



LINKEDIN MASTERCLASS

8 KEY TIPS TO
SUPERCHARGE YOUR
LINKEDIN PROFILE

www.signalbizhub.org

8 Key Tips To Supercharge Your LinkedIn presence



Steve Doyle – Linking Business

steve@linkingbusiness.co.uk



My Introduction to LinkedIn

From: LinkedIn [mailto:welcome@linkedin.com]
Sent: 17 June 2005 15:39
To: Steve Doyle
Subject: Welcome to LinkedIn!

June 2005

LinkedIn Welcome

Thank you for using LinkedIn! You have joined Julian and over 2.7 million professionals using LinkedIn to stay connected and reach new people through trusted referrals.

 **Get things done... better & faster**

Use LinkedIn to get whatever job you do today done better — it's the best way to connect with:

- ✓ Job candidates
- ✓ Business partners
- ✓ Industry experts
- ✓ Hiring managers

[➔ Search your network now](#)

Only 2.7 million users

Find Contacts

The average LinkedIn user knows 15 to 20 people who already have their professional network on LinkedIn. You probably do, too. [Find out which of the people you know are already "LinkedIn".](#)

How LinkedIn Works

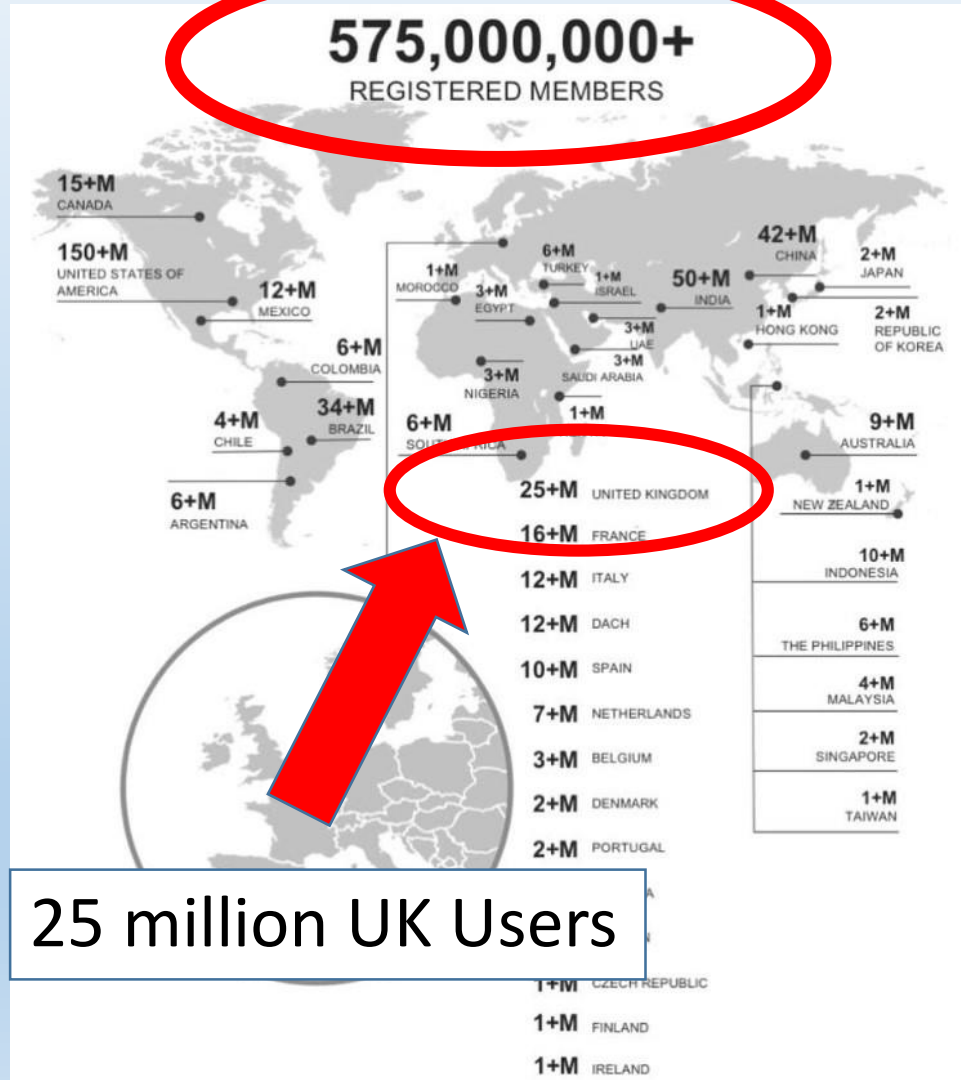
To learn more about LinkedIn, come and [take our tour](#) or check out some [real world examples](#) of how people have put LinkedIn networks to use.

