1

2

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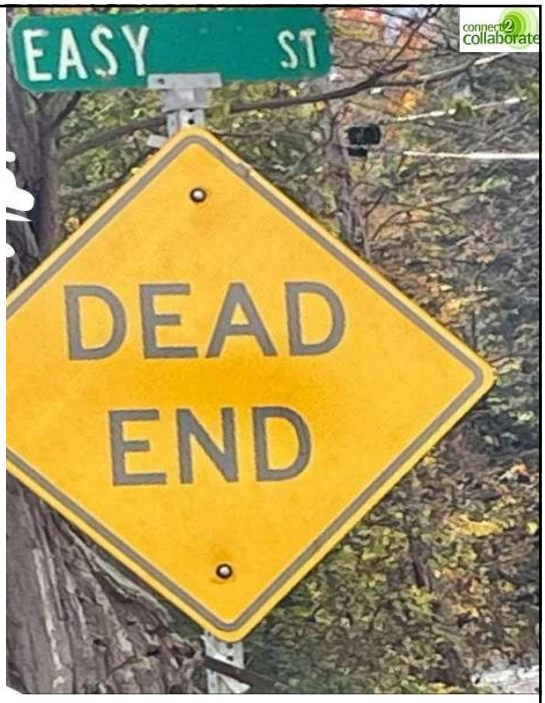
Producing a LinkedIn profile is neither easy nor quick!

- Reputation and image are tied to it
- There are no hacks
- Do not copy-paste your résumé to it because no one will read it
- It takes planning
- It takes trial and error
- It's like a presentation to the Board of Directors, so there's no room to "wing it."
- Be smart, be relevant, be articulate, and above all, be *amazing-er*



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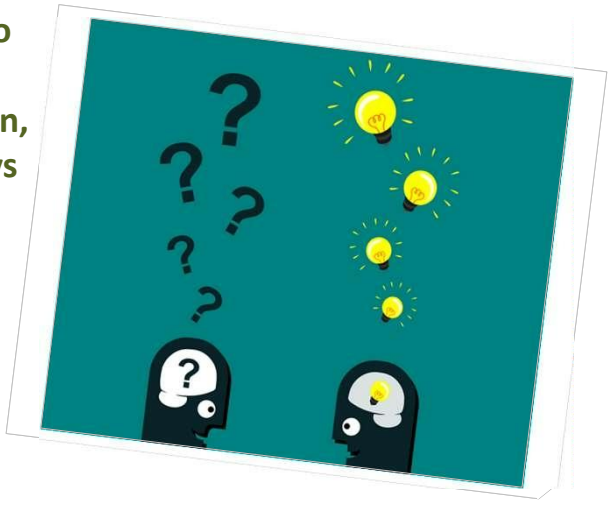
3

A few concepts to brand yourselves better on LinkedIn, in some new ways

- Your network is your net worth
- You are a brand
- LinkedIn ≠ other social media
- Start with "why"
- You're always in beta
- It's hard to talk about yourself



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in
≠
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LinkedIn complements your résumé
LEARNING
KNOWLEDGE
EXPERIENCE
SKILLS
ABILITY
COMPETENCE
GROWTH
TRAINING
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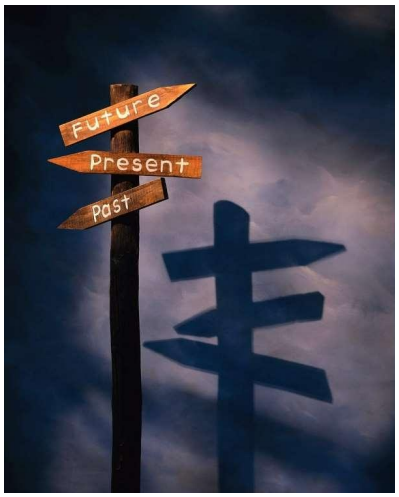
Past →

- **Where you came from provided the skills and values you now possess**



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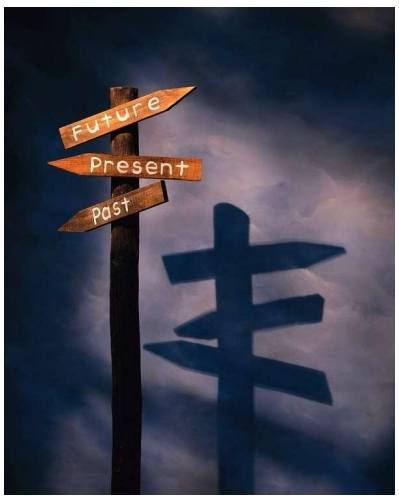
Past → Present

- Where you came from dictates the skills and values you now possess
- **Hone the skillset and value proposition you offer today**



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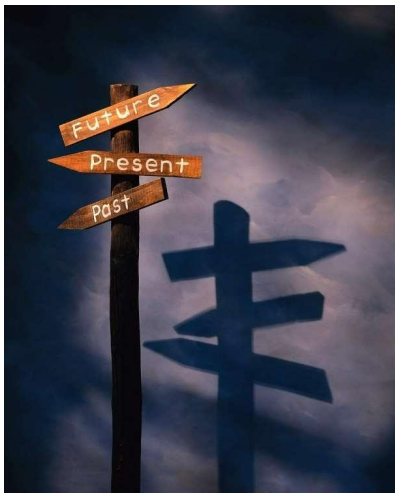
Past → Present → Future

