

# THE SECRETS TO GETTING NOTICED ON LINKEDIN

**CREATE THE PERFECT PROFILE**

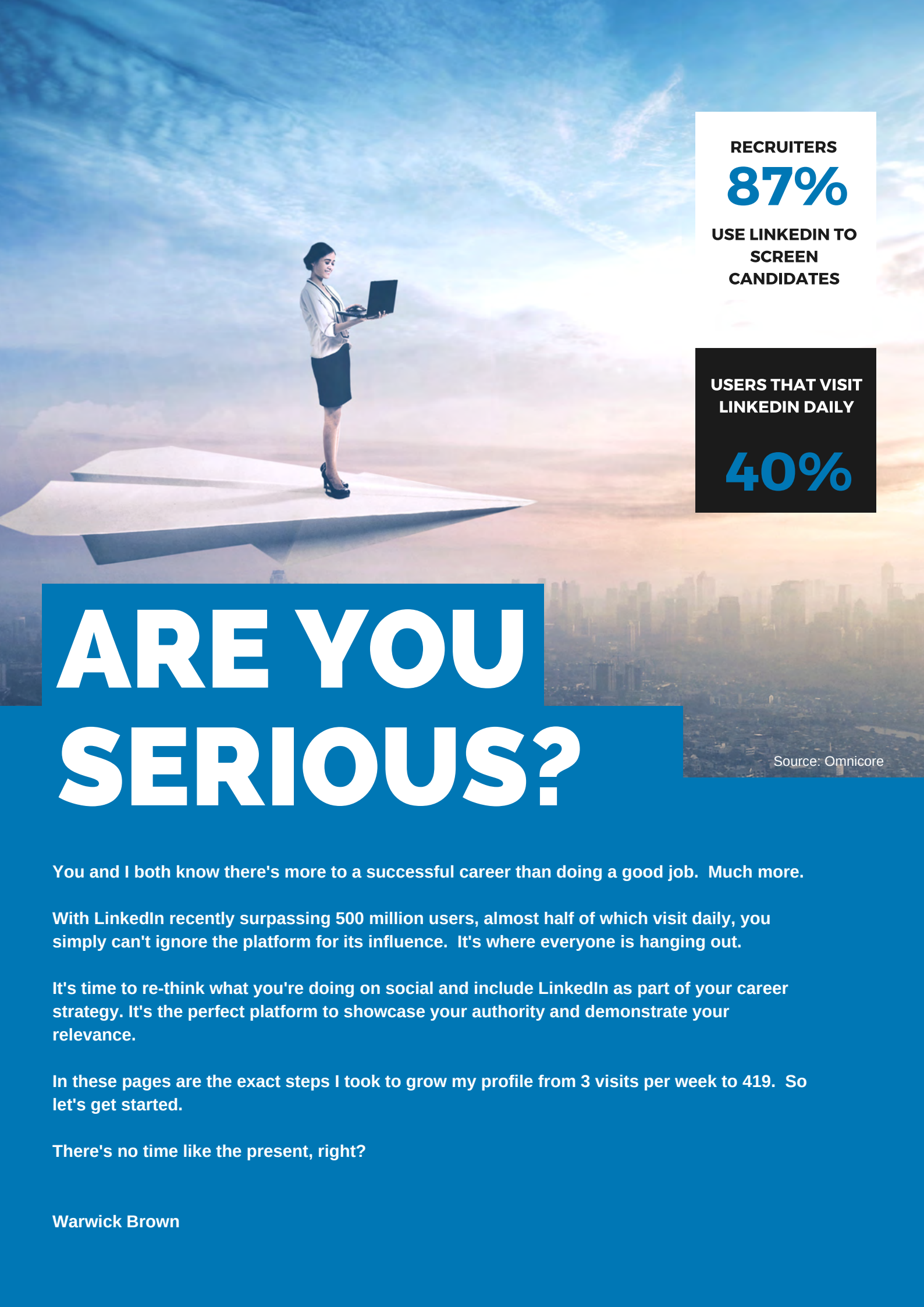
**GROW YOUR NETWORK**

**BECOME AN AUTHORITY**

**HOW TO GET STARTED  
WITH VIDEO**

**HOW TO WRITE ARTICLES  
& WHAT TO SAY**





RECRUITERS  
**87%**

USE LINKEDIN TO  
SCREEN  
CANDIDATES

USERS THAT VISIT  
LINKEDIN DAILY

**40%**

Source: Omnicore

# ARE YOU SERIOUS?

You and I both know there's more to a successful career than doing a good job. Much more.

