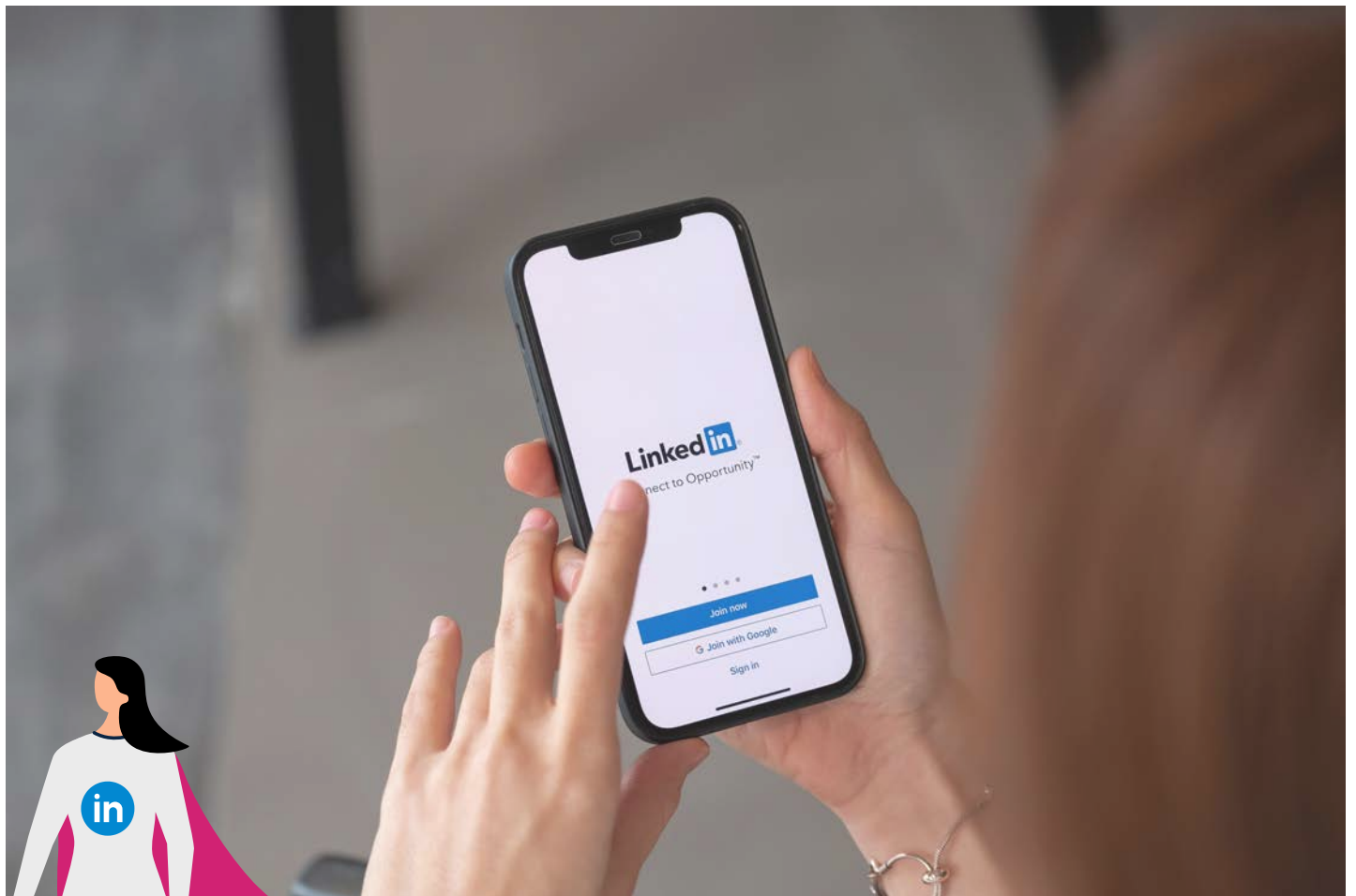




HOW TO START AND SUCCEED ON LINKEDIN



If you're not using LinkedIn as a business owner you could be missing out on a huge amount of potential leads!





**Are you looking to include
LinkedIn as part of your social media strategy
but struggling to know what to post?**

**Or maybe you feel it's too serious or intimidating
to reach your target audience there?**

**Think again.....
There is nothing to
worry about.....
LinkedIn is a brilliant
platform for building
valuable connections**





POWER UP YOUR LINKEDIN PROFILE TO GET RESULTS

If you are currently looking for new clients or new business then LinkedIn is a great platform to prioritise.