- Where you came from dictates the skills and values you possess
- Hone the skillset and value proposition you offer today
- **You are in command of using these skills and values in your future, with new opportunities when you tell "why you"**



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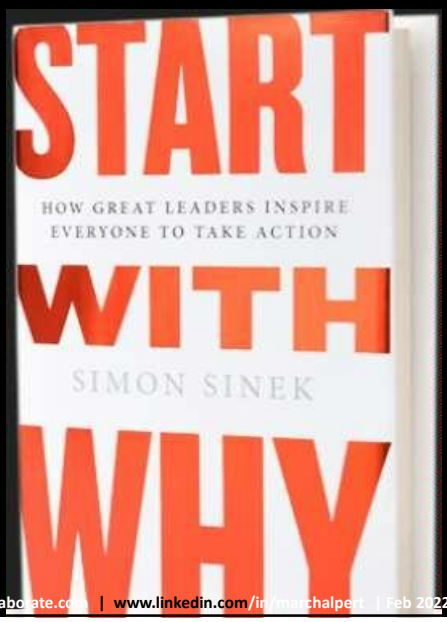
Read this book, or at least listen to his TEDTalk!

youtu.be/u4ZoJKF_VuA



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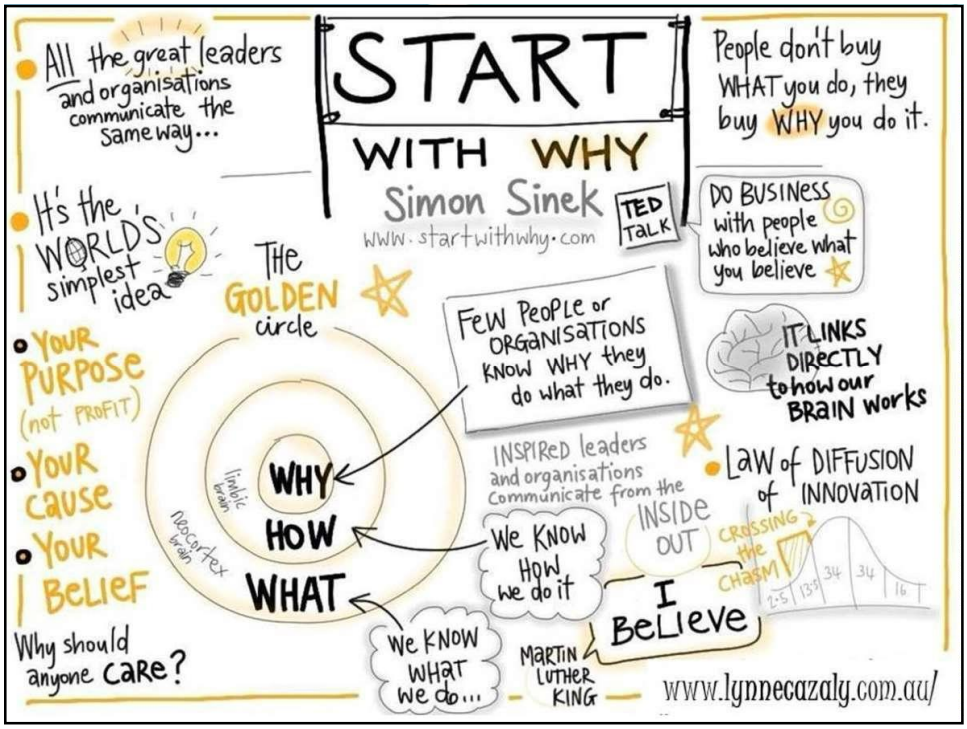

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Let's get started.

Renovate your profile, beyond "what" and tell more richly "why you"

Let's go section-by-section in your LinkedIn profile to discover new ways to brand yourself and tell why you

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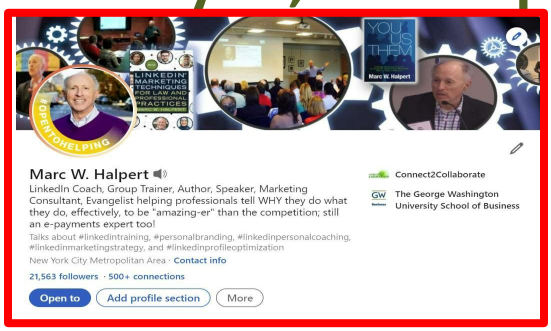
Snapshot of you, the "top card"



- Top level data on you as a brand
  - Name, personalized self-description, location, contact info, headshot photo, custom intro, creator mode
  - Others can quickly learn about you as they mouse over your name on a post on their Home page
  - Immediate impression

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Banner

- A word on any graphics on LinkedIn:
  - Including banner, video(!), slide deck, picture carousel, podcast logo, company profile logo, PDF, word doc, spreadsheet, etc.
  - Use high rez graphics to best show your value proposition and your passion for your work
  - Banner: most memorable first impression
  - Show yourself in action