Average of 15-20 connections

But why
bother?

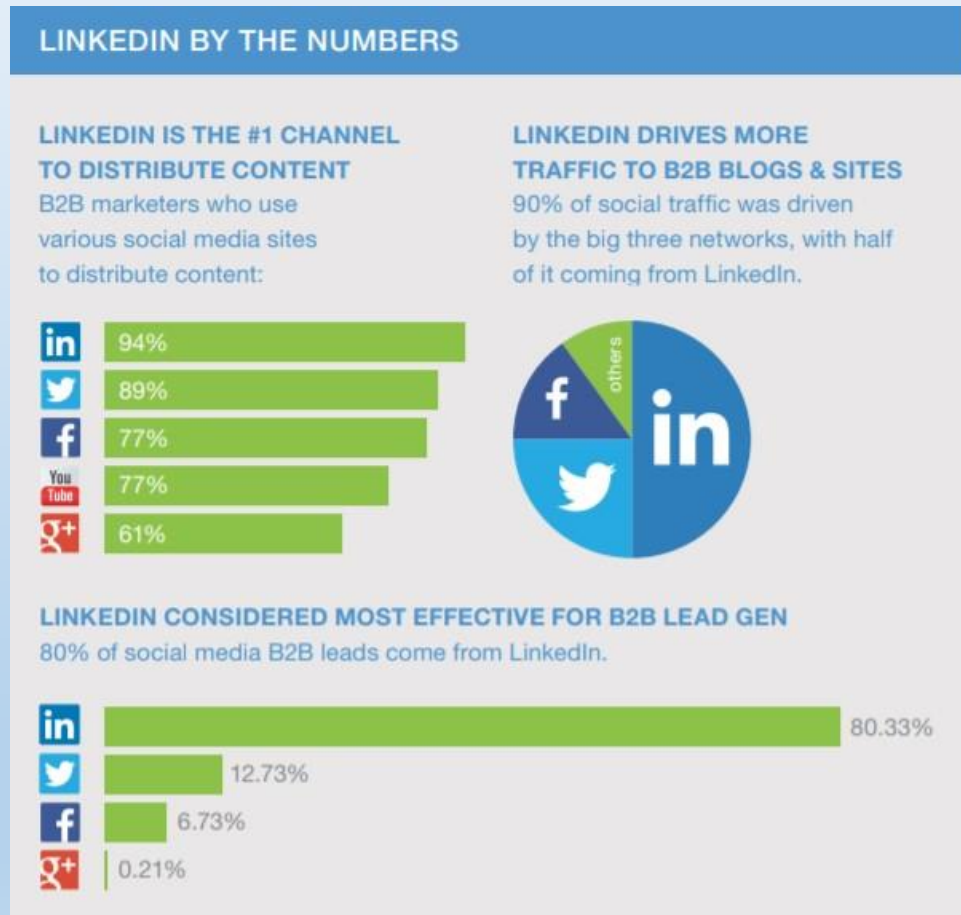


Why bother with LinkedIn?



- World's largest online professional networking platform
- A powerful marketing tool to help you FIND, CONNECT & ENGAGE with your ideal connections and generate leads
- It's FREE to use!

Why bother with LinkedIn?



