

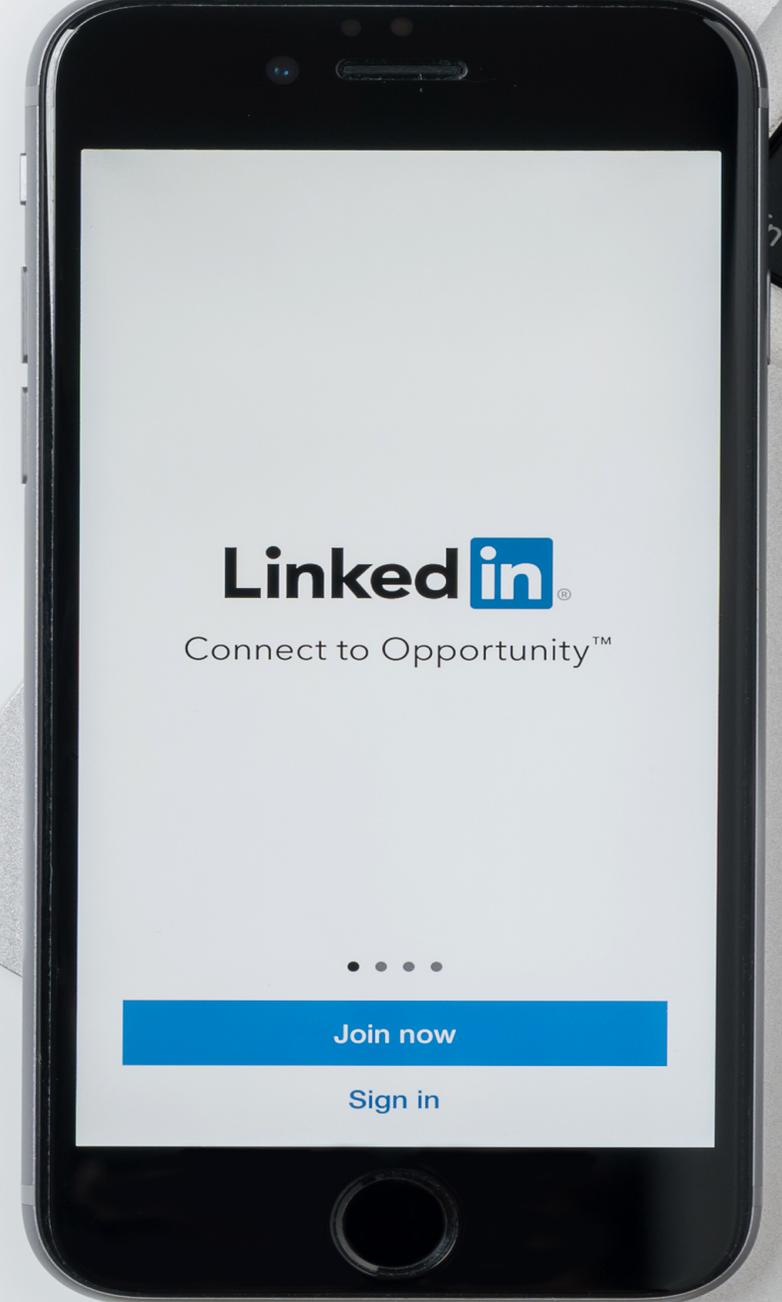
**sellto**win



PRESENTS

# 7 EASY STEPS TO CREATING A **LinkedIn** PROFILE

PREPARED FOR



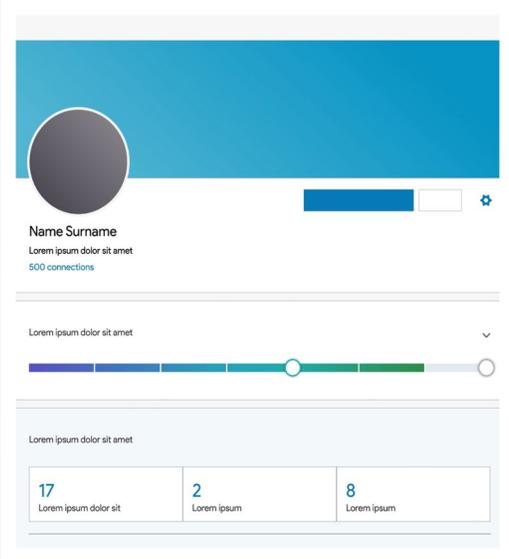
# Why Update Your Profile?

