



*LinkedIn - and  
**LOVING it!***

# Your LinkedIn Profile

## *Your LinkedIn Bio*

The bio on your LinkedIn profile is important as the first line of your profile is on everything you do on LinkedIn so I recommend you putting some time into this.

### *Consider your keywords*

Keywords are a word or phrase that describes your business, usually used in the context of SEO.

If someone was searching for your business on Google, what would they type?

### ***Those are keywords.***

So for us, it will often be words like

- Therapist
- Counsellor
- Psychotherapist
- Your local area
- Your niche.

### ***Your Keywords***

So your headline - the bit just under your pic and name - should state very clearly who you are and who you help. It's ok to use symbols here, but avoid the usual emoji 'smiley face' type image

**Limit it to 10-15 words**

### ***Your Headline***



**To make any edits, click on the pencil icon**

## Image

Take some care over the image you choose:

- Use a headshot that clearly shows your face, and use the same headshot everywhere.
- Don't use your logo - noone connects with a logo!
- Consider the background - uncluttered & plain is best
- Doesn't have to be a professional pic, but it does need to look friendly and approachable - so SMILE.
- And no matter how nice you looked that night, no pics from a night out!

Add a profile banner that's 1584×396 pixels – keep this on brand to match the look and feel of your website. Do this on Canva.

**Name** - only have first name in first name box and surname in second box. Possibly letters after your name, but nothing more than that.

**URL** - Amend your URL to include your name. LinkedIn URLs are unique, so just be aware that your name might not be available. Be creative but keep the URL as close to your name as possible. You may need to use a middle initial. No spaces or special characters allowed.

Once you have your unique URL, put it on your business cards and email signature so it shows on all business related e-mail messages and replies.



## Summary

- What problems do you fix, and who do you help?
- Write the Summary section focused on 'you' (i.e. the reader).
- Remove yourself from the story and don't write in 3rd person. Remember, it's all about them
- No psychobabble, clear simple language wins hands down.
- And read it out loud to check it sounds like you.
- Use ALL CAPS for subheadings in your Summary.
- Use emojis as bullet list markers.
- End with a clear call to action. What's the ideal next step?

## EXAMPLE

*Life can be amazing! But life can also be challenging, confusing, overwhelming and stressful. And people can be amazing! But also challenging, confusing, overwhelming and stressful.*

*Mostly, we can find our own way through life and figure things out ourselves, but sometimes we need a little extra help to make sense of it all.*

*That's where I come in. I'm a counsellor/psychotherapist, and I work with people to help take that weight off your shoulders so you can make some sense of it and move forward with your life.*

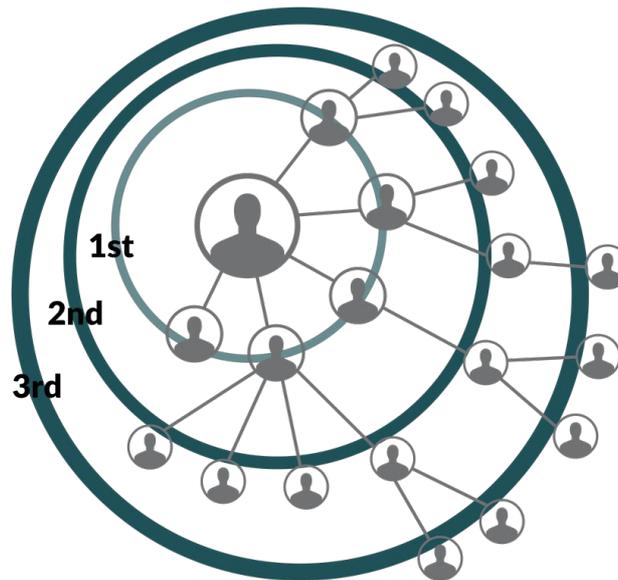
*To find out more, email me at [jane@mysite.com](mailto:jane@mysite.com), or call me on 01234 567891*

**Your Summary**



## Making connections

LinkedIn is all about connections: the more connections you have, the more people will see your post.



**1st Degree Connection** is someone you are directly connected with. The more of these you have, the more 2nd and 3rd degree ones you'll have

**2nd Degree connection** is someone connected to your connection.

**3rd Degree Connection** is someone connected to your second degree connection

### Getting started if you're new to LinkedIn

Sync your email contacts list, so then you can easily connect with people you already know.

Click 'my networks on the toolbar - then on the left under 'more options' you can sync your contacts list. Then send them a connect request with a message.

Many people only reply to requests that have been customised, so a request to connect without an introduction may not work, so it's worth making that extra effort



## FOLLOW

Follow people in your local area and start getting yourself known. Then like and **comment** on their stuff

## Posting overview

So you'll be rewarded for posting things that will be found interesting, useful, or entertaining, and that is measured by the engagement it gets.

## Engagement

Engagement on LinkedIn refers to comments, likes and shares.

Comments are most important, then likes, then shares.

The aim is to start a conversation, so

1. Post things that encourage people to comment
2. This starts discussions.
3. LinkedIn sees that you've posted an interesting post
4. You get rewarded by showing your next post to more people.



## *Brainstorm Conversation Starters*

One really good post a week is far better than 7 rubbish ones that get no interaction.

**I'd say aim for between 2 and 4, though obviously it's okay to post everyday.**

## *Long Form Posts*

A long form post is simply a longer post - almost a mini blog post.

