

A close-up portrait of a woman with long, dark, wavy hair, smiling warmly at the camera. She is wearing a dark blazer over a light-colored top. The background is a soft, out-of-focus grey.

LAKRISHA
DAVIS

LINKEDIN

NETWORK
MARKETING SOLUTIONS



FOR JOB SEEKERS & ENTREPRENEURS

INTRO

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LET'S GET STARTED!

“ WHY LINKEDIN? ”

LinkedIn is by far the most valuable social networking tool for professionals---job seekers, business owners, and entrepreneurs alike. Use it correctly - and it could well help you build successful networking connections with ideal employers, employees or clients.

If you own a business, or are in search for your dream career, you are missing out on a wealth of available opportunities if you are skipping out on everything LinkedIn has to offer.

But...why LinkedIn? We have Facebook, Instagram, Vine, Periscope, Pinterest, and the list goes on. This is because while we may enjoy these sites, business is usually the focus on LinkedIn. As such, LinkedIn is where you'll find the professionals that are most interested in the skills, experience or value you have to offer.

Today, there are over 3 million businesses on LinkedIn, providing access to a network of over 200 million professionals around the world. There's easily over 420 million users on LinkedIn, and the site is still growing daily. This means that your presence on LinkedIn could pay *real* dividends.

You need to focus on two things with LinkedIn: (1) you need to be discoverable by your ideal employers/clients, and (2) you need to attract and build networking connections that are meaningful to your purpose of being on the site.

This all begins with a profile.

THE PROFILE

The first thing you want to do is turn off the notification to share your profile updates with your network. After reading this material, your profile will go under major construction, and the last thing you want to do is alert your network of every single change you make. To do this, you need to:

Go to Settings & Privacy > Privacy Tab > Sharing Profile Edits > No

Since you're competing with over 420 million other professionals, you need to build a **killer** LinkedIn profile that'll help you stand above the crowd. This will help set you apart from the people who bring similar value as you. And, your profile is the first meeting of your brand to your key audience.

You should have these two goals with your LinkedIn profile:

- 1. Search engine optimize (SEO) your profile with the keywords and content to increase your visibility; and**
- 2. Send a unique branding message that clearly aligns with your career/business goals.**

Here's how you can create a killer profile:

Your Headshot

One basic rule to creating a successful LinkedIn profile is by using a professional headshot. Although highly recommended, it isn't exactly necessary to hire a photographer. But, you'd want to make sure that you don't upload pictures like you holding a coffee cup, selfies, etc.

The Profile

Tip: Send a friendly message in your picture, and, importantly, SMILE. And, don't be afraid to show your quirks. You just need a picture with good lighting that captures your best angles and whole face, and displays a professional image.

Your Headline

After your profile picture, the next thing your viewers will notice is your Headline. LinkedIn automatically defaults this 120-character headline to your most recent position. But, this doesn't do you justice to describe who you really are and what you do. You could *really* give focus to recruiters or ideal clients if you use all the space available. After reading your Headline, your audience should know instantly how you could bring value to them.

Your headline is an area the search engine rates as key in establishing your profile's ranking in search databases. It should capture your target position and most critical skills.

Here is my Header below:

The #1 Career Coach in the Midwest: I help ambitious job seekers navigate the broken hiring system to land their dream careers

You increase the odds of these keywords working well with the Advanced Search (which we'll discuss later).

The Profile

Don't be shy, either. You can even add a quirky twist to your Headline to connect with your viewers— just as long as it speaks to what you do/who you are.

Here are examples of a few of my favorites:

I challenge conventional thinking about leadership & organization and deliver critical & creative insights

Disruptor in the recruiting industry who believes that JOB SEEKERS have WAY MORE POWER than Human Resources; 23 Yrs. Exp Recruiter...

International Supply Chain Manager Managing The Global Shipment Of Millions Of Dollars In Supplies, Assets, & Materials - Procurement | Logistics | Operations Management | Inventory Management | Warehouse Management

Tip: Don't overthink it. But, if you're having trouble, you can always use the advanced search to find people that work in your same industry. Borrow some ideas from the results that show up on the first few pages in the LinkedIn search to build a winning headline.

Profile Summary

Unlike the 120-character space for your Headline, the Summary section allows for much more flexibility for you to include all the right information your key audience needs for better discoverability. You need to take full advantage of this space. You will grow your summary gradually; however, starting out you can always use the first few lines or so of your resume profile, or content from your sales page.

