

14 Ways to Get More Clients From LinkedIn

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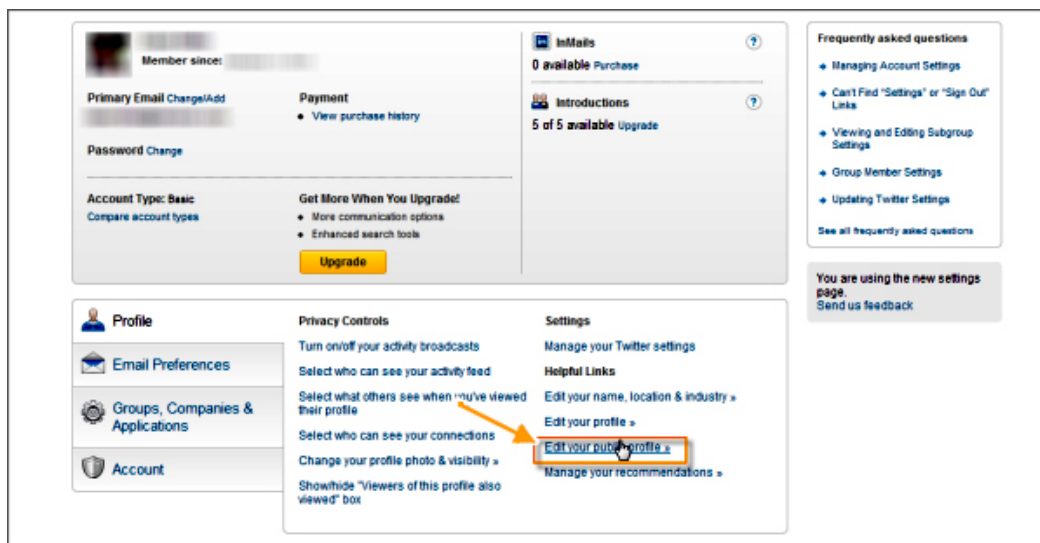
14 Ways to Get More Clients From LinkedIn

As résumé writers, we recommend jobseeking clients use LinkedIn — but are you following your own advice? This quick guide will give you some tips for securing more résumé clients from LinkedIn.

1. **Take full advantage of your Public Profile**, which contains more than one option for increasing your appeal and visibility to potential clients.

To get to your Public Profile, click on the Down arrow beside your name (top right) and choose “Settings.”

Then scan down the page that opens up until you find the anchor text for “Public Profile.”



Your LinkedIn Public Profile is different from your internal LinkedIn Profile. The public profile contains material that is searchable by Google, Bing, Yahoo, and other search engines.

You can choose not to be searchable publicly by changing your settings to “Make my Public Profile Visible to No One.” This will not affect your searchability *within* LinkedIn. But generally, if you are trying to get clients, you *want* to be visible on LinkedIn!

From your Public Profile, you can choose exactly what parts of your LinkedIn Profile to allow search engines to retrieve and display; and what to hide.

From here you also can...

2. **Create a unique Public Profile vanity URL**, for greater, more optimized searchability. We recommend our clients have a vanity URL — do you have yours?

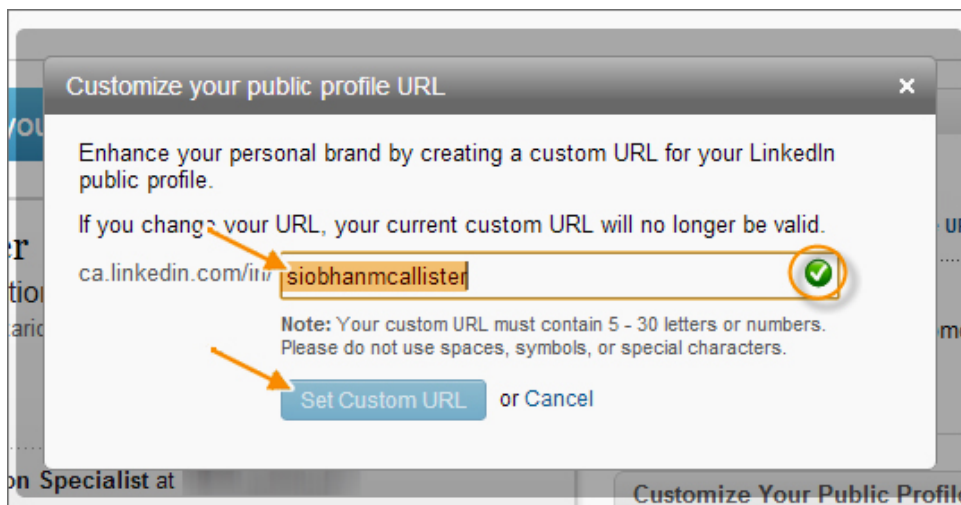
You can do this easily from your Public Profile settings.



