

# *Simple Marketing Now* Guide

## 10 Tips for Getting Started With LinkedIn

- 1** **Complete your profile 100%**, add a professional photo of yourself and details about your work history. Cut & paste from your resume to get started. You can edit and fine-tune your story at your own pace.
- 2** **Write about yourself conversationally, yet professionally.** Think about how you would tell your story if you were sitting across from a business acquaintance and sharing it.
- 3** Which keywords are most relevant to you professionally? **Include those keywords in your: Headline, Current Experience, Past Experience, Summary, Specialties**
- 4** **Claim your vanity URL.** Go to your profile and click 'edit' to the right of the section titled "Public Profile"
- 5** **Make it easy for people to find you online.** Include links to your digital properties [websites and blogs] so people can find you. Edit how you describe those links. Add your Twitter handle [you will need to modify your account settings first]. Add Apps to your profile – e.g., Slideshare, Boxee or your blog feed [From 'More', look for 'Get More Applications'.
- 6** **Search LinkedIn Groups for groups of interest.** Check out what kinds of conversation topics take place. Join the group if you like what you see and participate in the discussions.
- 7** **Explore LinkedIn Answers** [Go to 'More' and 'Answers']. If you notice a topic that you can add value to, consider contributing an answer. Note that you can subscribe via RSS [and a feed reader such as Google Reader] to topics relevant to you.
- 8** **Follow companies of interest.** You'll be notified of changes that take place via email updates. If you have a business, create a LinkedIn Company Profile.
- 9** Use LinkedIn Signal - <http://www.linkedin.com/signal/> - to search. Explore LinkedIn Today - <http://www.linkedin.com/today/> - to find out which stories are being shared on LinkedIn.
- 10** **Update your status on a regular basis** [once or twice per week] with links to articles you found interesting, links to your own blog content, etc. To remember, add a reminder in your calendar program.

Interested in the *LinkedIn Getting Started Guide*?

Find out more at <http://SimpleMarketingNow.com>