With LinkedIn recently surpassing 500 million users, almost half of which visit daily, you simply can't ignore the platform for its influence. It's where everyone is hanging out.

It's time to re-think what you're doing on social and include LinkedIn as part of your career strategy. It's the perfect platform to showcase your authority and demonstrate your relevance.

In these pages are the exact steps I took to grow my profile from 3 visits per week to 419. So let's get started.

There's no time like the present, right?

Warwick Brown



# SPRING CLEAN YOUR PROFILE

*CAN YOU REMEMBER THE LAST TIME YOU UPDATED LINKEDIN?*

**Update your summary and headline.** It shouldn't be an online version of your resume. Instead of writing about what you do, write more about how you did it. Tell a story. What do you want people to know about you?

**Use keywords** in your profile so you get found in searches. Resume submission tools will reject your application if they don't find the right words. Look at job postings for words that appear regularly and make sure they feature in your profile.

**Give recommendations.** Find 5 people you can write a recommendation for and ask politely for one in return. Even if they don't reciprocate, leaving a recommendation says a lot about the kind of person you are.

**Update featured skills.** Anyone can recommend you for a skill. Which means there could be a lot of crap or irrelevant skills listed on your profile. Edit and delete skills you don't want, add skills you do, and reorder them by priority.



STEP 1 UPDATE



## SNAPPR PHOTO ANALYZER

Review your profile photo. Snappr's Photo Analyzer uses the latest research, combined with image recognition and machine learning technologies, to determine how well your photo will perform.



## SOCIAL SELLING INDEX

Find out your Social Selling Index (SSI). Updated daily, LinkedIn measures how effective you are at establishing your professional brand, finding the right people, engaging with insights and building relationships. Follow the tips to help grow your score.



## STAY ON TOP OF TRENDS

Career Revolution with Dr C K Bray is a great podcast that covers the entire range of career challenges and opportunities. In episode 198 he dissects what makes a great LinkedIn profile.



## OPTIMISE FOR KEYWORDS

Comprehensive tutorial on how to optimise your LinkedIn profile for keywords to ensure you appear in relevant search results..



## CUSTOMISE YOUR URL

Claim your own url that looks like <http://www.linkedin.com/in/yourname> Try pick a name that you can get on all social media platforms.

# ENGAGE & NETWORK

## IT'S NOT ENOUGH TO LIKE, YOU HAVE TO INTERACT

**Join groups** Look for groups that are in your industry or your field of expertise. Where are colleagues or people you admire hanging out? Do more than join, participate.

**Find influencers.** Use LinkedIn search to find leaders in your industry or profession. Follow them so you get updates and actively comment with useful insights on their posts. Share them too. You'll not only get noticed by the influencer, you'll get noticed by everyone else looking at their posts.

**Follow companies.** Write down a list of ten companies you'd like to work for or that are leaders in your industry. Follow them. Keep informed about what they're doing and start commenting on their posts with useful, conversation provoking insights.

**Connect** Every month pick 5 people you've lost contact with. Re-connect with them by sending a message reminding them of the good old days and asking what they're up to now.



### FINDING INFLUENCERS

Comprehensive article that guides you through the process of discovering influencers on LinkedIn. Find people not just in your industry but in your profession and follow them.



### 10 CONNECTION REQUEST TEMPLATES

NEVER send a connection request without including a message. If you're stuck for what to say, here are ten templates you can use for everyone: from current colleagues to people you admire.



### FOLLOW OR CONNECT?

Not sure whether to follow or connect? Mark Williams explores this very topic in episode 195 of the "Linked Informed" podcast. He discusses in detail and breaks it down into what it means for you.



### 50 GREAT PEOPLE TO FOLLOW

Don't know who to follow? Here's a list of 50 great people to follow no matter what industry you're in.

Why not start with following me on LinkedIn?



# SHARE USEFUL CONTENT

## GROW AUTHORITY AND GET ATTENTION BY SHARING CONTENT THAT SPARKS CONVERSATION

**Find and share useful content.** If you've followed Step 2 then you should already have interesting content on your feed that you can simply share or post.