- 50% of social media traffic to B2B websites & blogs comes from LinkedIn
- 80% of B2B marketers view LinkedIn as the most effective “social media” for lead generation.
- 50% of B2B buyers use LinkedIn when making a buying decision
- 71% of professionals believe LinkedIn to be trustworthy

The two main elements of LinkedIn

Your Profile

- Gets you found
- Should give value
- Provides credibility

Your Communication Strategy

- Find
- Connect
- Engage

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Think from your customers perspective not yours




Remember WIIFT?

What's **I**n **I**t **F**or **T**hem?

Make sure your profile works for you



We help businesses increase their sales by using LinkedIn effectively.







Linking Business




[in](#)

Steve Doyle
Generate leads by using LinkedIn Effectively ▶ LinkedIn Trainer & Coach ▶ LinkedIn Speaker ▶ Pharma Marketing interim
Reading, United Kingdom

[Add profile section](#) [More...](#)

-  Linking Business Ltd
-  Queen Mary University of London
-  See contact info
-  See connections (500+)

Business not growing as you would like? Need to find, connect and engage with new customers? Are you using LinkedIn effectively? If not you may be missing out. Let me help you get the most from this powerful sales, lead generation and marketing tool. Thanks for reading my summary. As a mark...

Grab their
attention!



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by using LinkedIn effectively.



Steve Doyle

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interim

Reading, United Kingdom

Your Photo.....

HAVE ONE!!

8-14 times more likely to look at
your profile.

30 times more likely to connect to
you!

People do business with people –
they want to see you.

London

See contact info

See connections (500+)

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by using LinkedIn effectively.



 Linking Business

In focus, well lit, head and shoulders
no distracting background.



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Reading, United Kingdom



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Queen Mary University of
London



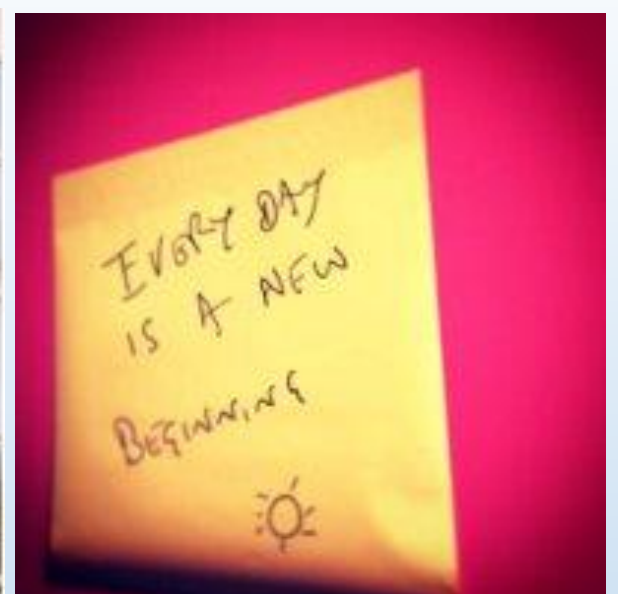
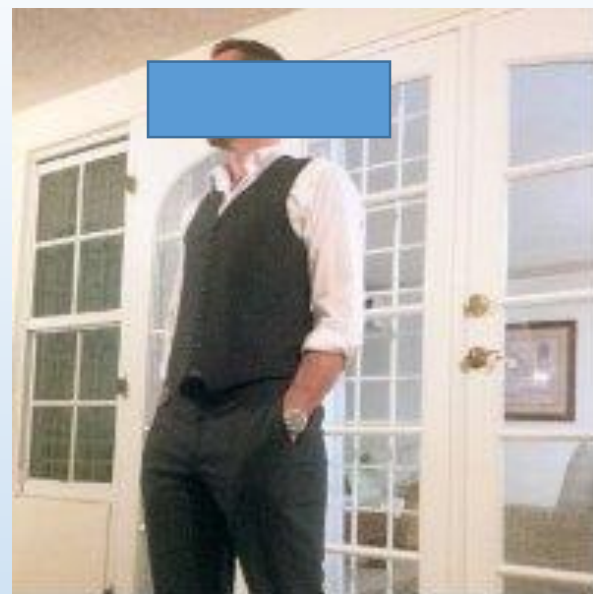
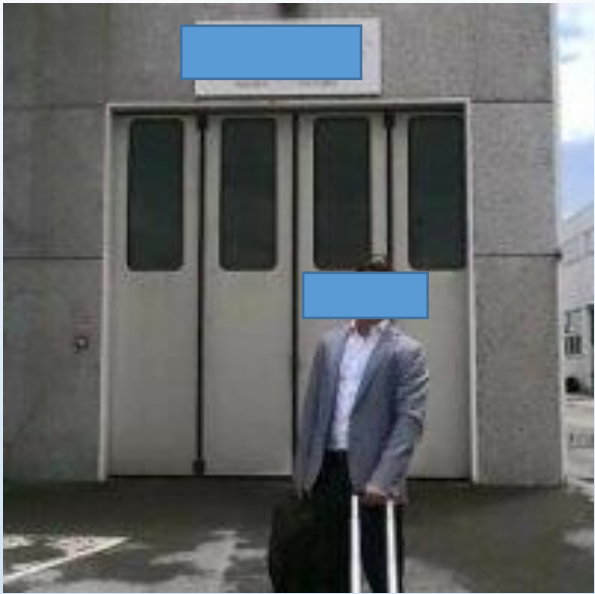
See contact info