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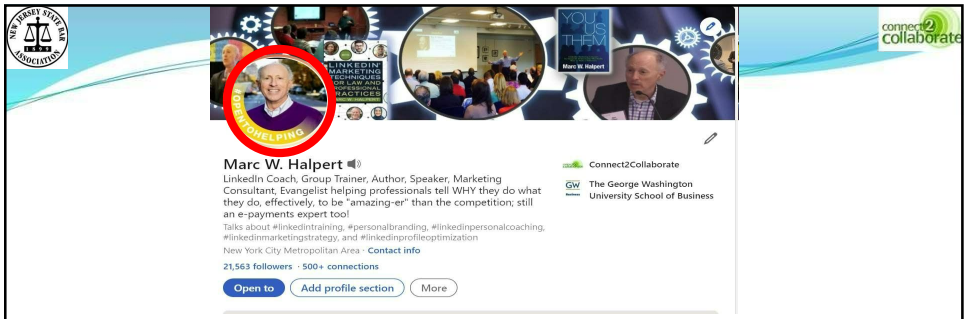
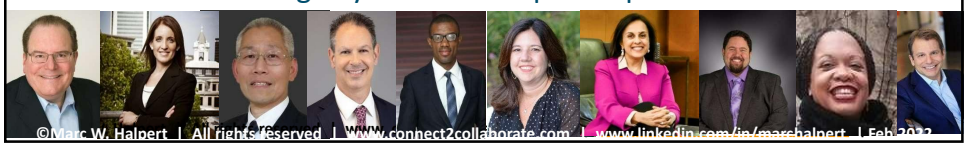


Headshot

- Before you meet someone, study their photo.
- Get an idea what they look like from their photo so you can meet at a public place more easily.
- Remember, people may speak to you on the phone while looking at your LinkedIn profile photo



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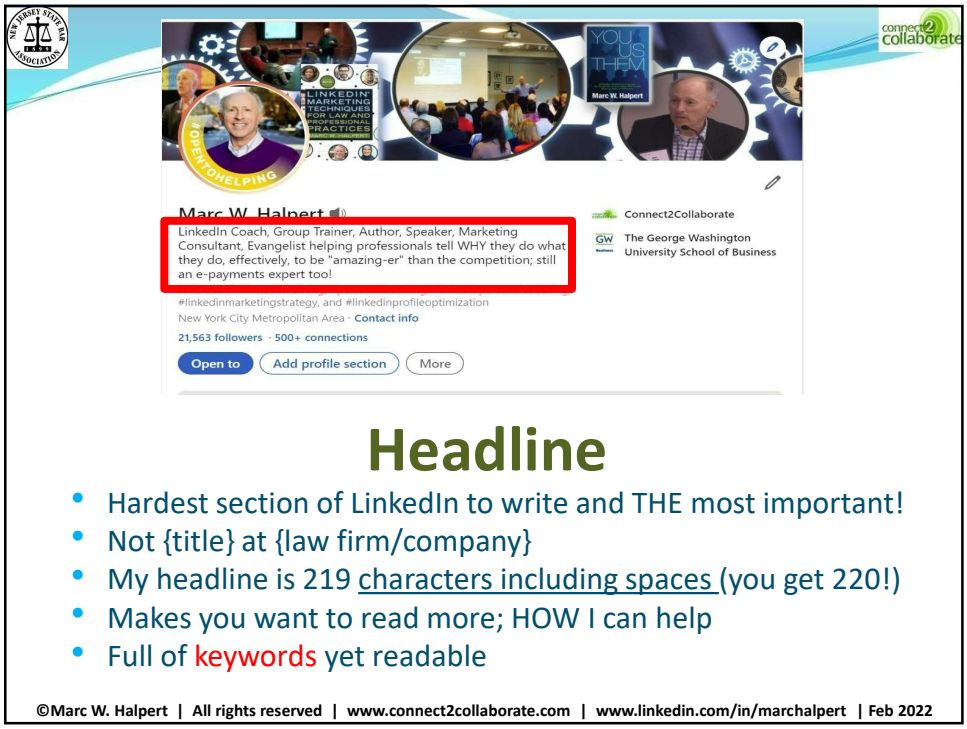

Headline

- Hardest section of LinkedIn to write and THE most important!
- Not {title} at {law firm/company}
- My headline is 219 characters including spaces (you get 220!)
- Makes you want to read more; HOW I can help
- Full of keywords yet readable

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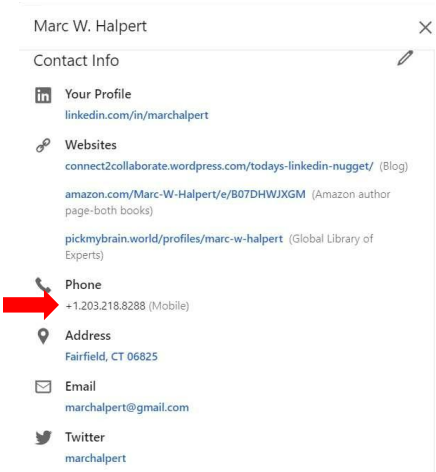
Contact details
Make yourself accessible in all ways