If you're not sure what to share try evergreen topics like work, productivity, motivation and communication.

**Be consistent.** I post at least two times a week. On Tuesday it's my own content. On Thursday's I share someone else's. Choose a schedule and stick to it. Consistency is more important than frequency.

**Have a goal.** Make a list of up to 5 topics you want to become known for. e.g If you want to be seen as a sales guru then posts should be skewed to sales.

So, don't just post something on how to be more productive. Post something on how to be a more productive sales person.

Even if the article itself is not about sales, you can explain the relevance in your post .

Never share a link without explaining why it matters.



### USE TWITTER LISTS

Find content by following people on Twitter and adding them to lists based on topics. For example I've a list called "Business Trends" where I follow consulting and professional service firms to stay on top of new studies and thought leadership articles.



### AUTOMATE

There are a number of popular social media automation tools that make scheduling your content a breeze. You can have weeks of posts scheduled in advance which will save you time and avoid spending all day on LinkedIn.

Tools include Buffer, Hootsuite and my favourite and the one I use, SmarterQueue

Never automate engagement. People come first.



### POSTPLANNER

A fantastic content discovery tool based on what's the most popular on the web. Organised by topic and you can view articles or images. Plus there's hundreds of status update ideas as well. You can't connect to LinkedIn but the free tool will still give you loads of ideas. I use the paid version which is around \$3 a month - Cheap.



### LIFEHACK.ORG

Loads of great content on all aspects of life. You'll always find something here that will appeal to your network.

# CREATE

## WRITE ARTICLES AND CREATE VIDEO TO 10X YOUR IMPACT AND REALLY GET NOTICED

**Write** you don't need to be a writer to post on LinkedIn. Why not click the "write an article" button now and try answering one of these questions

- What specific advice would you give to someone hoping to enter your field?
- What is the biggest problem your industry needs to solve?
- What skill is essential in your job and why?
- What else would you do if you started all over again and why?
- How did you get your start in your profession?
- What advice do you have for career advancement?

**Video.** LinkedIn is late to the video party, only launching in late 2017. So you have a chance to get in early on the trend and really get noticed.

According to Forrester research 75% of employees would rather watch a video than read emails or documents. Start out short and sweet and don't be afraid to experiment.

Use the native LinkedIn app to record. Beware of bad lighting, and film in front of a window or use a clip on ring light. A smartphone tripod is useful. Use your earbuds or microphone to improve sound.



### PERSONAL BRANDING WITH VIDEO FB GROUP

Informative and supportive Facebook group hosted by YouTube certified Salma Jafri. If you want to learn what to film, how to film, how to overcome camera shyness and improve your confidence, then join this group. I'll see you there!



### ANCHOR FM VIDEOS

If you're not ready for video just yet, why not try recording your message and then creating a cool video out of it? Anchor FM makes it easy to do just that. Talk into your phone and then create your video in a variety of formats that you can share to Instagram, Twitter, Facebook or LinkedIn.



### VISIT MY AUTHOR PAGE

If you want to see the kind of articles and videos I've been creating you can find them all at my LinkedIn author page.

You'll automatically get an author page too if you customise your URL (step 1) and start creating content (step 4)



### USING NATIVE LINKEDIN VIDEO

Comprehensive walk through that shows you exactly how to use native video on LinkedIn.



# CREATE

GET MORE CONTENT INSPIRATION FROM LINKEDIN'S 2015/2016 CALENDARS. SADLY, THEY NO LONGER PUBLISH THESE, BUT THE TOPICS ARE JUST AS RELEVANT



JAN

## MY FIRST 90 DAYS

The first 90 days in any job are crucial. What have you done right or wrong in that period and how would you counsel others?

#First90



FEB

## BEST ADVICE

What were the words of wisdom that made all the difference in your life and career?

#BestAdvice



MAR

## I QUIT!

When it's time to explore greener pastures, here's how to gracefully exit your job without burning bridges.

#IQuit



APR

## BEST MISTAKE

Think about that time you completely messed up or failed. How did you cope? What did you take away from that experience?

#BestMistake

Tag: [FAIL on SlideShare.net](#)



MAY

## IF I WERE 22

"Dear Class of 2015: Don't freak out." What advice would you give to those just graduating? Or, if you're 22, what's your gameplan?