See connections (500+)

How not to do it!





Photos of you with the kids, the pets, outside the tent at Glastonbury, climbing a mountain, riding your bike or having a good night out



Make it easy
to contact
you



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London



See contact info



See connections (500+)

Fill out your contact details.
Clean up the URL and use it in
other marketing.
Personalise and use each
webpage opportunity.

Remember only 1st and 2nd line connections can see these. If you want to be
contactable by everyone add contact information to summary.

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Add a banner to your profile to
increase your personal branding and
make you stand out.

CHECK ON DIFFERENT DEVICES

See contact info

See connections (500+)

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Your Headline

Most important part of your initial profile

Don't use it for your job title

Tell "them" WIIFT

Also include search terms – effects search engine on LinkedIn and Google

Use capitals

Users spacers



Linking Business Ltd



Queen Mary University of
London



See contact info



See connections (500+)



Q steve doyle



People

Jobs

Content

More ▾

People filters

Connections ▾

Locations ▾

Current comp

Free HBV/HCV eLearning - Course Directors: Maria Buti & Geoffrey Dusheil

Showing 937 results



Steve Doyle • 1st

Director at Four Stars Consulting Limited
London, United Kingdom

Message



1 shared connection



Steve Doyle • You

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Reading, United Kingdom



Steve Doyle • 2nd

Head of Hospitality at West Ham United FC
London, United Kingdom

Connect



8 shared connections



Steven Doyle • 2nd

Senior Customer Experience Manager VOC at Travelport
Reading, United Kingdom

Connect



1 shared connection

This applies to your Google listing as well

steve doyle UK


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About 19,500,000 results (0.37 seconds)

Steve Doyle - Director - Four Stars Consulting Limited | LinkedIn
<https://uk.linkedin.com/in/steve-doyle-624134b>
View Steve Doyle's profile on LinkedIn, the world's largest professional community. Steve has 7 ... International Advertising Association UK Chapter - IAA UK.

200+ Steve Doyle profiles in United Kingdom | LinkedIn
<https://uk.linkedin.com/pub/dir/Steve/Doyle/gb-0-United-Kingdom>
View the profiles of professionals named Steve Doyle on LinkedIn. ... Director at Mapp Media, Board Member at International Advertising Association UK.

Images for steve doyle UK



→ More images for steve doyle UK Report images

Steve Doyle - LinkedIn Trainer - Linking Business Ltd | LinkedIn
<https://uk.linkedin.com/in/stevedoyle>
View Steve Doyle's profile on LinkedIn, the world's largest professional community. ... critique contact me steve@linkingbusiness.co.uk or ring on 07595704392 ...