There are various parts you can optimise on LinkedIn to help you get noticed and build valuable connections:



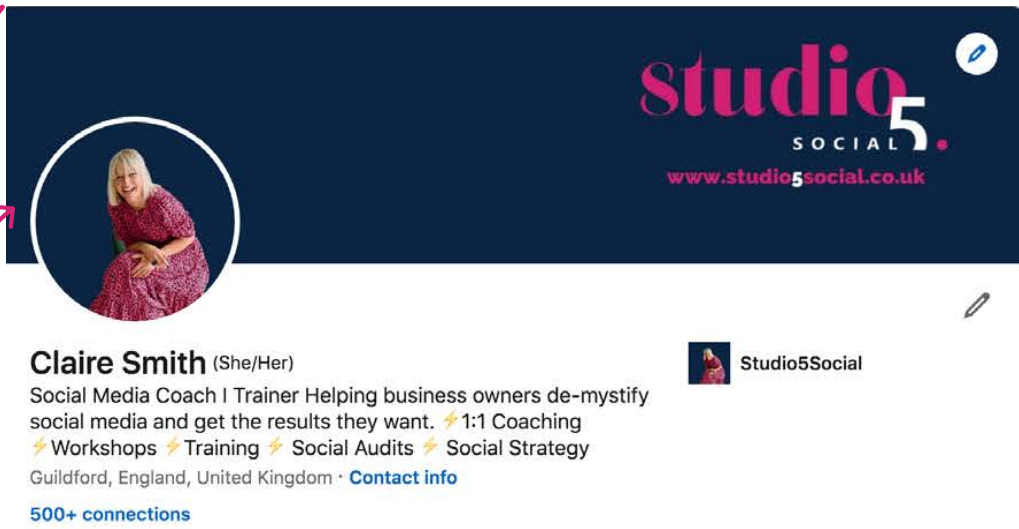
in

**9132 CONNECTIONS
MADE EVERY
MINUTE**

**LORI LEWIS
(2021)**

1

Let your network 'see you'



LinkedIn is a professional networking platform so I strongly recommend you present a professional image
Jim's wedding family shot!

Professional can be you taking a picture on your phone and then editing. Apps like Canva or pfpmaker.com are great for adding (or removing backgrounds) or on brand colours to help you stand out.

LinkedIn also recently introduced the ability to record an introductory video which is a powerful way to stand out on the platform.

Your photo should be current and take up 60% of the frame with no busy background

Profiles with a photo receive 14 times more views.

2

Create a stand out banner



It is really important to personalise your banner - if you have the standard LinkedIn blue / grey one it suggests that you are not really that 'active' or serious about being on LinkedIn (think shop closed).

Just as with your photo your banner 'follows' you around the platform and is a clear branding message to your audience.

The banner section can be a great place to showcase or highlight anything you are involved with e.g. key industry events or workshops/services you might be running.

Don't forget to have a clear call to action sitting within your banner e.g. your website URL.

An eye-catching, on-brand banner will really help you stand out from the crowd. This can be easily done using a downloaded image, logo, or creative app such as Canva.

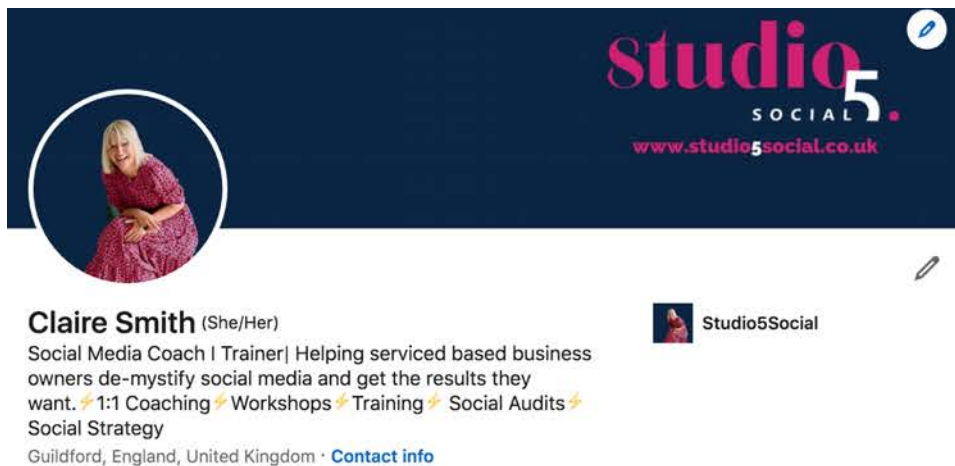
TIPS

PRO TIP - Position all valuable banner content across the top, or set it to the right-hand side to avoid it being cut out by your profile pic - (desktop viewing of the app puts your picture to the left, however mobile views it in the middle).