- 1200 characters, (not words) if with images and videos
- 1400 if text only
- Make use of *all the characters*
- Make sure your content is *helpful and useful*
- Posts without images do better

Long form blog posts do better than a regular post with up to 5 times more visibility

Use all the characters if possible, but write at least 3 lines, which triggers the 'read more' prompt.

Don't include links in the post

## **So what should you write?**

- **Repurpose blog posts.** Copy/paste/tweak a section from something you've already written.
- **Ask questions.**
- **Take something from the news and put a spin on it**
- **Be controversial.** But only a bit!
- **Make it lighthearted.**



Always check for comments and respond. This is what it's all about and is vital. Reply to their comment, start a conversation. But ALWAYS at the VERY least, LIKE all responses.

### *Brainstorm Topics*

### Links in posts

If you add links to your posts on LinkedIn, it won't get seen as much, and you want as many people to see your posts as possible. Try these 2 tips:

So here's something that's sooooo simple and effective, you can do it with practically zero effort. There's nothing more off putting than a big block of text, whether on a website, social media post or blog - especially if it's in a small font size! Personally I just wouldn't bother reading it. It looks too much like hard work, and I can't always be bothered finding my specs! The online world is a busy and noisy place, so to help people to easily consume what you've written, make it as easy as possible. Create white space around your text. 'White space' simply means having lots of room around text so it is much more easy to read and less overwhelming, and it's one of those incredibly easy things to do that makes a massive difference. Look at this email, for example. Short paragraphs, sometimes only one sentence long, and lots of space between.

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### *Using a scheduler for LinkedIn*

I use Smarterqueue to schedule my social media, but Buffer and Hootsuite are both free.

Planning in advance and thinking of things like themed weeks - say self care week - will help focus your social media efforts meaning you'll see a lot **better results** and save time - planning, scheduling a week or month in advance is far more effective timewise.



***Be sure to check out the monthly planning meetings we have here in the club - you'll feel fired up and inspired with lots of great ideas for posting, blogging and managing your time effectively.***

If you don't use a scheduler, plan in advance and write out the posts you want to use, then copy and paste to LinkedIn. This could be something you do every morning when having your coffee.

## ***LinkedIn Publisher***

Wait 2 or 3 days after publishing your blog before you add to LinkedIn, so it first gets indexed under your website.

**Image** - size 1200 x 630. Make an image on Canva.com and include the blog name as an overlay

**Formatting** - LinkedIn publisher has some simple formatting options, so use them to makes your post easy to read.

Use sub headings, white space, bullet points, quotes, add links and even images where you can to provide interest.

Be sure to finish with a strong Call To Action (CTA)  
And link to your website/add contact details

## ***LinkedIn Video***

Video on LinkedIn is different to Facebook as here isn't the option to go live, so you can record a video and possibly edit it and even add subtitles before you upload it.

A video shared directly to LinkedIn (ie that people can watch on the LinkedIn platform) will get 10x the number of views.

Probably the most simple way to do this is record yourself on your phone, and then upload it to LinkedIn.

Add subtitles via:

1. Via YouTube
2. Rev.com - \$1 per min
3. Temi.com - 10c a min - has to be clear audio though

And the other good news is - LinkedIn Videos are short! They are a maximum of 10 minutes long



### How to do it:

1. Check lighting. You don't need fancy lights. Natural light is best, so be in front of a window if possible.
2. Check background. You don't need a fancy background, but be sure it's uncluttered
3. Shoot video. You don't need fancy software, often your phone will be the best choice. You could also use the webcam in your laptop, Zoom (free), or screenflow.
4. Get subtitles
5. Upload to LinkedIn (and add SRT file with subtitles)
6. Introduce the video to encourage people to watch - always include a couple of sentences, possibly a few bullet points to let people what the video is about and get some interest.
7. Hashtags. Add some relevant hashtags
8. Publish

### Things to record:

- Tips or tricks
- Book or Product Reviews
- Interviews
- Teach a Skill
- Showcase an event
- Walkaround of your counselling room
- What made you become a therapist

### ***Brainstorm Video Subjects***



## ***LinkedIn in 10 mins a day - or less***

Plan and schedule the bulk of your posts in advance.  
Then, all you need to do is pop in and:

1. Check messages/notifications. Preferably every day, but at least a couple of times a week. This is just good manners :D

2. Take a look at your newsfeed: be sure to like and comment on anything useful, interesting and relevant either to you/your clients/.or your niche. Also be sure to look out for anyone you would specifically like to connect with.

3. Commenting is the important thing here, a like doesn't really hold much water, it takes no effort at all, but you'll know yourself, you notice the comments you receive.

If you are posting (as in you haven't scheduled your post) do this BEFORE posting your stuff.

4. For Strategic growth each week create a list of 10 people you want to build a relationship with, and concentrate on them, So each day like or comment on an update from 3 of those people, and repeat each day for 3 more people

5. To become the go- to expert - Once a fortnight / month publish an article via LinkedIn publisher

6. Never be salesy - no one likes to be sold to. Always be communicating, always be adding value.

7. It's not about you, so make everything about your connections and potential clients. This small change will transform your social media experience

So plan your posts, then just interact daily. Totally stress free strategy!

### **Join the 'GYPP BOOST' LinkedIn pod!**

Send me a message on LinkedIn (Jane Travis) asking to be added to the GYPP BOOST pod.

Then share your posts to receive a boost from others, and in turn support others. Please COMMENT on each others posts rather than just like.

Let's support each other as we support our clients

