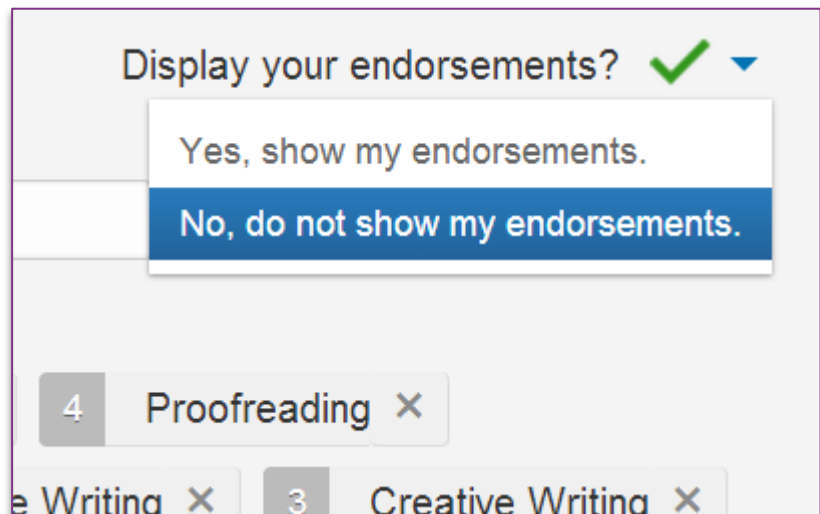


In some situations, you may receive endorsements that are not directly reflective of your background.

To remove endorsements

Profile → Edit Profile → Scroll to Skills and Expertise
Click on Pencil Icon
Select Manage Endorsements
Choose Add and Remove for any Skill

You can also hide all endorsements!



Authenticity

Unique Content

In your work to become more acclimated with the LinkedIn development process, you may research information about LinkedIn and even review profiles reflective of related backgrounds to that of your own.

Quote and Cite

Any information derived directly from an outside source should be quoted and cited.

Paraphrase

Read over the section of text you would like to utilize as reference, cover the text/close the window, and work to best digest the provided information.

Give yourself a few moments and then work to write out the idea in your own phrasing.

Check your Paraphrase

Contrast your developed text to any sources of influence or reference. If they are too similar, be sure to work on drawing out more unique phrasing in your new text.

Use this review process to ensure accuracy of referenced information.

LinkedIn BUILDER

Profile Writing Guide Conclusion

By now you might feel like a certified expert on profile completeness LinkedIn—congratulations! It's time to start breaking down doors, get connected, and leverage your newly branded profile for career advancement.



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