- ❑ Your potential EMPLOYMENT CONTACTS are online communicating more than ever.
- ❑ LinkedIn is the #1 social media channel to make BUSINESS CONTACTS.
- ❑ If you're looking at potential EMPLOYER PROFILES, chances are they're looking at YOU.



**49% OF B2B BUYERS  
VIEW THE SELLERS  
LINKEDIN PROFILE  
AS PART OF THEIR  
BUYING PROCESS**

— LinkedIn



**80%**

**OF LINKEDIN PROFILES  
ARE INCOMPLETE**

LinkedIn

# 7 EASY STEPS TO CREATING A LinkedIn PROFILE



**COMPANY A**

**1** BANNER IMAGE

**2** PROFILE PICTURE

**3** HEADLINE

**4** ABOUT/SUMMARY

**5** VOLUNTEER EXPERIENCE

**6** INTERESTS / FOLLOW GROUPS & CO PAGES

**7** ACTIVITY / SHARE CONTENT

**Sales Profile**  
 Helping Businesses Leverage Technology to Boost Worker Productivity and Control Costs  
 Territory Sales Representative  
 London, Ontario, Canada · 500+ connections · [Contact info](#)

**About**

Who I Am  
 I am passionate about helping local businesses leverage technology to automate manual processes, simplify workflows, secure data and control costs. I'm an experienced and well-trained resource that brings experience, technology and ideas to help small and medium size businesses prosper.

Supported by a local team of customer ready specialists, often a first step is to quickly assess a client's current state. A quick and easy process to identify avoidable costs, security threats and workflow inefficiencies that can be automated with technology.

**Activity**  
 2 followers [See all](#)

Check out this new video!  
 Mary shared this

Check out our new video on 2020!  
 Mary shared this

this is great!  
 Mary shared this

Check this out...  
 Mary shared this

**Experience**

**Sales Representative**  
 Company A  
 Jan 2018 – Present · 2 yrs 3 mos

**Education**

**University of New Hampshire**  
 BA, BUSINESS & MARKETING  
 1984 – 1988  
 Activities and Societies: UNH Hockey

**Volunteer Experience**

**Youth Hockey & Baseball Coach**  
 London Area Minor Hockey  
 Sep 2010 – Present · 9 yrs 7 mos  
 Children

**Interests**

**Technology**  
 566 followers

**Business**  
 735 followers

**Marketing**  
 1,324 followers

**BANNER IMAGE**

**PROFILE PICTURE**

**HEADLINE**

**ABOUT/SUMMARY**

**ACTIVITY / SHARE CONTENT**

**VOLUNTEER EXPERIENCE**

**INTERESTS / FOLLOW GROUPS & CO PAGES**

- Replace Blue Default Image
- Image should be visually connected to what you offer
- Include company logo or banner image to appear like a team

- Use professional image with no distracting backgrounds
- Your face should fill approx. 70% of the photo field

