

How To Showcase Your Editorial Expertise Using LinkedIn

LINKEDIN TOP FACTS

- LinkedIn is one of the highest ranked sites when people Google your name
- LinkedIn has over 300 million members in over 200 countries
- Two (2) new members join LinkedIn every minute

LinkedIn acts as your business card, your resume and your Rolodex

You can leverage LinkedIn to:

- position you as an expert
- showcase your accomplishments
- stay in touch with colleagues and sources
- collaborate, learn and source material

PUNCH!media's 3 EASY STEPS TO LINKEDIN SUCCESS:



1. **Create:** a strong branded profile that fascinates your target audience
What is your "story"?
2. **Connect:** with quality people who can help extend word-of-mouth awareness, provide "social proof"/testimonials
3. **Converse (& convert):** Stay top-of-mind and stay in touch. Build strong relationships based on thought leadership and trust.

Email me at leslie@punchmedia.ca if you would like your FREE LinkedIn Summary Worksheet.

LinkedIn Summary Swipe File & Examples

MAIN GOALS:

- Create a strong branded presence that fascinates your target audience
- Effectively tell your story
- Compel people to connect with you (and buy what you have to offer)

According to BrandYourself, an online reputation management startup, out of 100,000 profiles, LinkedIn appeared most often at the TOP OF THE SEARCH RESULTS when people Google your name.



You have up to 2,000 characters (including spaces!) to share who you are and how you help your target audience.

LinkedIn simply outlines that this is the area to include information about your mission, accomplishments and goals. But there's much more to it than this.

Step 1: Describe who you are: Your mission statement. What you're passionate about.

Step 2: Give a background of your experience and accomplishments.

Step 3: What do you want the reader to do (if anything)

Step 4: Add a call-to-action

Step 5: Add specialties

Please note all the companies and profiles are fictional (except mine!)

Let's start with your PERSONAL STRATEGY and UNIQUE VALUE PROPOSITION

Write down answers to the following:

1. Who is your target audience? Who do you work with?

1. _____

2. _____

2. What are the biggest problems they have?

3. _____

4. _____

3. How can you solve any of these problems?

5. _____

6. _____

4. What makes you unique? Different from your competitors?

7. _____

8. _____

5. Outline some words that your target audience would key into Google when they are looking for someone with your qualifications.

Are there variations of the same word such as: accountant, accounting,

9. _____

10. _____

6. What do you want the reader to do next? Call you? Email you?
Download a tip sheet?

11. _____

CRAFTING YOUR CONTENT

You are obviously going to make your LinkedIn profile summary tailored and customized to fit you and your “voice” but the following are some ideas, suggestions and ways to plug in content to make it all very easy.

Write so that it's easily read on the screen.

Note: According to LinkedIn, **do NOT use** any of the following overused buzzwords¹:

- | | |
|------------------------|-------------------|
| ✗ Creative | ✗ Track record |
| ✗ Organizational | ✗ Innovative |
| ✗ Effective | ✗ Responsible |
| ✗ Motivated | ✗ Analytical |
| ✗ Extensive experience | ✗ Problem solving |

Be sure to write your profile in 1st person (I am) instead of 3rd person (Joe Smith is).

Some profiles could include breaking your summary up with sub-headers. This could include:

- Who you work with
- Categories of competence (identify each specialty separately)
- Ways to reach you

Or, if you can add bullet points to draw attention to your accomplishments.

Focus on results.

What results have you produced in the past? Any stats you can include?

What is your company story?

What is the core value and mission of your company?

Can you pull in a quote or testimonial from another source?

Can you evoke emotion in any way? What are you most passionate about?

What emotions will you evoke in your target audience?

¹ Source: <http://www.entrepreneur.com/blog/225165>

Example #1: Leslie Hughes (me!), Social Media Strategist

(1,999 characters)

After putting together this exercise, I re-vamped my summary:

Leslie Hughes' Summary

► LINKEDIN IS THE NEW BUSINESS CARD ◀

Ever thought about what your prospective clients see when they "Google" you?

From generating awareness to sales conversion, my passion is helping businesses - like yours - learn how to effectively tell your "story" by:

**OPTIMIZING YOUR PRESENCE on LinkedIn
BUILDING QUALITY CONNECTIONS &
POSITIONING YOU AS AN EXPERT**

Having worked in both sales & marketing, I understand pressures of tight deadlines, increased quotas and limited budgets. I know that Social Media marketing is frustrating and overwhelming.

From beginner to advanced, my goal is to make you feel **CONFIDENT** with your online presence by providing you with concrete, easy-to-follow, step-by-step action plans so you:

CREATE a strong presence
CONNECT with quality people
CONVERSE & CONVERT business

So that **YOU ARE POSITIONED AS AN EXPERT**

A pioneer in the World Wide Web (web strategy 1996), I have worked in traditional media & online marketing for 20+ years with well-known brands such as Visa Canada, Prozac & award-winning publications Weddingbells & Fashion Magazine.