3

Maximise your headline

Your headline is arguably the most important part of your LinkedIn profile because when people search on LinkedIn results that are displayed to them will be based on the text in your headline.



People see your banner, cover photo, and headline first, so it's really important to make it punchy and mobile-friendly (59% of users are mobile users!)

The first 70 characters of your headline are the most important (you have 220 in total). Other LinkedIn users see this first section of your headline (70 characters) under your name when you reply to any posts.

To encourage connections 'front load' your headline with those all-important keywords e.g. what you do! Then use the remaining characters to explain how you do it.

Try to include as many relevant keywords as possible (these are searchable so the more you have the more likely it is you will be found).

You can include keywords in your general description or by using | to break them up |

About / Summary section

In the About / Summary section you can go a bit deeper into who you are, what you do, and what you care about.

But remember, it's not about you - people care what you can do for them more than why you do it!

If you are not sure what to include here brainstorm the following questions;

What problems can you solve?

What can you help your clients accomplish?

What do your clients say about you?

What makes you stand out from other Business Owners?

What is your USP?

How can people contact you?



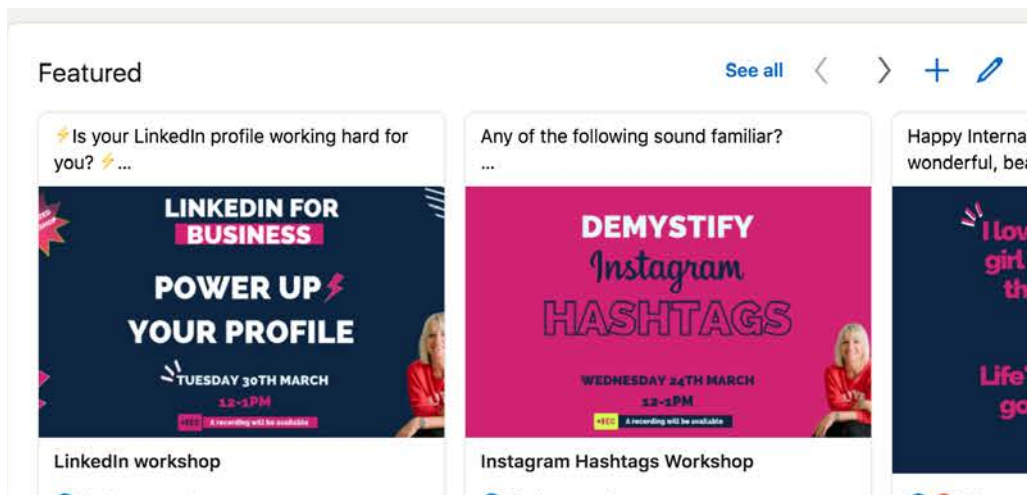
End your summary with a call-to-action. That could be providing information on how to contact you to find out more, or telling them about your lead magnet to get them on your email list (don't have an email list? I strongly recommend you get one!)

You have 2,000 characters available for this section so can be more of a narrative format (but don't feel you need to use all of them).

Media and Links

You have the option to add media and links in the Featured section. This is a great place to showcase posts, articles, websites, presentations, or any projects/services you would like to spotlight.

If you have any lead magnets or email sign-ups include these here too - I know lots of clients who have enjoyed great success from doing so.



The Featured section is also a great place to add client testimonials - you can create images for these in Canva or similar and then upload them with further information in the description e.g. a bit more information on the project undertaken.

Build in time to make sure all these parts of your profile are optimised accurately - as they are a real indicator as to whether you are 'active' on the platform

Then you are ready to post.....

That first post can feel a little bit overwhelming! What should you say? Who will see it? Will anyone care?

My advice? Forget everyone else! Imagine your posting just to your close community. Your first (and future posts) should always add some value e.g. solve a problem, educate, inspire or entertain.

I always recommend for your first post to be an introductory post - say hi, let people know what you do, your why and how you can help them.

Remember to include a few fun things about you e.g. interests / hobbies / business journey so far.... it's the personal content that will help build connections through common interests and shared values.

It's a good strategy to regularly post introductions as your followers grow. These posts will let new connections know more about you AND remind existing followers you are still here!

Test what type of content is resonating the most with your network and post more of it!





I hope this was helpful - let me know how you get on.

If you'd like help with any aspect of LinkedIn please get in touch for a chat through my email claire@studio5social.co.uk or send me a DM on either LinkedIn or Instagram.