Steve Doyle, Chief Commercial Officer: Navigating the Digital ...
www.inskinmedia.com/.../steve-doyle-chief-commercial-officer-navigating-digital-lan...
'Inskin Media delivers high-impact creatives built in HTML5, delivered across tablet and desktop', Steve Doyle, Chief Commercial Officer, Inskin Media ...

steve doyle linkedin

All News Images Shopping Videos More Settings Tools

About 3,480,000 results (0.39 seconds)

Top 10 Steven Doyle profiles | LinkedIn
<https://uk.linkedin.com/pub/dir/Steven/Doyle>
View the profiles of professionals named Steven Doyle on LinkedIn. There are 915 professionals named Steven Doyle, who use LinkedIn to exchange ...

Top 23 Steven Doyle profiles | LinkedIn
<https://www.linkedin.com/pub/dir/Steven/Doyle>
View the profiles of professionals named Steven Doyle on LinkedIn. There are 917 professionals named Steven Doyle, who use LinkedIn to exchange ...

Steve Doyle - LinkedIn Trainer - Linking Business Ltd | LinkedIn
<https://uk.linkedin.com/in/stevedoyle>
Generate leads by using LinkedIn Effectively ▶ LinkedIn Trainer & Coach ▶ LinkedIn Speaker ▶ Pharma Marketing interim. ... View Steve Doyle's full profile. ... Develop a LinkedIn profile that's clear, concise, customer focused and easily found.

Top 25 Stephen Doyle profiles | LinkedIn
<https://uk.linkedin.com/pub/dir/Stephen/Doyle>
View the profiles of professionals named Stephen Doyle on LinkedIn. There are 917 professionals named Stephen Doyle, who use LinkedIn to exchange ...


900+ Steve Doyle profiles | LinkedIn
<https://uk.linkedin.com/pub/dir/Steve/Doyle>
View the profiles of professionals named Steve Doyle on LinkedIn. There are 900+ professionals named Steve Doyle, who use LinkedIn to exchange information ...

Make sure they
want to find
out more!



Summary - get them to open it

We help businesses increase their sales by using LinkedIn effectively.





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Steve Doyle
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Reading, United Kingdom

Linking Business Ltd
Queen Mary University of London
See contact info
See connections (500+)

Add profile section More...