CBC Radio called me a Social Media Guru ☞ <http://bit.ly/CBCLH>

CONFERENCE SPEAKER:

- The Canadian Institute of Chartered Business Valuators
- #140Conf
- ShesConnected
- Blissdom Canada
- PLR Expo

CORPORATE TRAINER

- BACD
- MicroSkills
- Jones Lang LaSalle
- ErgoCentric Seating Systems
- University of Toronto, Rotman School of Business
- University of Ontario Institute of Technology, Management Development Centre

STRATEGY & TRAINING:

- The Children's Wish Foundation of Canada
- TVO
- The Change Foundation
- CARE Centre
- Saskatchewan Pension Plan as well as many other businesses in Canada and the US.

☞ CONTACT ME AT leslie@punchmedia.ca or 647-272-5588 for a customized quote.

Specialties: **SOCIAL MEDIA & DIGITAL STRATEGY DEVELOPMENT**

SEMINARS | KEYNOTES | PUBLIC SPEAKING

★ Facebook ★ LinkedIn ★ Twitter ★ Blogging ★ Pinterest ★ YouTube

Example #2: John Smith, Certified Business Valuator (1,999 characters)

Certified Forensic Accountant: CPA, CA, CBV, CFE

In my 15+ year career as an expert in the accounting industry, my portfolio includes tax audits, tax preparation, quantification of commercial damages, business valuations.

The mission of my company Business Valuation Experts is to provide high quality supportable advice.

As a business valuator, also known as a forensic accountant, I specialize in quantifying damages & class action lawsuits for the retail, real estate and manufacturing industries & I have appeared as an expert witness in both trial & mediation proceedings.

From mergers and acquisitions to finding the enterprise value, my passion is analyzing, interpreting and summarizing complex financial & other business-related issues so that my clients can determine the value of their company or a company they are looking to purchase.

My role is part investigator, part professor & part communications professional. (Call me your financial Sherlock Holmes!) I work collaboratively with corporate lawyers & litigators to assist with the required analysis of an investigation.

I have been a frequent public speaker at events such as The Canadian Institute of Business Valuators and the AICPA National Business Valuation Conference.

I have also been published in many legal & accounting magazines such as Lawyer's Weekly and CA (Chartered Accountants) Magazine & have appeared on the Business News Network to share my thoughts on "red flags" to catch fraudulent companies.

If you are a corporate lawyer, financial planner or business owner looking for an expert who is uniquely qualified to get the job done, please be sure to download my article "The Top 10 Ways To Prepare Your Client for Trial" at www.businessvaluatorexpert.com/top10

I look forward to connecting with you here on LinkedIn or you can email me at john@businessvaluatorexpert.com

Specialties:

Business Valuations, Damages Quantification, Forensic Investigations, Continuing Legal Education, Transfer Pricing, Business Process Consulting

Example #3: Phil Jones, Managing Director of Professional Services

(1682 characters)

Speaker | Advisor | Executive | Security |

I'm the Managing Director of Professional Services for XCo., a top leader in professional services for corporate risk and tax advisory, business systems, regulatory compliance, and financial operations, with more than 5,000 consultants in 20 offices.

XCo is a multi-million dollar subsidiary of The Golden Group (NYSE: TGG), a Fortune 500 company.

I have a diverse 20-year background that spans management consulting, business services, and in-house corporate legal experience. I have led important strategic initiatives including rapid growth, M&A, regulatory compliance, IPOs, restructurings, change management, and investigations.

I am a strong believer in connecting with quality people and working collaboratively to find customized solutions.

◆ Risk Advisory Services ◆

Internal Audit, Regulatory Compliance, Governance and Risk Management, Financial Institution Services, Information and Technology Security

◆ Financial Operations ◆

Finance Transformation, Financial Reporting, Process Optimization, and Technical Accounting

◆ Tax ◆

National Compliance and Consulting, Risk Management, International and Transfer Pricing, Tax Automation

Our clients are:

- ◆ Technology and software companies
- ◆ Staffing companies
- ◆ Financial Institutions

Be sure to download XCo's WhitePaper on the future forecast for 2015 at www.xco.com/whitepaper or call me at 1-800-555-1234

Specialties:

- ✓ Advisor to CEO / CFO / COO / CLO
- ✓ Operational & Strategic Planning
- ✓ Revenue Generation & Profit Growth
 - ✓ Profit & Loss Management
- ✓ Leading & Developing Teams
 - ✓ Budgeting/Forecasting
- ✓ Acquisitions & Integration
- ✓ Corporate Governance/Board Relations

Example #4: Jane Smith, Marketing Director (1643 characters)

I am the Marketing Director at FashionStores Inc., one of the leading plus-sized fashion retailers in US and Canada. Our mission is to deliver high quality, fashionable, affordable clothing to a discerning audience.