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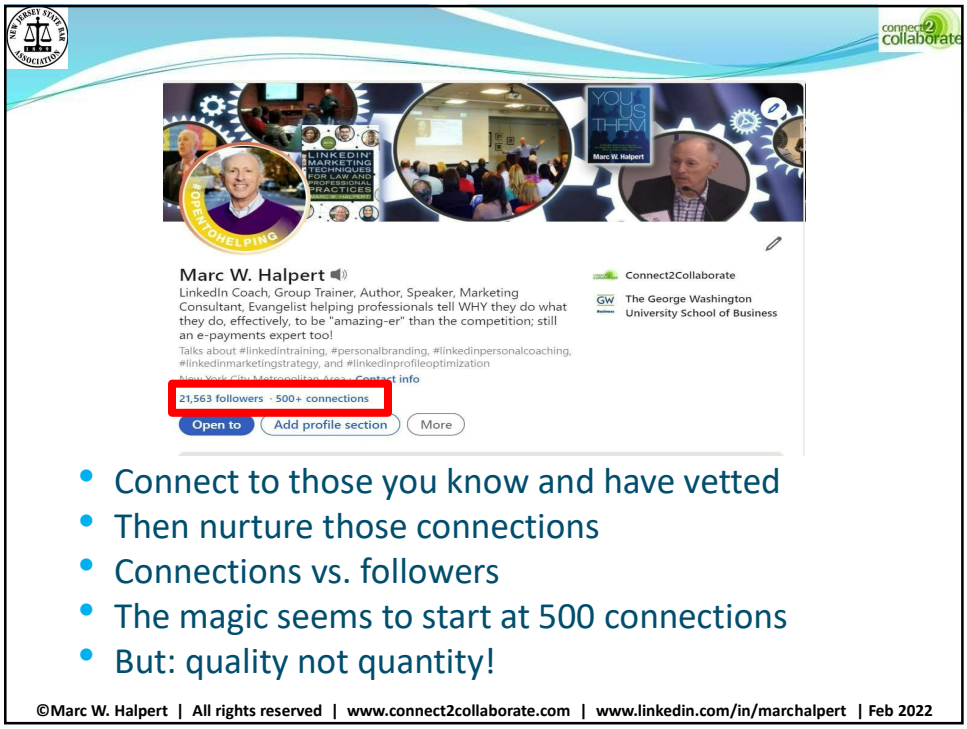
Marc W. Halpert
LinkedIn Coach, Group Trainer, Author, Speaker, Marketing Consultant, Evangelist helping professionals tell WHY they do what they do, effectively, to be "amazing-er" than the competition; still an e-payments expert too!
Talks about #linkedintraining, #personalbranding, #linkedinpersonalcoaching, #linkedinmarketingstrategy, and #linkedinprofileoptimization
Contact info
21,563 followers · 500+ connections
Open to
Add profile section
More
Connect2Collaborate
The George Washington University School of Business
• Connect to those you know and have vetted
• Then nurture those connections
• Connections vs. followers
• The magic seems to start at 500 connections
• But: quality not quantity!
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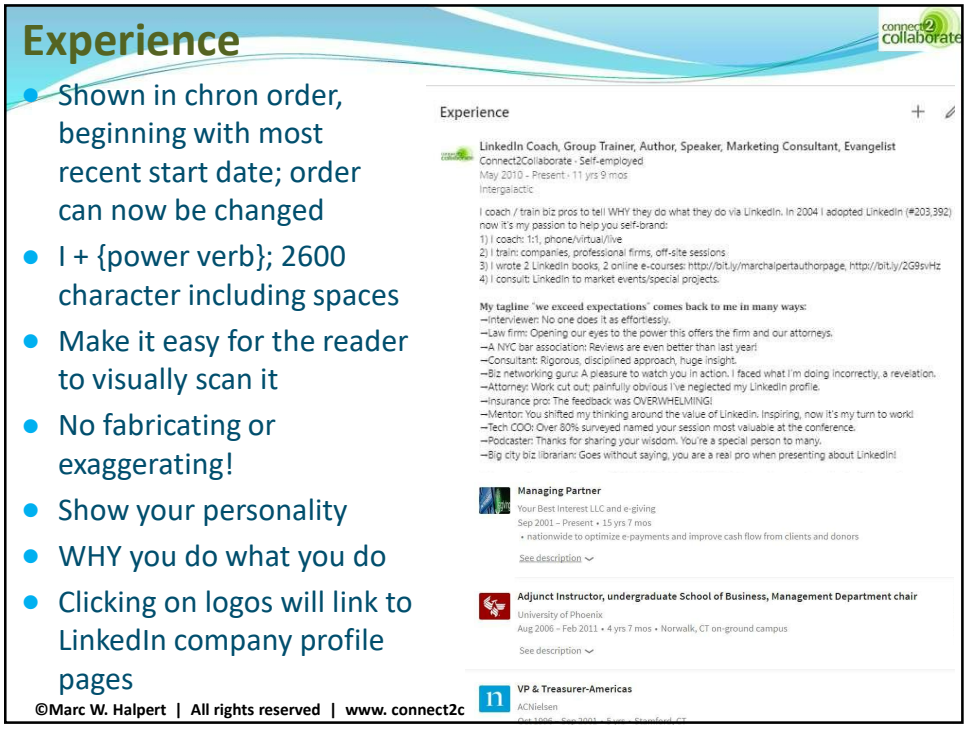
Experience
• Shown in chron order, beginning with most recent start date; order can now be changed
• I + {power verb}; 2600 character including spaces
• Make it easy for the reader to visually scan it
• No fabricating or exaggerating!
• Show your personality
• WHY you do what you do
• Clicking on logos will link to LinkedIn company profile pages
Experience
LinkedIn Coach, Group Trainer, Author, Speaker, Marketing Consultant, Evangelist
Connect2Collaborate · Self-employed
May 2010 - Present · 11 yrs 9 mos
Intergalactic
I coach / train biz pros to tell WHY they do what they do via LinkedIn. In 2004 I adopted LinkedIn (#203,392) now it's my passion to help you self-brand:
1) I coach: 1:1, phone/virtual/live
2) I train: companies, professional firms, off-site sessions
3) I wrote 2 LinkedIn books, 2 online e-courses: http://bit.ly/marchalpertauthorpage, http://bit.ly/2G9svHz
4) I consult: LinkedIn to market events/special projects.
My tagline "we exceed expectations" comes back to me in many ways:
—Interviewer: No one does it as effortlessly.
—Law firm: Opening our eyes to the power this offers the firm and our attorneys.
—A NYC bar association: Reviews are even better than last year!
—Consultant: Rigorous, disciplined approach, huge insight.
—Biz networking guru: A pleasure to watch you in action. I faced what I'm doing incorrectly, a revelation.
—Attorney: Work cut out; painfully obvious I've neglected my LinkedIn profile.
