

# **Six Elements of a Great LinkedIn Profile**

By

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Your LinkedIn profile should be thought of as a marketing tool. Think about what your objectives are on LinkedIn and update your profile accordingly.

For example, do you want to use LinkedIn to...

- find a job
- generate leads & referrals
- find an investor
- find referral partners
- find subscribers for your email newsletter

Because many people haven't determined how to accomplish their objectives with LinkedIn, they tend to provide only the basic information.

The purpose of this ebook is to take you beyond the basics and show you how to get the most from your LinkedIn profile. Therefore, I have assumed that you have already provided the basic information on your profile.

With this in mind, I have identified six elements that are often overlooked in creating a great LinkedIn profile.

1. **Headline** – Your headline is the text that appears just below your name. This headline will be shown in various places in LinkedIn, so write a headline that will draw people's attention.
  - a) If you serve a certain geographic area, consider putting that area in your headline (i.e. 'Top Producing Realtor Serving Atlanta, GA').
  - b) If you want to generate leads & referrals, write a headline that features some of the benefits you offer so that it would compel people to click on your profile.



2. **Photo** – Use a professional looking head shot. This is especially important for your local market (i.e. you want to be recognized at local networking events). Don't use a picture of your pet, children or one that you took on vacation. This is a business networking site, not Facebook or Myspace.
3. **Websites** – Change websites to be more descriptive and search engine friendly. Create attention grabbing text for your hyperlinks instead of using the defaults ('My Company', 'My Blog', etc.).



To change your Websites, follow these steps:

1. Select **Edit Profile**.
2. Scroll to Websites and select **Edit** on any website.
3. Change the drop-down to **Other**.
4. Enter your text description for the site.
5. Enter the URL (include the 'http://' or it won't work).
6. Select **Save Profile**

### Additional Information

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Websites:

Other:	<input type="text" value="Free LinkedIn Training"/>
	<input type="text" value="http://www.thereferraladvis"/> <a href="#">Remove</a>
Other:	<input type="text" value="Relationship Marketing Ac"/>
	<input type="text" value="http://thereferraladvisor.co"/> <a href="#">Remove</a>
Other:	<input type="text" value="My Recommend Referral S"/>
	<input type="text" value="http://www.soclink.com/sc"/> <a href="#">Remove</a>

4. **Public Profile** – Change the system-generated URL to your name or business name. This will help your search engine results and looks more professional if you add your LinkedIn URL to an email signature.

**Public Profile** <http://www.linkedin.com/in/scottcunningham>

To change your Public Profile URL, follow these steps:

1. Select **Edit Profile**.
2. Select **Edit** for **Public Profile**.
3. Select **Edit** for **Your Public Profile URL**.

 **Your Public Profile URL** <http://www.linkedin.com/in/scottcunningham> [\[ Edit \]](#)

4. Enter your name or business name. This has to be unique within LinkedIn, so you may have to experiment if what you've entered has already been taken.
5. Select **Set Address** to save.

 **Your Public Profile URL** What's this? [ Hide ]

**Your current URL is:** <http://www.linkedin.com/in/scottcunningham>

**Update this address:**  
 Note: If you change your custom URL, your previous custom URL will no longer be valid.

www.linkedin.com/in/

**Note:** Your custom URL must contain 5 – 30 alphanumeric characters. Please do not use spaces, symbols, or special characters.

5. **Summary** - Keep your summary brief and focus on your objectives. List who are good prospects for you. In the spirit of true networking, list ways you can help other people.

**Summary**

I help small business owners and salespeople increase their referrals, improve their client relationships and dominate their market.

Good prospects for me are successful realtors, mortgage brokers, business coaches and virtual assistants.

How I can help you

- 1) Advice on relationship marketing. Increase referrals, improve relationships & dominate your market. Subscribe to my blog ([theReferralAdvisor.com](http://theReferralAdvisor.com)) or contact me for specific questions.
- 2) Brainstorm ideas. I am a creative person who loves to help people. Contact me if you need to brainstorm an idea.
- 3) Introductions. I would be glad to introduce you to people that I know.

My business philosophy "You can have everything in life you want if you help enough people get what they want".

I am an open networker. Invite me to connect if I can serve you in anyway.

**Specialties**

client appreciation, client retention, business networking, relationship marketing, referral marketing, LinkedIn trainer

6. **Contact Settings** – Include your contact information (email address, phone, etc.). Make it easy for people to contact you if they are on your LinkedIn profile.

### Contact Settings

Contact me at 317.702.8029 or [Scott@TheReferralAdvisor.com](mailto:Scott@TheReferralAdvisor.com) to see how we can help each other.

### ***About the Author***

Scott Cunningham has a passion for relationship marketing. He enjoys helping small business owners and sales professionals improve their relationships with clients & business associates because it leads to more business and longer term clients.

Scott offers on-line referral marketing systems such as [SendOutCards](#) as well as coaching in on-line ([LinkedIn.com](#)) and off-line (face-to-face) networking.

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