The Profile

Your Summary is simply a brief digest of the key skills/experience that your viewers are looking for in someone to hire. If possible, continue to repeat those keywords in your Summary to further increase your discoverability. You could even use a Call-to-Action to let people know immediately how they can reach you. For instance, in the Summary of my profile section, I've included my website address, a link to book a consultation, and information about my private LinkedIn community.

Work Experience

When completing your profile, don't forget to include your work history. This may sound like a no-brainer, but you wouldn't believe the amount of profiles I've come across that don't reflect any job experience.

This section is absolutely necessary for job seekers; however, there may be some exceptions to this rule for entrepreneurs. Say for instance you have a background of a Media Relations or Human Resources professional, and you currently do this work in your own consulting business. You would definitely want to complete your work history to show that you have creditability.

You become more visible when keywords are included in your Headline, Summary and the details of your work history.

Recommendations

Gather recommendations from clients, colleagues, business partners, coworkers, etc. to increase your brand's credibility. In fact, LinkedIn doesn't consider your profile 'complete' until you've obtained at least 3 recommendations.

The Profile

Recommendations also helps with discoverability in the search database. These may prove difficult to obtain, but when you do the act people are more apt to return the favor. Simply start a list of 5 people or so who could write a recommendation on your behalf, go to their profile and just write them a recommendation. Then, ask them to return the favor.

Clients or colleagues can rave about your work by writing recommendations. This gives your profile more appeal, and demonstrates your ability to work with others and your quality of work.

To top things off, include samples of your work--- including websites you helped create, projects, and PDFs. By doing this, your viewers can gain instant access or insight into your work style.

Contact Information

You don't want to make it hard for people to reach you, so complete all the elements of the Contact Info section. You can make it easy for people to connect with you by stating your email address, phone, and social media handles.

In addition, creating a vanity URL on LinkedIn is a great step towards establishing your brand. To create the URL, use a combination of your first and last name.

Remember, the content *is* your profile. It is YOU people are looking to learn more about, so your profile content must be consistent with who you are in the real world. It should inspire people to want to make contact with you or learn more about your capabilities.

I've had over 10,000 profile views within the last 90 days. Feel free to check out my profile for artistic emphasis and inspiration:
<https://www.linkedin.com/in/lakrishadavis/>

SEARCH ENGINE OPTIMIZATION

Now that your profile has had a major makeover, it should already be optimized for the maximum discoverability in the search database.

You should have already repeated the keywords, skills, and experiences relevant to your field in the following areas:

- 1. **Headline**
- 2. **Summary**
- 3. **Work Experience and Job Titles**
- 4. **Recommendations**

Now, go back to your profile and make sure that these sections include your most critical titles/skills/credentials/experience/keywords that are necessary to your value proposition.

Beside the profile, there are a few other tricks you could do to further optimize your profile. Let's look at the Projects and Publications sections as examples. You can list case studies, projects, eBooks, articles, etc in these areas, use them in the title of the project or publication and add a description to maximize keyword exposure. Again, this promotes SEO because you can include a full list of critical skills and keywords, like my example below:



In addition to projects, you need endorsements. The more skills endorsements you obtain, the higher you rank for those keywords in the search database. To get more endorsements, you could endorsement someone first, and then ask them to return the favor. LinkedIn allows you to list up to 50 skills. However, by listing fewer skills, you can get more endorsements for each skill, and this promotes greater discoverability.

GROW YOUR NETWORK

Like other social networks, LinkedIn allows you to connect with a bank of over 200 million people you wouldn't otherwise have the ability to connect with.

The site recommends you to only connect with people you know personally or professionally. And to this day, LinkedIn still takes this stance. However, the site's users have dramatically changed how they use the site, and it's becoming more and more common for people to make connections with new people outside of their network.

There's still a huge population of users that turn down requests from strangers. But, they run the risk of this tactic limiting their networking power considerably. Sometimes, total strangers can do more for you than people already in your network.

In this section we'll explore ways you could grow your professional network on LinkedIn. First, let's discuss how you could leverage groups to your advantage.

Special-interest Groups

Your primary goal with joining LinkedIn groups is to attract people that can most benefit from your core skill-sets. Remember, the site allows you to reach out to someone directly only if they're a part of your network, or if you share an interest. Being a member of the same group as someone qualifies you as having a shared interest. So, you'll have access to all members within the group, and can send them messages just as you're able to send your connections.

There's a plethora of special-interest groups you could join to find the people you're looking for. LinkedIn allows you to join up to 50.

To put things in perspective - I run a career consulting business. I've join groups related to topics that interest my ideal clients (e.g. resume writing, job search tips, self-help and career coaching groups). I also join groups with other industry leaders to discover new resources, keep up with industry trends and bounce ideas.