—Insurance pro: The feedback was OVERWHELMING!
—Mentor: You shifted my thinking around the value of LinkedIn. Inspiring, now it's my turn to work!
—Tech COO: Over 80% surveyed named your session most valuable at the conference.
—Podcaster: Thanks for sharing your wisdom. You're a special person to many.
—Big city biz librarian: Goes without saying, you are a real pro when presenting about LinkedIn!
Managing Partner
Your Best Interest LLC and e-giving
Sep 2001 – Present • 15 yrs 7 mos
• nationwide to optimize e-payments and improve cash flow from clients and donors
See description
Adjunct Instructor, undergraduate School of Business, Management Department chair
University of Phoenix
Aug 2006 – Feb 2011 • 4 yrs 7 mos • Norwalk, CT on-ground campus
See description
VP & Treasurer-Americas
ACNielsen
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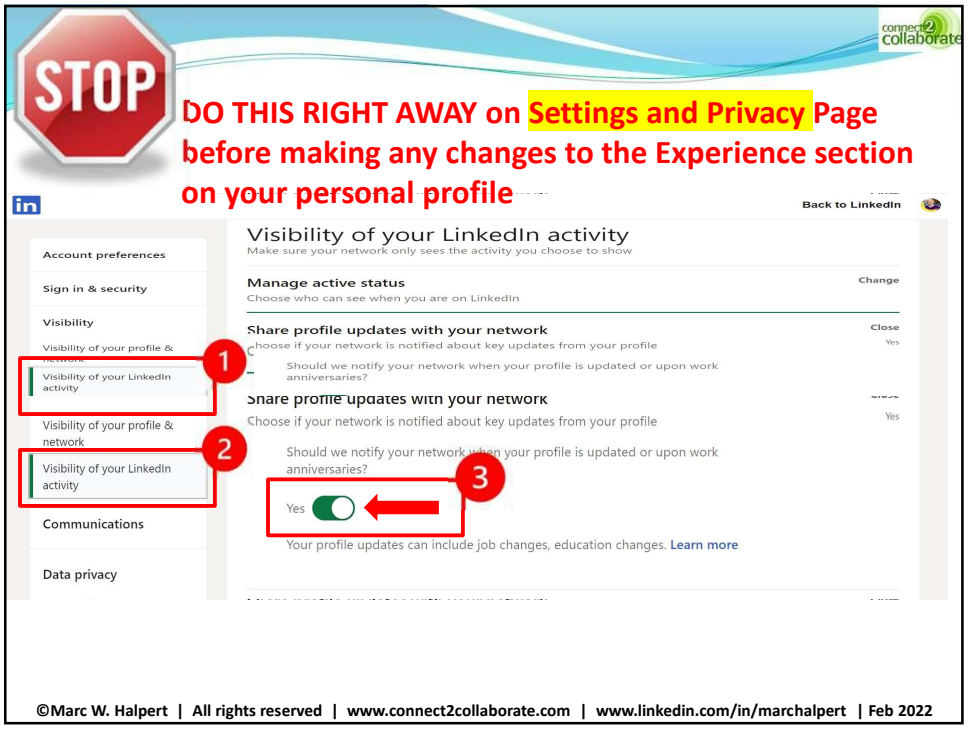
STOP
DO THIS RIGHT AWAY on Settings and Privacy Page before making any changes to the Experience section on your personal profile
Back to LinkedIn
Visibility of your LinkedIn activity
Make sure your network only sees the activity you choose to show
Account preferences
Sign in & security
Visibility
Visibility of your profile & network
Visibility of your LinkedIn activity
Communications
Data privacy
Manage active status
Choose who can see when you are on LinkedIn
Change
Share profile updates with your network
Choose if your network is notified about key updates from your profile
Close
Yes
Should we notify your network when your profile is updated or upon work anniversaries?
1
2
3
Your profile updates can include job changes, education changes. Learn more
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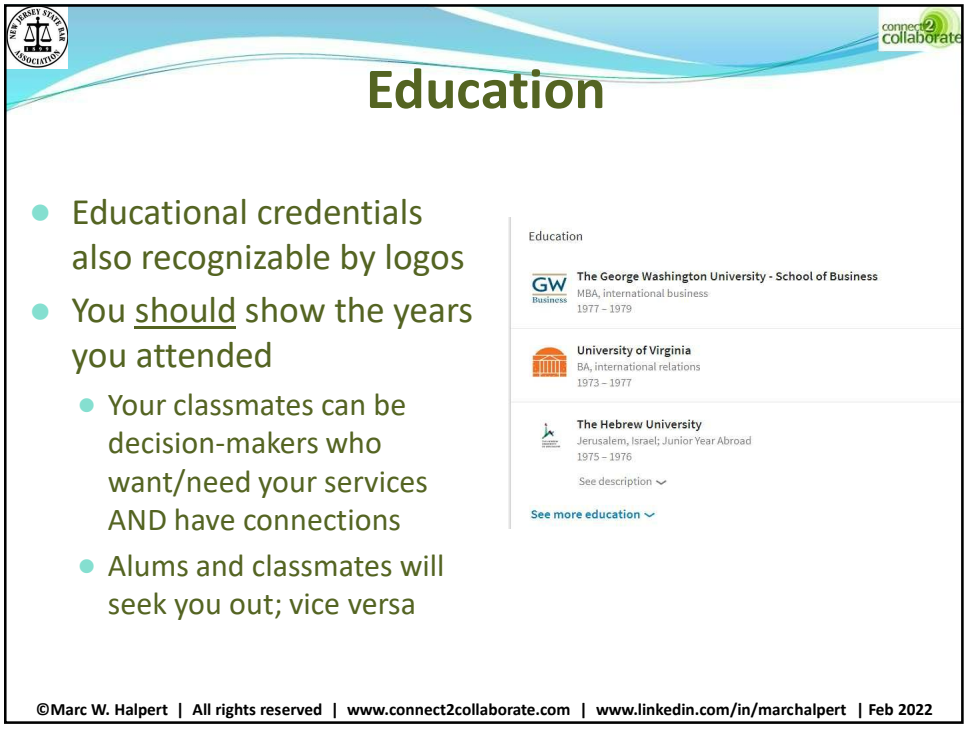
Education
Educational credentials also recognizable by logos
You should show the years you attended
Your classmates can be decision-makers who want/need your services AND have connections
Alums and classmates will seek you out; vice versa
Education
The George Washington University - School of Business
MBA, international business
1977 – 1979
University of Virginia
BA, international relations
1973 – 1977
The Hebrew University
Jerusalem, Israel; Junior Year Abroad
1975 – 1976
See description
See more education
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Other sections to further brand yourself