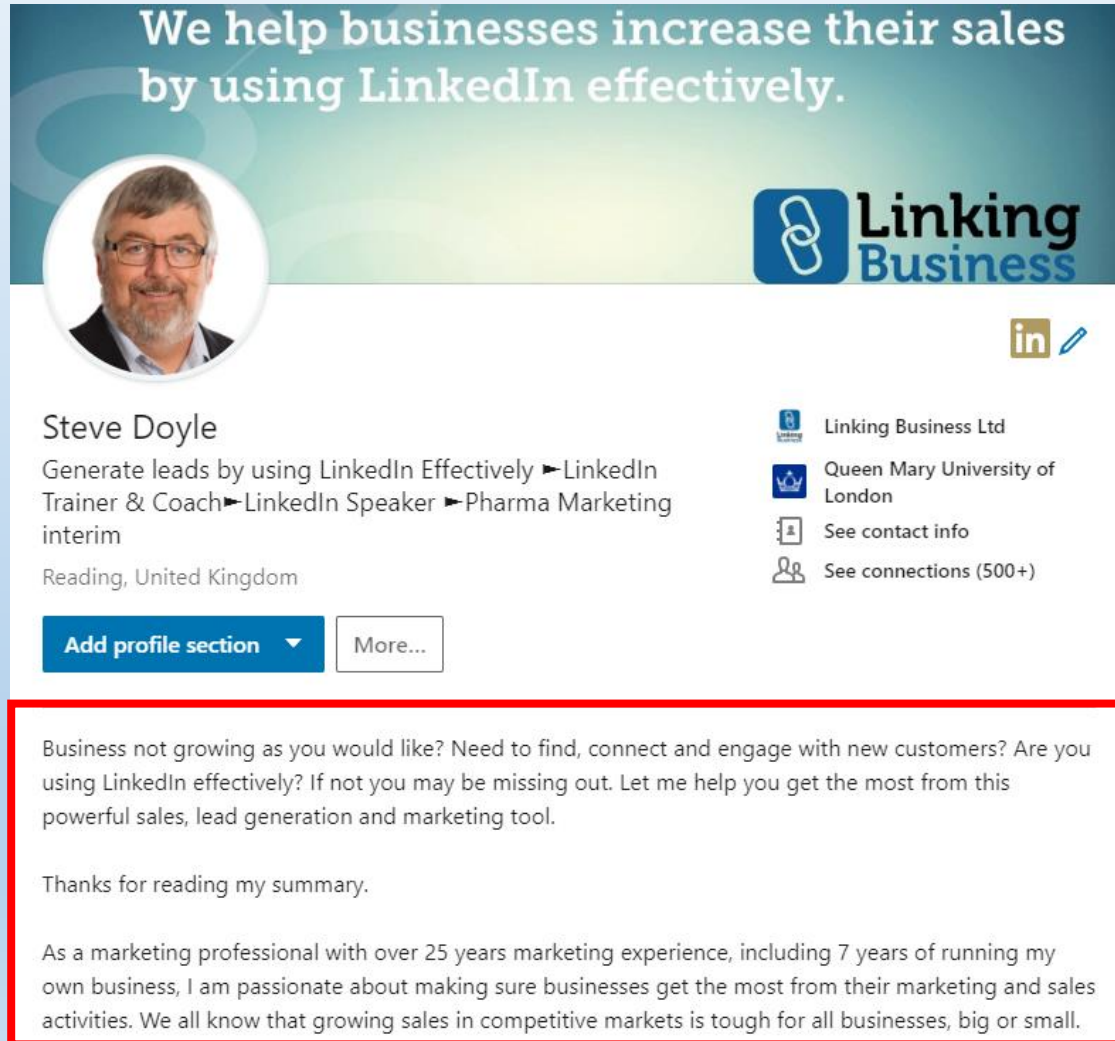
Business not growing as you would like? Need to find, connect and engage with new customers? Are you using LinkedIn effectively? If not you may be missing out. Let me help you get the most from this powerful sales, lead generation and marketing tool. Thanks for reading my summary. As a mark...



Show more

Only the first few lines of the profile are seen now – make sure it is enough to make them want more

Make FULL use of your Summary section



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See contact info

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Add profile section More...

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Thanks for reading my summary.

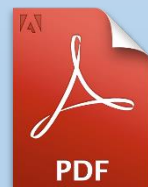
As a marketing professional with over 25 years marketing experience, including 7 years of running my own business, I am passionate about making sure businesses get the most from their marketing and sales activities. We all know that growing sales in competitive markets is tough for all businesses, big or small.

Remember its NOT a summary about you but a summary of what you can do for your customers

- Make it friendly and welcoming
- Vital to the LinkedIn search results
- 2000 characters-use them!
- Don't say what you do, explain how you help
- Make full use of WIIFT
- Use search keywords in copy
- Add some personal facts if you like


Add more value to your profile

- Build trust and reputation by offering value on your profile
 - How to guides, pdf's, infographics (visuals items particularly viewed)
 - Videos – especially recommendations
 - Presentations
 - Use status update to repost useful information
 - Write posts yourself



Add more value to your profile

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Steve Doyle
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Reading, United Kingdom

[Add profile section](#) [More...](#)

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[Show more](#)


Media files are immediately available to viewers

Tip 7


Get
recommended



Ask for (and give) recommendations


Recommendations Ask for a recommendation 

[Received \(32\)](#) [Given \(4\)](#)