On the other hand, if you're a job seeker you could join groups where recruiters and other job seekers hang out. Focus on groups where you can find exactly the people most likely to help advance your job search or industry knowledge.

To make connections within these groups, you need to increase your visibility by commenting on, ‘liking’ and adding value to the discussions. You could also ‘share’ your own content to the groups, or other content you find valuable to the community. Then, as you become more known in the community you can more forwardly ask for people to buy into you. This helps separate you from the "salesy" people who just post their resume and products/services all day long. Once you make a connection with someone in the group by way of exchanging in some conversation or complimenting their content with a ‘like’ or comment, this creates safe ground for you to take it a step further by asking to connect.

Making Posts

One of your primary goals on the LinkedIn site is to become more discoverable by your key audience. When they're looking for someone to hire, they need to be able to easily find you.

Like special-interest groups, you will increase your visibility by adding value to and commenting on different conversations or articles started by other influencers, LI marketers, copywriters, etc. **Make it a goal to do this 2-3 times a day**, and you'll instantly notice more profile views, connection requests, and people wanting to learn more about your background.

Another surefire way to increase your visibility is to publish your own posts. Make your audience fall in love with your personality through engagement, questions, and value. And, you don't always need to reinvent the wheel. You could share content written by other people with the community. Just keep in mind - LinkedIn isn't Twitter. It's not okay to post 5 or 6 times a day here. The absolute maximum you should post daily is twice, and try to keep self-promotion to a minimum.

Tip: Be on the lookout for posts with a ton of engagement. Follow/connect with their authors to merge with their networks.

Write your own articles, or share your blogs. When you do this, be sure to add a Call-to-Action at the end. You can share your articles on posts, within groups, or on your profile.

LEADS GENERATION

The whole meaning of this book about LinkedIn is to teach you how to turn your followers/networking connections into strong leads - and eventually convert them into new job opportunities, paying clients, contracts, and more. Now that you've learned how to create a killer profile, use search engine optimization, and boost your professional network, let's get down to exactly how you can monetize off of these things.

There are several ways to do this, but let us begin with special-interest groups.

Special-interest groups

First, we talked about the importance of making connections within groups to grow your network. Now, let's discuss the benefits of creating your own group on LinkedIn.

By creating your own group, you not only position yourself to generate more leads, but you also get to prove yourself as a leader and subject-matter expert as an owner of a high-engaging group. As the owner, you set the terms for the group—the norms/rules, topics of discussion, member selection, activity and more. Your group is also the perfect place to get out your best content, start polls, and ask questions to promote brand awareness and audience engagement. This helps with increasing visibility too, and also exposes ideal clients or hiring companies.

Special-interest Groups

Like when you join groups, you have access to all its members without formally being connected to them when you create your own group. When someone joins your group, it's obvious they have interest in your group's theme or topic. This could also translates that they're interested in finding people like you.

One of the main reasons why creating a LinkedIn group pays huge dividends is because this allows you to better connect with your audience more intimately. You can even send announcements (or email blasts) to the group every week, and it also creates the perfect opportunity to get group members onto your private mailing list – or easier access to your resume/CV. For example, every time a member joins the group, you could send them an auto welcome message with a link to your free opt-in or resume file.

Advanced Search

In addition to special-interest groups, you could use the advanced people search to grow your network. If you're an entrepreneur, you can easily locate your target market through keywords, or connect with people that work for your ideal company as a job seeker. People who hold similar or relevant job titles to the one you're pursuing, and people who you would like to turn into a client make up your most valuable connections.

Using the advanced search, you can use a connection request formula to successfully create meaningful relationships with these individuals. You can search for job titles, companies, industries, geographic locations, keywords - and get thousands of results within seconds. This helps with fine-tuning the search to find your target audience. Once, you find people you want to turn into a client or make a connection with, send them a connection request with an added note---not the generic one LinkedIn defaults you to. By adding a note, you increase your chances of a successful connection.

After the connection request is accepted, you can send a follow-up message to thank them for the connection, or start up a chat using a conversation opener. Set a goal in your marketing or job-search plan for how many connections requests you'd want to send in a day (7-10 per day recommended).

Tip: You should also check the groups they belong to, too. This alerts you of the groups that are most beneficial to you.



*That's a
Wrap!*

Ready to go even further?

As a thank you for being a part of our community, I wanted to offer you a discounted 1:1 Strategy Session (\$247 value).

Reserve your 1-hour spot for just \$97!

LET'S CONNECT ON
LINKEDIN!