- Licenses/Certifications
  - Bar Admission(s)
- Languages
- Publications
  - Bar review and other article(s), podcasts, etc.
- Honors/Awards
  - Especially peer-reviewed
- Projects
- Volunteering; board seats
- Professional and other special interest organizations

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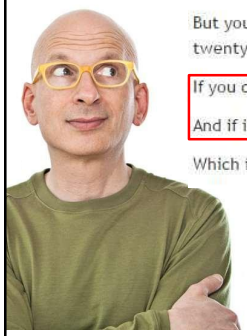
Skills and Endorsements



Attitude is a skill

You can learn math. French. Bowling.

You can learn Javascript, too.

But you can also learn to be more empathetic, passionate, focused, consistent, persistent and twenty-seven other attitudes.

If you can learn to be better at something, it's a skill.

And if it's a skill, it's yours if you want it.

Which is great news, isn't it?

*******sethgodin.typepad.com/seths_blog/2015/09/attitude-is-a-skill.html*

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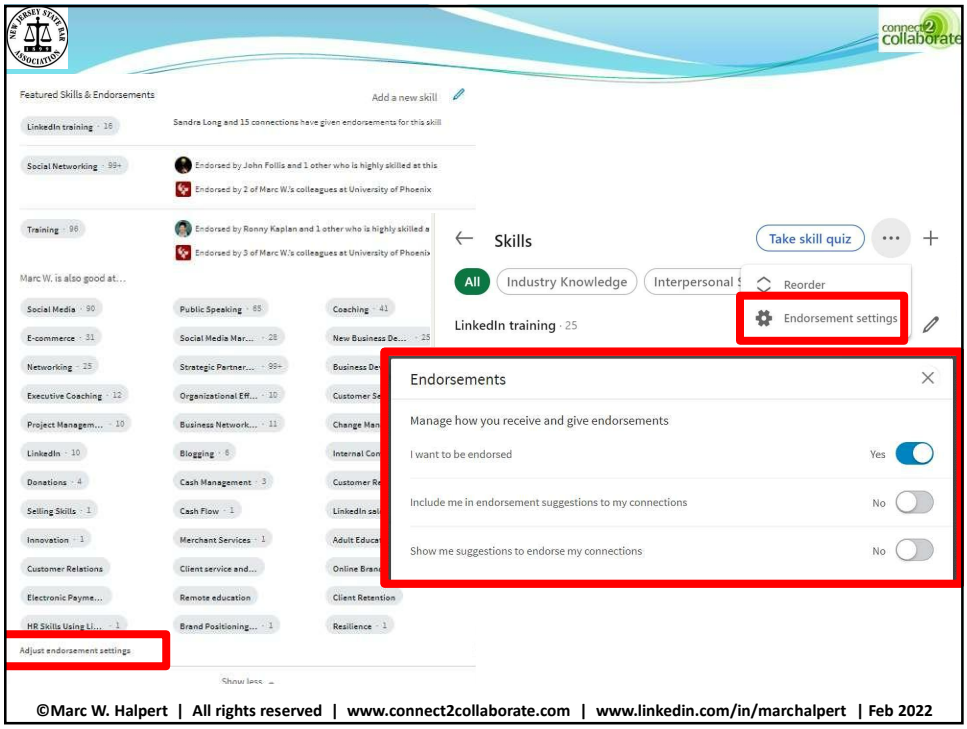