During the past 5 years at FashionStores, I've successfully launched "The Buyers Circle" and have been responsible for overseeing all aspects of business planning, product conceptualization and integrated marketing campaigns to our 1,000 stores. During this time we have seen a 20% increase in market share.

I am driven to help ensure our target audience of women ages 35-55 are eager to come to our stores and have an amazing shopping experience.

It's important that we listen to our audience, both at the store level and through our social media channels and continuously evolve to provide a superior experience. I believe this is the key to our company growth and profitability.

Our customers have expressed to us that finding plus sized clothes can be very challenging and are delighted that we focus on fashion, quality and fit.

During my 5 years working at HomeStore, I worked collaboratively with the Sales Director to develop and implement sales initiatives to aid in new business development and customer retention. I was responsible for a \$4M budget.

Noteworthy accomplishments:

- Board of Directors for Children's Charity
- Volunteer Marketing Director for Fashion Association's annual ball
- Helped increase corporate market share for FashionStores in 2012
- Bachelor of Arts from The University of Marketing
- MBA from The Elite School of Business.

If you would like to connect with me, please send me a personalized note via LinkedIn or email me at janesmith@fashionstores.com

Specialties: Strategic planning, business development, content development, strategic partnerships, print/web sales integration, competitive analysis, audience development tactics, analytical skills, creative marketing solutions.

Plug & Play LinkedIn Summary Worksheet (please edit to fit your tone and incorporate your personality)

I am the _____ (insert your current position) of _____(company).

I have had over _____ years experience doing _____(responsibilities).

I understand the challenges of _____(problem your target audience is having) and I'm passionate about _____ (solution).

The mission for _____ (company I work for) is _____

We strive every day to meet and exceed those objectives.

In my past position as _____(past position) at _____ (past company),

I was responsible for _____ (responsibilities) and achieved _____(achievements).

Some of my noteworthy accomplishments include:

✓ _____

✓ _____

✓ _____

To connect with me please send me a personalized note via LinkedIn, email me at

_____ or call me at _____

Specialties: _____

Are you ready to PUNCH up your Social Media presence even more?!

Email Leslie at leslie@punchmedia.ca today to get a customized quote on how to:

- Use the right channel at the right time, using the right messages for your target audience.
- Develop a proper strategy and manage your time properly
- Learn the how to use the tools effectively to convert community into sales.

From Social Media Strategy development through to training on the top 5 Social Media tools, I help you and your team create a strong presence, manage your professional reputation and convert prospects into sales.

Want to learn how to effectively use LinkedIn to:

- turn a cold call into a warm introduction?
- get you connected to hundreds (if not thousands) of new leads?
- position yourself as an expert to get inbound leads?
- rank you higher in Search Engine Optimization (SEO)?

Designed for the busy professional, 3 videos are under 20 minutes each with ACTION items to take your presence to new heights.



Get started now by [clicking here.](#)

Thanks SO much for your interest and I really look forward to connecting with you again soon.

Best,
Leslie

They like me...they REALLY like me! Testimonials you can trust



Anita Windisman

Sales Product Consultant at LinkedIn: Helping sales teams grow their business through Social Selling

“ Recently, I had the pleasure of co-presenting a half-day workshop with Leslie - "Using The Top 5 Social Media Tools to Grow Your Business Online." Not only did Leslie deliver an engaging and energetic talk, but she proved that she definitely "knows her stuff" when it comes to social media and online marketing. If you are a small business owner and need help in this area, Leslie will go the mile with you to ensure your success! You will enjoy working with her.

I have known Leslie for over 10 years - having met her back in the days of Toronto Webgrl's - and can attest to the fact that Leslie has a strong work ethic. Both personally and professionally, I can say that I am glad to have Leslie as a friend AND a business associate.



Andrea Rocca

“ Leslie has presented multiple social media seminars for our CRAVE community and every time it has been an awesome experience! Our attendees always rave about Leslie's fantastic personality and fun and interactive way of teaching. She truly is an expert on social media and her sessions are so informative, that you leave feeling like an expert as well.



Stephen Ghiglotty

Exceptional Advertising and Marketing Professional

“ Leslie has been on top of the fast evolving online space since I met her almost a decade ago. She is a tenacious and detail oriented, just the sort of person that you want working on your business. Highly recommended!



Andrea Kennedy

Marketing Strategist | Educator | Speaker | Localist : Helping local business owners market, and mean it!

“ I have had the pleasure of developing and delivering presentations and project pitches alongside Leslie on several occasions. She is a crackerjack Social Media expert who is committed to keeping current with the changes in this ever-evolving industry, thus keeping her clients and peers at the forefront. Leslie is incredibly generous with her time and expertise, and is totally collaborative in her approach. If you need social media training and/or support look no further than Leslie Hughes and Punch!media.

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