In the popup that opens, simply type the vanity URL name you want. It's best for Search Engine Optimization (SEO) to simply use your own first and last name.

If you have a really common name such as "Sam Smith," a red circle containing an "X" will appear, letting you know the name is already taken. It will drop down a list of alternate suggestions. You can pick from one of them or create another you feel will work better. (Tip: Choose your own name plus the one single keyword you feel people might use if they search for you – for example, "samsmitheditor.")

If you have a slightly unusual name such as "Siobhan McAllister," that name will probably be available as a vanity URL, and you'll see a little green circle containing a tick mark.



When you are satisfied with your vanity URL name, go ahead and "Set Custom URL."

3. **Create a Profile Badge.** From your Public Profile Settings, you can also generate code for any one of a variety of LinkedIn Profile badge designs with one click.



When you've selected a badge design, copy-paste your new badge code into your blog or website. (Note: Do this *after* you change your URL!)

(Be sure to also add “Follow” buttons for your website or other networks.)

4. **Thank people for Recommendations.** Let them know you appreciate they took the time to recommend you.

This may seem redundant, but being a quality person is what generating good LinkedIn karma — and attracting more people — is all about.

5. **Create a Company Page.** The main reason you should do this? It’s perfectly acceptable to post links to your website landing pages from your LinkedIn Company Page — but not from your main feed.

There are a number of conditions to fulfill before you can create one, but the most important: You must have a company email domain and you must have Intermediate or All Star status on LinkedIn.

(By “company email domain” we mean that if your company is called Omaha Résumés, you need an email address whose latter half ends in “omaharesumes.com.”)

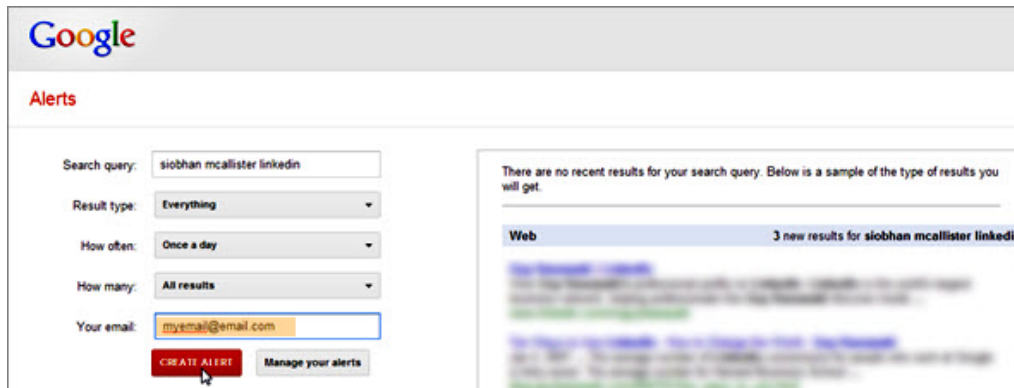
Links to landing pages definitely means more customers!

6. **Maintain your LinkedIn Account via Mobile.** Sign in to your LinkedIn account by typing “m.linkedin.com” or “http://touch.linkedin.com” — without the quotes, and whichever link works — into your mobile’s web browser... or use a LinkedIn [mobile app](#) mobile app for iPhone, iPad, Android, or Windows.



The more reachable you are to your Groups or Inbox messages, the more you’ll be available to make or accept connections.

7. **Set up a Google Alert for yourself on LinkedIn.** If you’re in the habit of checking your email more than your social networks, you can easily set up a [Google alert](#) for your name + “LinkedIn.” This should send you an email message for whatever period of time you set — daily is preferable — every time your name comes up in connection with LinkedIn.

