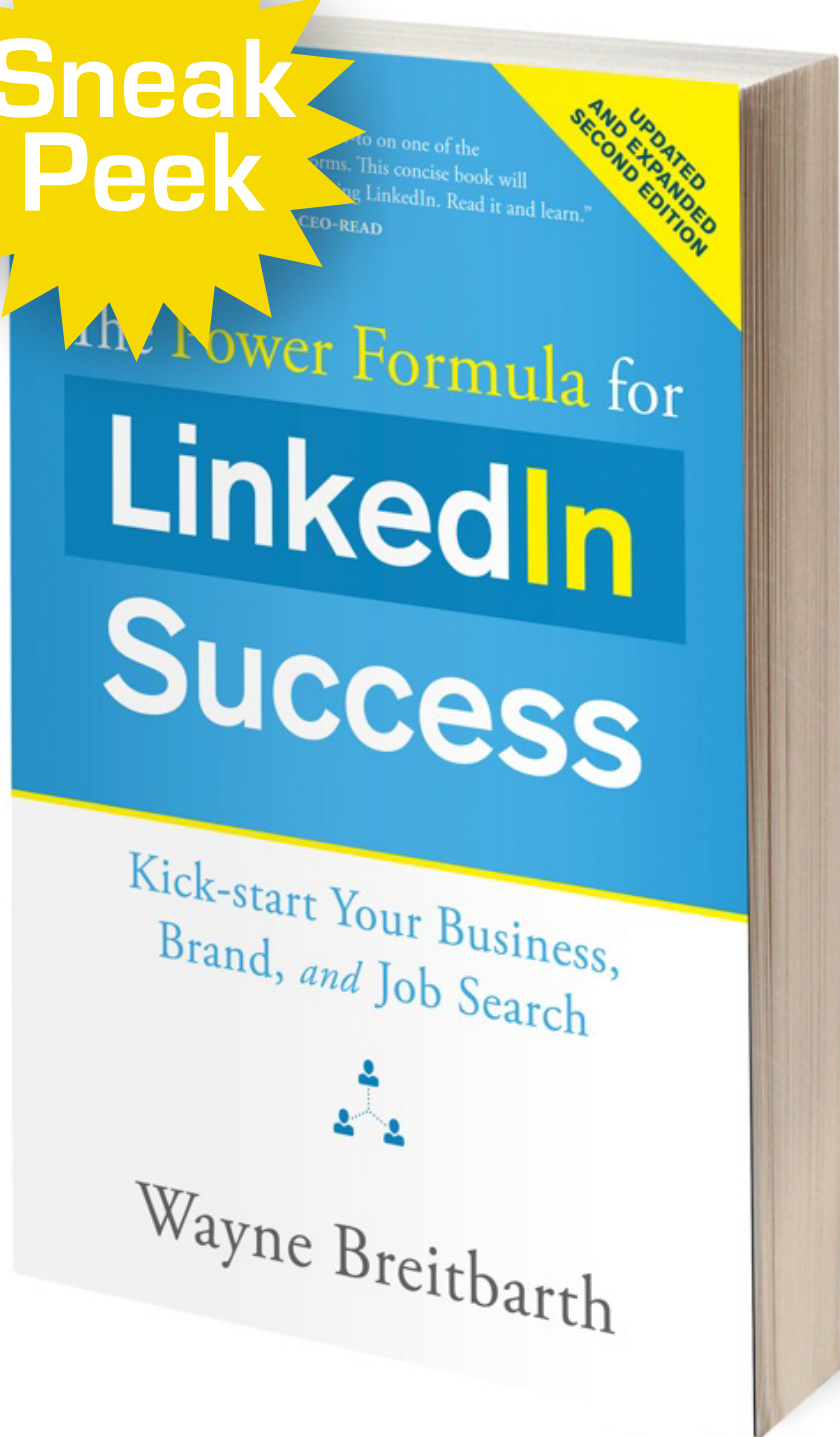


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SECOND EDITION

The Power Formula for

**LinkedIn**

**Success**

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



Wayne Breitbarth



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Published by Greenleaf Book Group Press  
Austin, Texas  
[www.gbgbpress.com](http://www.gbgbpress.com)

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Distributed by Greenleaf Book Group LLC

For ordering information or special discounts for bulk purchases, please contact Greenleaf Book Group LLC at PO Box 91869, Austin, TX 78709, 512.891.6100.

Design and composition by Greenleaf Book Group LLC and Publications

Development Company

Cover design by Greenleaf Book Group LLC

Publisher's Cataloging-In-Publication Data

(Prepared by The Donohue Group, Inc.)

Breitbarth, Wayne.

The power formula for LinkedIn success : kick-start your business, brand, and job search / Wayne Breitbarth—2nd ed.

p. ; cm.

ISBN: 978-1-60832-433-0

1. LinkedIn (Electronic resource) 2. Online social networks. 3. Business networks—Computer network resources. 4. Branding (Marketing)—Computer network resources. 5. Job hunting—Computer network resources. 6. Success in business. I. Title.