Graham Fletcher
I can help you remove your blocks to business success ► I will help you present your own divorce case and save £1000's
April 4, 2019, Graham was a client of Steve's

Would recommend Steve to anyone looking for a insightful Linked in advisor. Very Friendly and responsive to probing questions and always has fresh insights and new perspectives



Mark Harris
Portfolio career, serial entrepreneur, currently including Enterprise Doctor, My Ideal PA, Laptop Monday and more!
March 19, 2019, Mark was a client of Steve's

I was foxed by LinkedIn. Hit a dead end. No idea where to go. Stupid me - Steve is obviously the place to go! Very responsive (despite being busy, I suspect), and gave me some good advice which I've already implemented to good effect. Thanks Steve!



Frank Finch
Business remedies to improve efficiency/performance and reduce risk ► Leisure industry interim ► Outsourced services

Steve has an easy knack of conveying a large amount of information in a short time - the session was really useful. I'll be putting much of the learning into practice very soon and already looking forward to booking his free critique. If anyone wants to maximise the benefits of using LinkedIn, I would certain... [See more](#)

- A personal recommendation from another user is the strongest referral you can get.
- Ask your clients for a recommendation.
- Carry far more weight than skills endorsements

But can it
make a
difference?



Which accountant
would you be
inclined to do
business with?

Home Profile My Network Jobs Interests

Want the best pension? - Follow Profile Financial's page to learn more

[Redacted] 3rd

Certified Accountant at [Redacted]
Birmingham, United Kingdom | Accounting

Previous Education [Redacted]

[Redacted] 126 connections

<https://uk.linkedin.com/in/tony-woodward-35b5a522>

Background

Experience

Certified Accountant

[Redacted]
2013 – Present (3 years) | Birmingham
Employment commencement date 3 June 2013

Certified Accountant

[Redacted]
November 1987 – January 2013 (25 years 3 months) | Stoke-on-Trent, United Kingdom

1 recommendation

[Redacted]

Tony is a very competent and experienced audit and accounts manager who has an excellent working relationship with both clients and colleagues. View

Assistant Retail Accountant

[Redacted]
July 1984 – November 1987 (3 years 5 months) | Barlaston, Stoke on Trent


Trainee Accountant

[Redacted]
July 1979 – July 1984 (5 years 1 month) | Leek

Skills

Top Skills

Which accountant would you be inclined to do business with?



Hannah Xu
Xceptional Consultancy Ltd
University of Ulster
See contact info
500+ connections

Help doctors discover wealth through tax | Speaker | Accountant for Medics
London, United Kingdom

[Connect](#) [InMail](#) [More...](#)

Hannah is a tax accountant for doctors, speaker and the founder of Xceptional Consultancy. Xceptional Consultancy is the go to tax consultancy service for doctors who want to stop working 24/7 for the taxman and build wealth faster. Because the founder, Hannah Xu, studied the concept of tax from Rich...

[Show more](#)


Highlights

- 12 Mutual Connections**
You and Hannah both know Jonathan Conway, Sarah Matthew, and 10 others
- 1 Mutual Group**
You and Hannah are both in the Federation of Small Businesses (UK) group


Hannah's Articles & Activity
9,301 followers [+ Follow](#)

- 11 things to remember when going through tough times...**
Hannah liked
- Resilience for 'Healers'**
Hannah shared this
- Resilience for 'Healers'**
Hannah shared this


[See all articles](#) [See all activity](#)



11 things to remember when going through tough times...
Hannah liked



Resilience for 'Healers'
Hannah shared this



Resilience for 'Healers'
Hannah shared this

[See all articles](#) [See all activity](#)

Experience

- Tax Accountant for Doctors, Founder**
Xceptional Consultancy Ltd
Jun 2012 – Present • 5 yrs 11 mos
Moorgate, City of London

Are you frustrated that you are working too hard for the taxman?