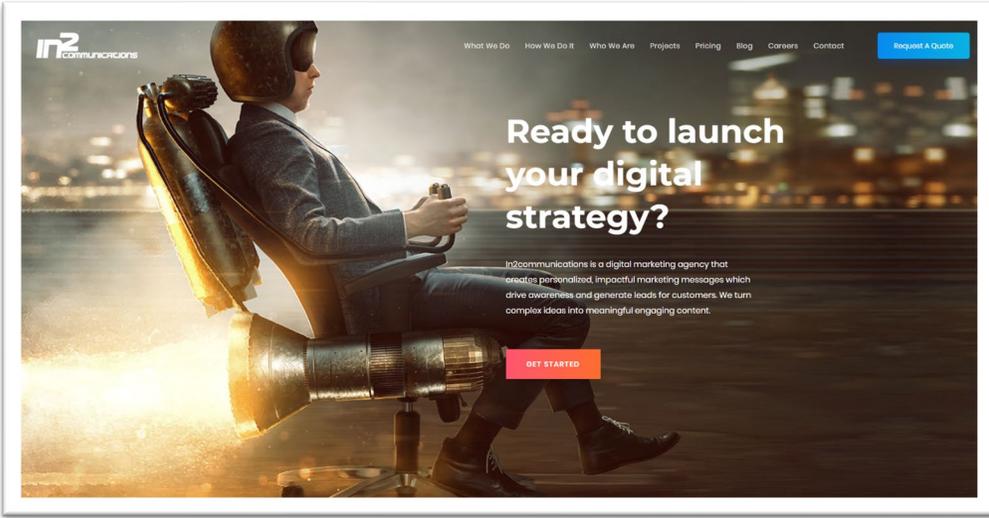
- Make it a benefit statement
- Use action verbs such as 'helping, creating, growing, securing', etc.
- Beware of limited # of characters in text field

- Start with benefit statement to target customer
- Describe typical problems you solve; solutions you provide & business outcomes your customers achieve
- Use bullets vs. paragraphs to simplify text

- Content is king on the internet
- Posting and sharing content will not only keep you top of mind within your network, it will also start to position you as a thought leader.

- Add your volunteer experience to your profile to showcase how you've contributed to the local community

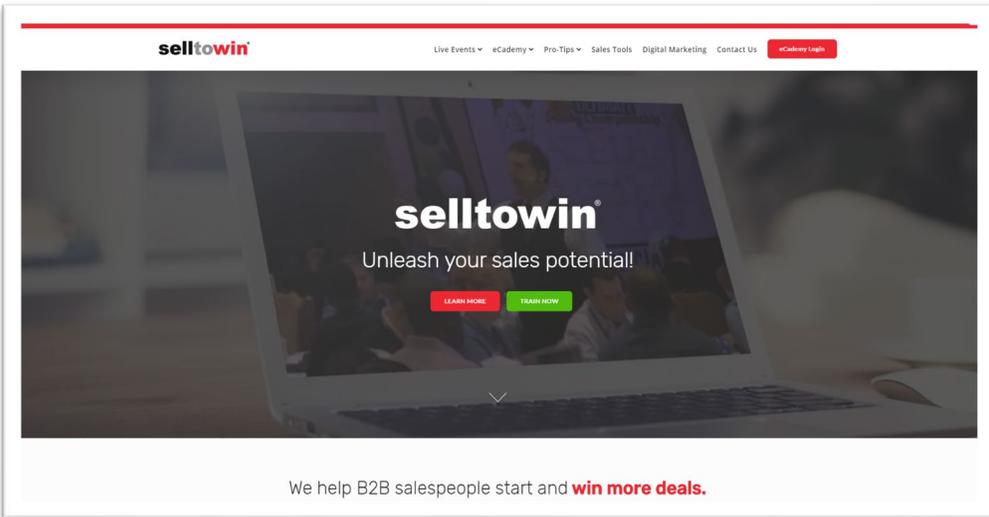
- Show people that you are an engaged industry professional by following relevant groups and companies to keep up on trends and ideas that can help your customers
- In addition to business groups, you may also want to add personal interest groups as well to let the buyer know a little more about who you are



## DIGITAL MARKETING

### IN2COMMUNICATIONS

SPECIALIZES IN INBOUND MARKETING SERVICES, VIDEO, WEB DESIGN, SOCIAL MEDIA & SEO



## SALES COACHING

### SELLTOWIN

PROVIDES LIVE & ON-DEMAND B2B SALES COACHING.



**RICK LAMBERT**  
B2B SALES PERFORMANCE COACH

*Thank you for taking this course!*