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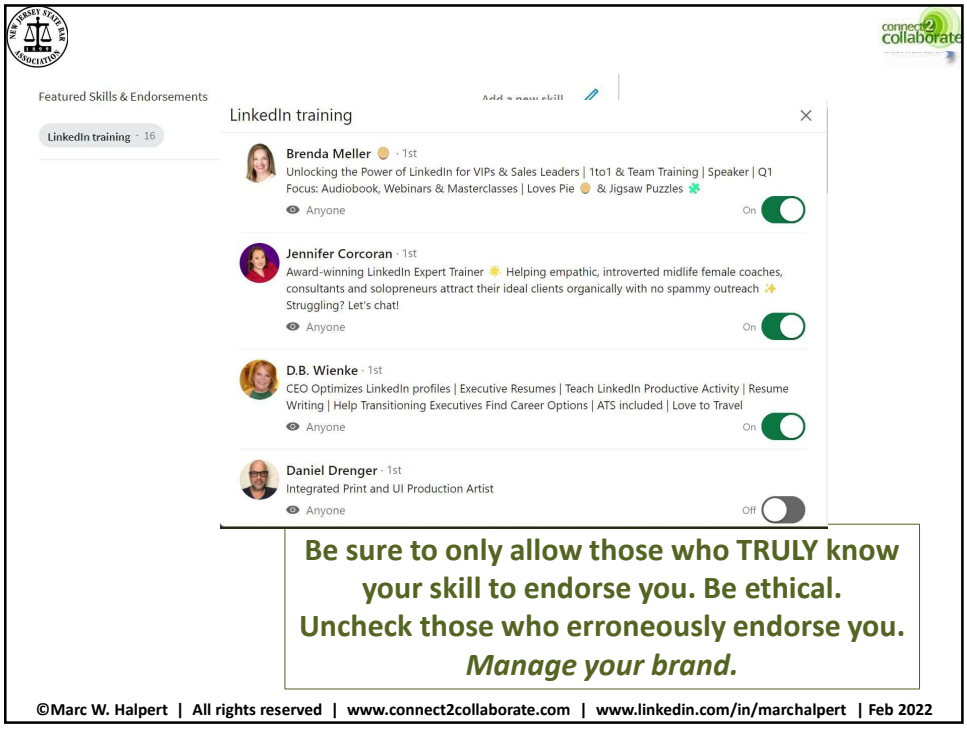

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Recommendations
Received
Given
Pending
Recommendations
• Manage how you ask for recommendations for best impact
• Be sure they reinforce your "why"
• The recommender tells HOW WELL you do your WHY
• Ask other LinkedIn 1st level connections
• Send back for revision
• Ask for recos; give too!
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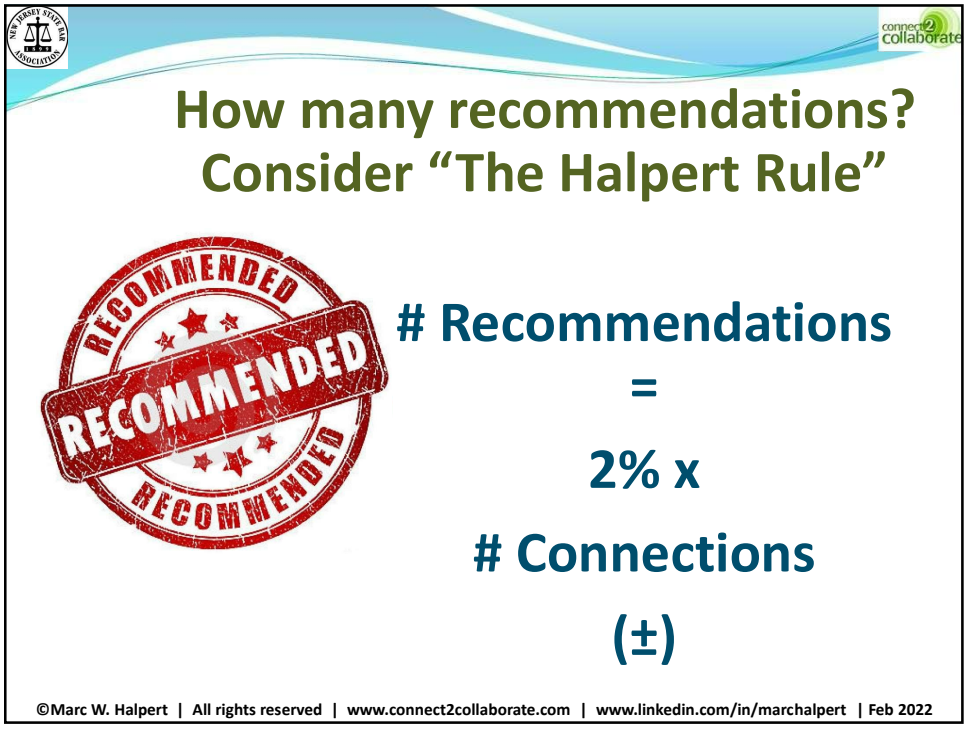
How many recommendations?
Consider "The Halpert Rule"
RECOMMENDED
Recommendations
=
2% x
Connections
(±)
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One REALLY IMPORTANT thing