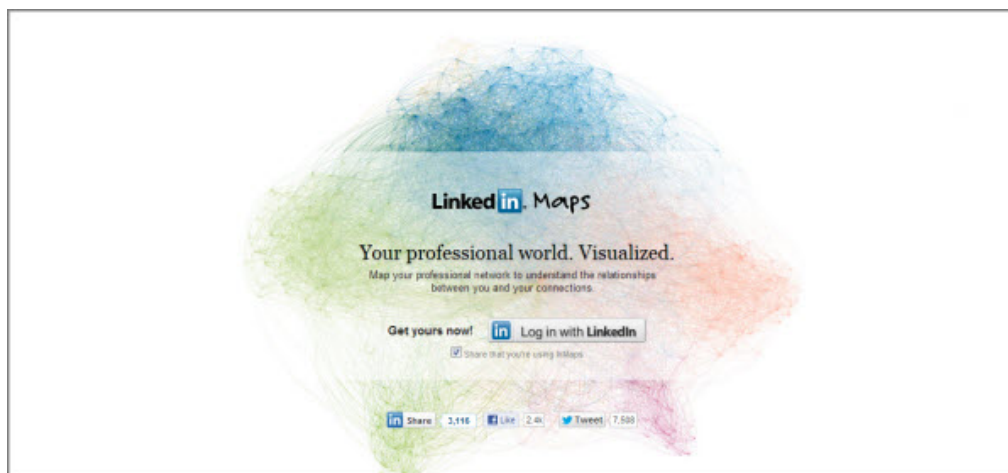


Some people find a once-daily alert a much more efficient way to monitor a hot Group discussion or post than to be continuously logging into LinkedIn. (Others find Google alerts a nuisance. It's whatever works for you!)

You can also do this with topics on LinkedIn.

8. **Be choosy.** Keep your LinkedIn goals in focus, and don't connect with people whose interests, business direction, and values you don't share.
9. **Import all your online and offline business contacts into LinkedIn.** This will increase your LinkedIn value, affecting your social graph — a visual representation of your social connectedness and balance.

To create or see your social graph, wait until you have 50 connections and your Profile is 70% complete. Then go to [LinkedIn InMaps](#) to create your social graph.

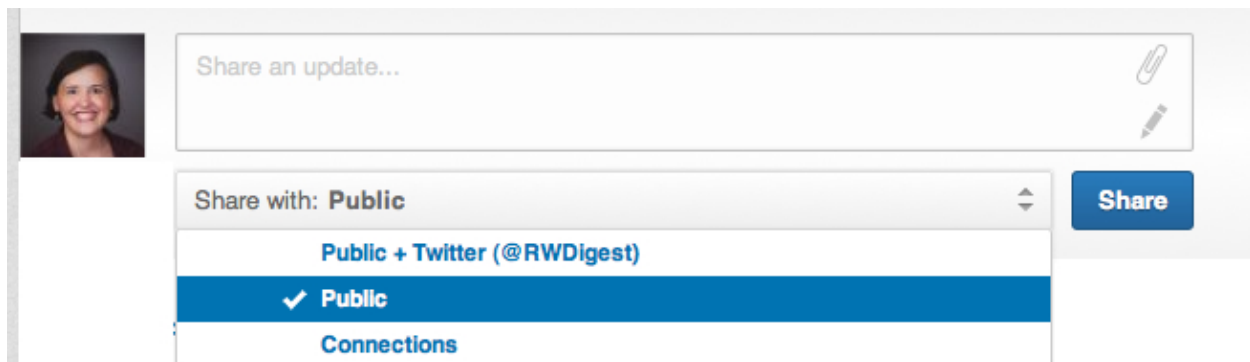


10. **Share your social graph with your other social networks**, if you like the result. Pair it with a question: For example, “this is what my InMap social graph looks like. Have you created yours? What do you think of social graphing?”

You can even simply share that you're using InMaps.



11. **Share your LinkedIn posts with Twitter.** Even though LinkedIn parted ways with Twitter officially, you can still share your LinkedIn posts by choosing “Public + Twitter” under the “Share With” drop-down menu.



12. **Whitelist LinkedIn in your email filters.** The last thing you want is an important notification from LinkedIn not to get through.

You can also simply add LinkedIn as an address book contact. [Here's how to do it](#) for various networks such as AOL, Yahoo! Mail, Comcast, Gmail, and more.

13. **Rearrange your Profile sections.** Put the material you consider most important “above the fold” for your viewer.
14. **Use LinkedIn — don't just be on it!** And do this every day, if you want to build relationships, presence, and searchability.