#IfIWere22

Tag: [GRADUATES on SlideShare.net](#)



JUN

## THE STATE OF MY INDUSTRY

Is your industry struggling? Or thriving and poised to redefine the future? What are the key problems that need to be solved?

#MyIndustry



JUL

## HOW I LEAD

You don't need an official title to be a leader. Share your best tips for leading in times of turmoil.

#HowILead

Tag: [LEADERSHIPADVICE on SlideShare.net](#)



AUG

## THE MENTOR WHO SHAPED ME

Who has made the biggest impact on your professional life? Name your mentor, and tell the world what you learned.

#Mentor

Tag: [HIRING on SlideShare.net](#)



SEP

## HOW I HIRE

What do you look for in candidates? What traits do you avoid when hiring? Reveal what makes a successful professional in your eyes.

#HowIHire

Tag: [HIRING on SlideShare.net](#)



OCT

## PRODUCTIVITY HACKS

What trick did you devise or discover that helps you work smarter and faster? Share your best shortcuts for getting more done with less time.

#ProductivityHacks

Tag: [HACKS on SlideShare.net](#)



NOV

## BE THE BOSS

Whether you dream of startup success or crave the freedom of working for yourself, it all starts with one person – you. What are your secrets to striking out on your own?

#BeTheBoss

Tag: [STARTUPS on SlideShare.net](#)



DEC

## BIG IDEAS 2016

What's the one big idea that will shape 2016? What should be our next "landing on the moon" idea?

#BigIdeas

Tag: [FUTURE OF on SlideShare.net](#)



JAN

## MIND THE SKILLS GAP

What's the one skill you wish you were better at? Discuss your strategies for improvement, and how you plan to reach the next level. #SkillsGap



FEB

## MY LIFE OUTSIDE WORK

What does the "life" part of work-life balance look like for you? How do you unwind, reboot, and refocus? Reveal the creative outlets & passion projects outside work that make you better at work. #OutsideWork



MAR

## STATE OF MY INDUSTRY

What's the hottest position in your industry now? Describe the new jobs that everyone will be talking about in a year – and which roles you'd recommend fleeing. #MyIndustry



APR

## MY METRIC FOR SUCCESS

Whether it's dollar signs or something more intangible like security or flexibility, reveal the one metric you're optimizing for. #MyMetric



MAY

## IF I WERE 22

What advice would you give to your younger self or those just graduating? #IfIWere22



JUN

## BIG IDEAS: WHAT TO CHANGE NOW

What aspects of your industry can you impact sooner rather than later? Walk us through what can be changed now – and how. #BigIdeas



JUL

## MY IDEAL WORKPLACE

What does your company or industry need to do differently to build a better workplace? Any surprising results when your company tried to keep employees happy and engaged? Take us inside your ideal place to work. #WhereIWork



AUG

## ADVICE THAT STICKS

Think back to the best – or worst – piece of advice you've ever followed. What did you learn from it? Would you follow that advice again? #AdviceThatSticks



SEP

## MY BIG BREAK...

Name a pivotal moment/conversation/project/opportunity that helped advance your career. Who gave you this big break to get ahead? #BigBreak



OCT

## AN OPEN LETTER TO...

Which issue would you champion with an open letter? Share the dialogue you'd start with an industry peer or competitor. #OpenLetter



NOV

## BEST DAY AT WORK

How do you find purpose at work? What makes you feel fulfilled? Take us through a milestone, and explain how it motivated you. #BestWorkDay



DEC

## THE ONE QUESTION I ALWAYS GET

What's the one question that you're always asked? What's the one thing you wished more people would ask you? #OneQuestion

Use short-form updates (with photos) to engage your followers.

Don't forget to embed any SlideShare decks and videos in your drafts.

Photos: Angelo DeSantis / Getty and Death to the Stock Photo



The KAM Club is a private learning community for key account managers who are short on time, big on vision and ready to make an impact on their clients and their careers.

Find out more at [www.thekamclub.com](http://www.thekamclub.com)

The KAM Club Ltd  
73 Elgin Avenue  
London W9 2DB  
United Kingdom

t: +44 (0) 752 768 0631  
e: [hello@thekamclub.com](mailto:hello@thekamclub.com)