For doctors who want to build wealth and reduce their tax burden, Hannah is an inspiring advocate on WealthAbility, who helps you fall in love with numbers and gain financial clarity. Hannah works with medical professionals in both public and private sectors, to redefine their relationship with tax, through online tax advisory programme and done-for-you tax services, to shave off unnecessary taxes and contribute the fair share of taxes to enrich the economy.

Click here to pick my brain: <https://hannah-xu.youcanbook.me>

Website: <http://www.taxdeductiblelifestyle.com>

Media (4) [Previous](#) [Next](#)

- HMRC latest requirements for personal tax returns**
08.02.2018 Area presentation slides
Hannah Xu.pptx
- Pick My Brain: Making your vacation tax deductible (Tip #3)**

- Public Speaker**
Xceptional Consultancy Ltd
Jun 2016 – Present • 1 yr 11 mos
London, United Kingdom

The two main elements of LinkedIn

Your Profile

- Gets you found
- Should give value
- Provides credibility

Your Communication Strategy

- Find
- Connect
- Engage

Connecting to others

- Why bother ?
- Who are you going to connect to?
- How are you going to find them on LinkedIn?
- How are you going to connect?
- What are you going to say to them?

Connecting to others

- Why bother ?
 - Its all about Networking
 - Improves your LinkedIn search position
 - Increases your ability to search and find the right profile



Increase the number of connections you have



The number of connections you have massively increases your pool of people to search

Average number of connections 850

$850 \times 850 = 722,500$ 2nd degree connections

And a LOT of 3rd degree connections!

Connecting to others

- Who are you going to connect to?
 - Identify your key target audience
 - Industry/Job title/Geography
 - Company



Connecting to others

- How are you going to find them on LinkedIn?
 - Look at their companies
 - Groups
 - Tie in to your off-line networking
 - Look at who visits your profile!
 - LinkedIn search



How to find new connections

Use keywords and Boolean search terms

Showing 761,861 results

Matt Dibben • 2nd
Founder at Buy Curious
Reading, United Kingdom
Current: Founder at FirstDibbs
Matthew Larcome, Mark McGhee, and 8 other shared connections

John Leahy • 2nd
Sales Director
Reading, United Kingdom
Summary: High performing Sales Director / General Manager managing multinational Sales...
Christian Walton, Jill McDonagh, and 10 other shared connections

Adrian Studd • 2nd
Sales Director
Reading, United Kingdom
Current: Sales Director at HEART FACILITIES LIMITED
Dave Grooms, Peter Messervy, and 37 other shared connections

Interim Director Wanted! - Salary Competitive | Global Gambling Company | Join Now To Apply Ad ...

Saved searches • Manage
(landlord OR Landlords) AND (Property developers) (115 new)
AND (sales OR Marketing) OR Manager) (323 new)
Create search alert

Charles Tyrwhitt is hiring!
Ready for your next opportunity?
Follow

761,000 Results

Use filters to drill down
Connections
Geography
Industry
Company

Connecting to others

- How are you going to connect?
 - Personalise messages
 - Use information from profile to build rapport
 - Visit others profiles
 - InMail message
- What next?
 - Aim to start a conversation & provide value
 - Lead magnets



Summary

- If you aren't using LinkedIn you're missing out
- Ask yourself – am I getting the best I can from my LinkedIn presence?
- Ensure your profile will be found, get noticed and work hard for you.
- Find and connect with the right potential customers (be proactive)

And what to avoid.....

- Don't try to immediately sell!!



Get a copy of this FREE guide

- Improve your LinkedIn profile
- 10 Key points to make your profile “top notch”
- Available on my profile or at <https://linkingbusiness.co.uk/9-points/>
- Send your name and email address and get an electronic copy sent to you free of charge.



Offer to all Bordon Business Hub Users

- Half day Workshop
- 30th September
- 9:30 – 1.00
- Venue : Bordon Hub



Thank you for listening.....

Contact details

steve@linkingbusiness.co.uk

- Linking Business website

www.linkingbusiness.co.uk

- Telephone 07595 704392



<https://uk.linkedin.com/in/stevedoyle>



@SteveLinkingBiz