

3 Critical Changes you Must Make on LinkedIn Today

by Alice Heiman

Stop what you are doing and log in to LinkedIn to make these changes. But only do it if you want results. I see thousands of profiles on LinkedIn that are basically useless. These profiles are not attracting viewers and worse they may be off-putting.

There are many things you can do, but 3 are critical to your success. Make these changes and you will be on the path to building relationships that get you the results you need.

If you are in sales or lead generation role, it means more access to your ideal prospects. More potential introductions and ability to contact those you don't have an introduction to. There are over 400,000,000 business people on LinkedIn.

Even though LinkedIn is a great tool to grow your business, network and engage new contacts, I still see many organizations whose LinkedIn presence is inconsistent and disorganized. Your brand should shine online and LinkedIn is one of the most important places to make a good impression and attract people to your brand.

Here are three changes you need to make to get the results you need:

Make A Strong First Impression

1. Change your photo and your headline.

Your profile is the first impression. A strong profile attracts people. It engages them and helps them learn about how you can help them. All the information and details on your profile matters. All sections should be filled out so viewers can find common areas of interest. But the two most important things you must pay attention to right now are your **photo and your headline**.

Photo

The photo is a critical part of a viewer's first impression.

Your photo must:

- Be head and shoulders only
- Be current and look like you
- Be engaging – a smiling face is attractive

If you have a check in all 3 boxes you can breathe easy. The rest of you, get a new photo!

Here's an example, but it doesn't have to be taken by a professional to meet the criteria. Use your smartphone and get a good shot.



Headline

Your headline is critical also. It follows you everywhere on LinkedIn. Again, it should attract the viewers you want. It should not be your title. It should be an engaging sentence with words your viewers will use to search for people like you. It should tell people what you do in a way that they can easily understand.

Examples:

- Instead of Insurance Agent it should say something like, "30 years helping people protect their

most precious assets.”

- Instead of Real Estate Agent, it might say, “Helping first time home buyers find their dream home is my specialty.”
- If you are selling franchises it might say, “Providing business people with the opportunity to own their own business.”
- You can also mention your brand, but your title is not needed. Your title appears in the experience section.

It's Not a Resume

2. Get rid of the bullets and resume style writing.

Even if you are looking for a job, your profile should not read like a resume. You have a resume and if someone asks for it, deliver it. Your profile and your activity on LinkedIn should show the viewer your purpose for being there and your expertise. If you are there to grow your business, your message should engage the viewer by helping them recognize themselves. Provide an interesting description of their problem and how you can help them solve it.

Make sure the writing is clean, crisp, and clear to grab the attention of the viewer. Be sure you are not adding friction to potential connections with punctuation errors, boring information or talking about yourself.

It's Social Media – Interact

3. Start interacting

Creating strong profiles will make a good impression on your viewer, if they find you. Having a profile and not interacting is like going to a trade show and standing in the corner. Someone might come up to you but your results will be very limited. LinkedIn is just like real life, if you want people to find you, you have to show up.

Start by sharing great articles several times a week. These can be articles you read about your industry or things your customers and prospects will be interested in. Next, start interacting with what others post, especially your own customers and prospects – even if you are not in sales, it is very helpful.

When connecting, always send a personal connection request. Don't just hit the connect button. Once you connect with someone, build rapport by reading, commenting and sharing the connection's content as appropriate. Steer clear of political or religious content that could be sensitive.

Get Results

I get leads on LinkedIn daily. I am also able to provide valuable introductions for my clients and colleagues. I spend about an hour a day on LinkedIn as part of my sales and marketing routine. I recommend you start with 30 very purposeful minutes each day and see where it goes. But it won't happen if you don't schedule time specifically for your activity on LinkedIn. Like anything, if you invest, you will get results.



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