HD30.37 B74 2011

658.054678

2010914413

Part of the “Tree Neutral” program, which offsets the number of trees consumed in the production and printing of this book by taking proactive steps, such as planting trees in direct proportion to the number of trees used: [www.treeneutral.com](http://www.treeneutral.com)

Printed in the United States of America on acid-free paper

12 13 14 15 10 9 8 7 6 5 4

Second Edition



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10 LinkedIn Mistakes Companies Make

[www.powerformula.net/mistakes](http://www.powerformula.net/mistakes)

How to Reach Your LinkedIn Audience

[www.powerformula.net/audience](http://www.powerformula.net/audience)

How Does Your LinkedIn Marketing Strategy Measure Up?

[www.powerformula.net/marketing](http://www.powerformula.net/marketing)

Should You Hide Your LinkedIn Connections?

[www.powerformula.net/hideconnections](http://www.powerformula.net/hideconnections)





## CHAPTER 9



# Not Your Average Joe

## **The LinkedIn Profile: Professional Gallery, 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 Gallery 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 Gallery

When it comes to enhancing your credibility, in my opinion this is the best feature on LinkedIn. You can share hyperlinks to various media, such as video, images, documents, and presentations. Most media file types are supported by this feature, but they must have a specific URL or web page. You can place hyperlinks in the Professional Gallery area of your Summary, Experience, and Education profile sections.

While in the Edit Profile mode, go to the specific profile section in which you'd like to add media and click the Add Media icon (see Figure 9.1). Type or paste the link to your content in the "Add a link" field. A picture of your content will appear. The title and description fields will automatically fill with information from the web page, but you can change or delete this information if you prefer. If you follow these steps, your gallery links will look similar to Figure 9.2.

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

### **Social Media Keynote & Breakout Speaker – High-energy, motivational & results-oriented presentations**

Power Formula LLC

December 2008 – Present (4 years 1 month)

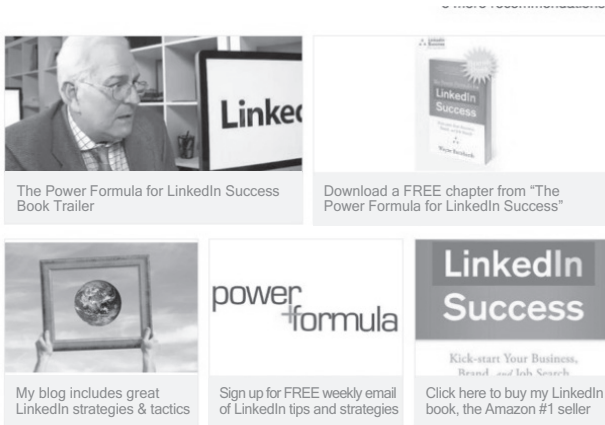
"Wayne Breitbarth recently presented two LinkedIn educational workshops at our annual national association conference. His presentations received very high ratings for both the quality of the seminar content and his energetic presentation of a subject for which he has great passion. We would recommend him highly as a presenter on practical strategies and tactics for use of LinkedIn for new business development and other professional purposes."

–Chris Bates, President, Office Furniture Dealers Alliance (OFDA)

power  
formula



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 Gallery:

- 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 links to PDF, Excel, Word, video, and audio files 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).

### **Media-Sharing Sites**

If you don’t have a personal or company website where you can house your documents and videos, Google Docs is a great alternative. You can upload or create documents, spreadsheets, presentations, and more. Simply go to [docs.google.com](https://docs.google.com) and log in or create an account. Click on the red “Create” button and choose the application you want to use to create your file. If the document you’d like to share has already been created, just click the Upload icon (an image of a drive and an arrow). After you’ve created or successfully uploaded your file, click on it and then click the blue “Share” button in the top right corner. After you choose with whom you want to share your media, either “Anyone with a

link” or “Public on the web,” Google will provide you with a link that you can put in your LinkedIn profile.

In addition to Google, there are lots of other sites where you can put your media files, and there are new sites popping up all the time. For videos, I personally have found YouTube to be effective and easy to use, but some people prefer Vimeo. I also post documents and articles on Scribd and include the links in my LinkedIn profile. SlideShare works great, too. Whichever site you choose, take advantage of the Professional Gallery feature. It’s an easy but powerful way to showcase your products, services, and expertise.

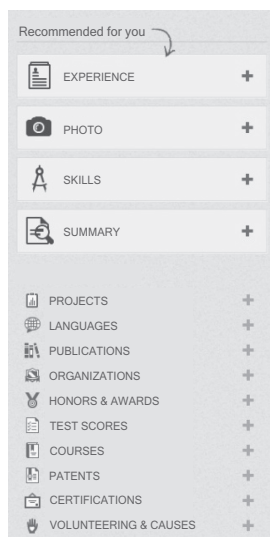
## Special Profile Sections

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:

- Volunteer Experience & Causes
- Certifications
- Languages
- Patents
- Publications
- Skills & Expertise
- Courses
- Honors and Awards
- Organizations
- Projects
- Test Scores

In the Edit Profile mode, you will see a list of available special sections on the top right (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 these special profile sections.



