

LinkedIn Creation

Getting started with LinkedIn couldn't be easier. The system is a step by step process and will hold your hand as you go through the set up. Simply visit www.linkedin.com.au and complete the form (pictured below) to get started (if you don't already have an account)

Get started – it's free.

Registration takes less than 2 minutes.

<input type="text" value="First name"/>	<input type="text" value="Last name"/>
<input type="text" value="Email address"/>	
<input type="text" value="Password (6 or more characters)"/>	

By clicking Join Now, you agree to LinkedIn's User Agreement, Privacy Policy and Cookie Policy.

Join now

If you are having any trouble following LinkedIn's instructions this guide has a visual guide for you follow also at <http://www.wikihow.com/Create-an-Account-on-LinkedIn>

**The tricky part isn't creating a profile,
It's creating a GOOD profile.**

For business owners/managers, your personal online brand will create trust, build relationships and open doors if done right.

Your Profile...

Minimum standards

- Make sure you have a professional clear photo and a catchy headline that tells people what you do.
- Customising the website links and especially your profile URL is crucial for optimising your profile.
- Make sure you speak directly to your target audience and make it relevant to their needs. Your summary should be ABOUT you but written FOR them. Don't just tell them you are awesome, tell them why that is going to help them. 'wiifm principle'

Your pictures

Choose a simple headshot where you are looking straight ahead, a professional picture is strongly recommended. That said, it doesn't have to be boring. You don't have to wear business attire if that's not your or your business' style. You should just look professional and pleasant. Always smile. You are going for "dependable" and "trustworthy." Avoid "sexy" or "weird." You are aiming to appeal to the highest number of people possible so generic is good.

LinkedIn also allows you to choose a background for your profile. This image should be 1900px by 481px, if you don't understand this then you can have a designer create a background from anywhere between \$50-\$200 depending on your needs. The image should link to your industry and an infographic is a great way to include a few of your best selling points.

Your Headline

You can just use a job title but to really make the most of LinkedIn you're better off choosing descriptive and compelling keywords that help you get found by the right people. LinkedIn's search works just like Google's so if you include keywords in your title that you think people would use to find you then you're more likely to come up. "Melbourne based builder" or "builder with extension, renovation experience for people Bayside" are examples of titles that will help specific clients find you.

Your Summary

This is the single most important part of your profile and should be used carefully. You can include high-resolution photos, an infographic of your experience, or a video of a talk you gave. It is well worth it to put in the effort to write a unique and captivating summary section. Your summary **MUST** be about you first and foremost. Your skills and experience, your greatest business achievements, your passions.

With a bit of skill you can carefully tie in your construction, renovation, building services but do not make this look like a sales pitch or people will stop reading and close their doors to you.

Beyond that there are a few ways to write a good summary. You can take this from your resume summary, write a bio or add your core competencies by listing your three or four key skills. Once read, the reader must have a strong idea of who you are and how you help people.

ALWAYS End with a Call to Action (CTA) — for example, "Please reach out to discuss opportunities in X, Y, and Z."

Your Experience

This will be familiar to everyone as it's very similar to your traditional resume format. You add where you have worked, for how long, and in what roles and functions. Include your current position and at least two other positions in order to complete your profile. This is the best area to showcase all of your skills so make sure you include a many skill keywords as possible in your job descriptions.

Do not leave this area blank, a full history is a big factor in trust building.

Finish What You Started

You will get **40 times** more opportunities if your profile is complete by LinkedIn's standards. So please do. Here is LinkedIn's definition of a 100% Complete Profile:

- Your industry and location
- An up-to-date current position (with a description)
- Two past positions
- Your education
- Your skills (minimum of 3)
- A professional profile photo
- At least 50 connections (If you have less than 50 connections then looking to start connecting with people you know, new prospects, associates etc.

Need More Help?

Google it! There are loads of helpful articles and video tutorials on how to build your LinkedIn Profile.

Final Words...

Remember that your LinkedIn profile is predominantly there to support your off-line, direct marketing efforts. The effort you put into connecting with business owners & consumers in your local area, your own networking, contacts, referrals etc is how you will grow your audience and in turn your Building Business.

Your LinkedIn profile thus supports these efforts by being an easy place for people that you have met to find out a bit more about you and your background, if they feel inclined to do so!