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

## Skills & Expertise

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, as well as office furniture, interior design services, etc. 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.

In addition to being a great list of keywords, a wealth of information is compiled from the LinkedIn database for every skill that is part of their database. This can be accessed by clicking “More” on the top toolbar and then choosing “Skills & Expertise.” Figure 9.4 is an example of the information you will find for the skill entitled “Accounting.” Here are the ones I have found to be most helpful:

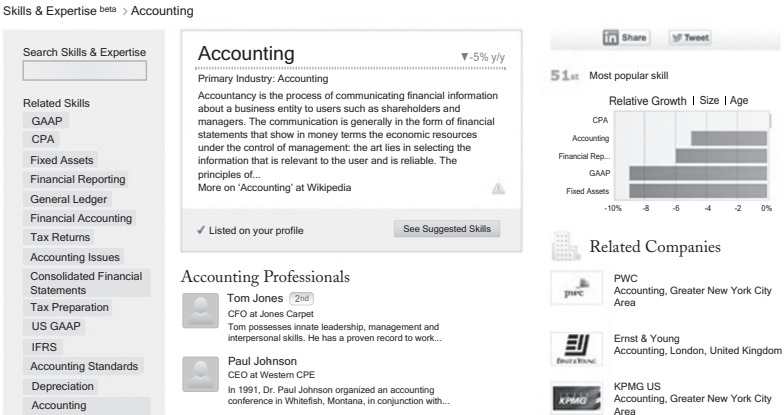
- **Popularity of the skill.** This is its ranking relative to other skills in the LinkedIn database.
- **Growth trend of the skill.** This shows changes in popularity year to year.
- **Related skills.** Here you might find additional skills you can include in your profile.
- **Related locations.** Knowing where this skill is most popular could help narrow your job search.
- **Related companies.** These are company pages that include the skill. I have a feeling these are some of the companies



that pay big dollars to LinkedIn already, and it is an additional benefit to be listed here.

- **People in your network with the same skill.** Everyone is wondering how you get on this list, but thus far my research has not uncovered LinkedIn's secret formula.
- **LinkedIn groups relating to the skill.** This is one of the most helpful sections. Make sure you are part of some of these groups. Remember, you can join up to 50 groups.
- **Current job postings listing the skill.** Job seekers, could you ask for anything more?

Figure 9.4: Take advantage of the valuable information and statistics LinkedIn provides about skills.



This is not an all-inclusive list, but you can see how valuable this information can be. It is a gold mine for job seekers and companies looking for new employees, but every LinkedIn user can gain useful knowledge here. I have personally discovered new groups to join and found new skills to add to my profile. I'm sure you will find your own great ways to use this vast collection of information.

## Endorsements

An additional benefit of having skills and expertise 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:

- Only first-level connections can endorse you.
- 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.
- LinkedIn ranks your skills by the number of endorsements you’ve received—your skill with the most endorsements is at the top of the list. Because most people will simply look at the first few entries, you will want to focus on including

the skills that are currently important to you. Getting lots of endorsements for skills you have but aren't currently using may not be very productive.

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.

Figure 9.5: 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 (6 years 4 months) | Education

Make A Difference–Wisconsin, Inc. is a 501(c)3 non-profit agency founded in 2006 with a mission to provide financial literacy programs and resources that empower students to make sound financial decisions.

Make A Difference–Wisconsin engages volunteers from the local business and professional community in the delivery of financial education.

Studies show that U.S. teens are graduating from... [more](#)

##### **Causes you care about:**

- Children
- Education
- Human Rights
- Financial Literacy

##### **Organizations you support:**

- Promise Keepers
- International Justice Mission
- World Vision
- Make A Difference

## 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 (see Figure 9.5 on page 74). 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!

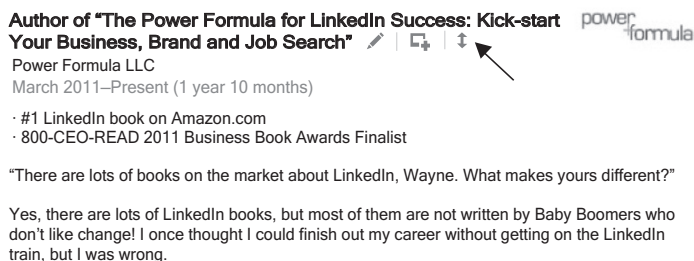
## Tools

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 Gallery—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. In Edit Profile mode, you will see an up-down arrow to the right of each section of your profile. To rearrange the sections, simply drag the up-down arrow to the desired location (see Figure 9.6).

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



## 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 Gallery
- 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 67 (Professional Gallery) and Figure 9.7. To view all of my CTAs, check out my complete LinkedIn profile at [www.linkedin.com/in/WayneBreitbarth](http://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](http://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



# 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 40,000 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. Although he remains affiliated with M&M, he currently spends the majority of his time 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.

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. He is a member of the Milwaukee Area Technical College's Accounting Careers advisory board and has 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 proudly accepted the 2009 WICPA Public Service Award.

Wayne resides in Milwaukee, Wisconsin, with his wife of thirty years. They have three daughters.