*Ask to connect the **RIGHT** way*

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Direct: Request to connect

Join my network on LinkedIn

To: Noah Houghton
June 8, 2015, 5:34 PM

Noah
Great convo today and I hope we have more. Please join my amazing group of professional connections on LinkedIn.

- Marc

PERSONAL BRANDING

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Direct: Request to connect

Marc W. Halpert • 5:56 AM

Looking forward to our chat and welcome to my amazing group of professional connections (and more!) on LinkedIn!
Marc

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Leverage relationship referrals

Marc W. Halpert • 9:52 AM

Deirdre, meet Rhonda; Rhonda meet Deirdre.

I had the pleasure of meeting Rhonda this week and discussing similar areas of interest and mission, primarily her work as founder of transforming high potential talent into new talent in the 21c.

Rhonda, Deirdre is involved at an entrepreneurship program and can give you a lot of insight as to how to work wit them to help you with funding and other initiatives for which represents a viable plan to address the accelerating trends of job loss from technology and innovation.

Someone kick off and let me hear great things from this!
https://www.linkedin.com/in/deirdre
https://www.linkedin.com/in/rhonda

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Groups: silos of similarly interested professionals

Interests

Influencers | Companies | Groups | Schools

- Salesty - Sales Best Practices
  385,560 members
- Hudson Valley Nonprofit Consultants Collective
  12 members
- SNG Networking Group
  30 members
- Fellow Travelers to Floriade 2022 and Beyond with WMTE
  3 members
- LI Service Provider Group

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Join Groups

- Apply to join groups that interest you
- Join and contribute to:
  - alumni groups
  - industry associations
  - nonprofit groups
  - NJSBA special interest groups
  - locally based groups
  - business chambers
  - networking groups, etc.
- Evaluate group before you ask to join
- Actively participate, don't grandstand
- Offer benefit of your experience to others
- Easy communication tool
- Great way to make new connections

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Create a Culture of Content

As frequently as you have something valuable to say, as often as you have something important to add, please post, opine, or comment:

stay visible, be relevant

Never just "like" something!

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How to Create Meaningful Content

What I want my LinkedIn connections / followers to KNOW that they don't quite know yet:

- Fact-based material
- Informational features
- Newsworthy items
- New developments

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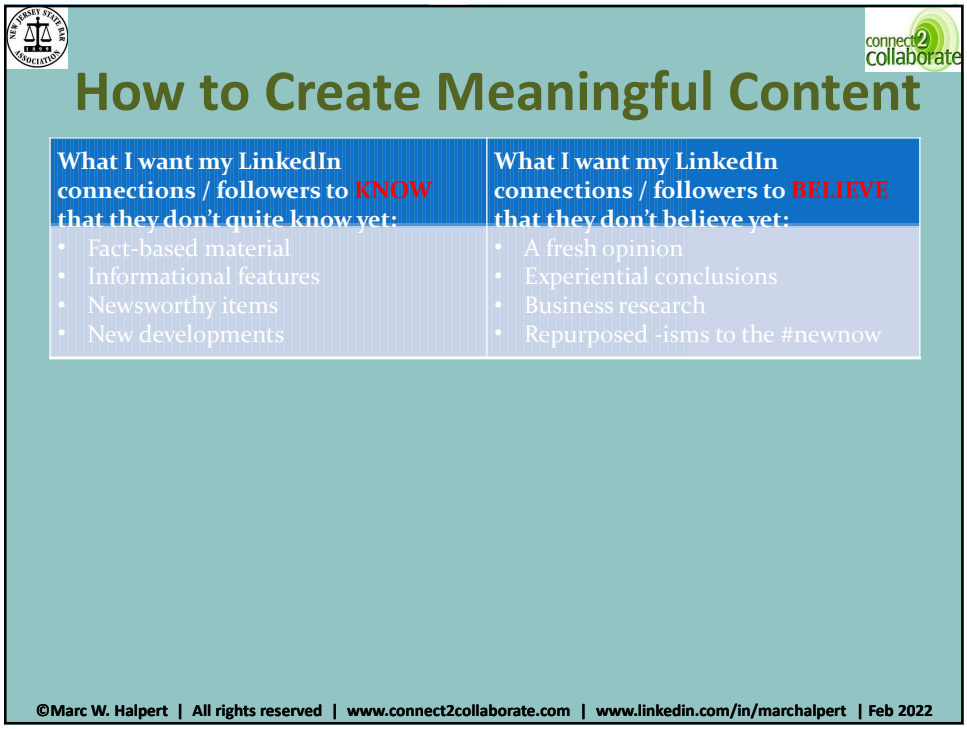

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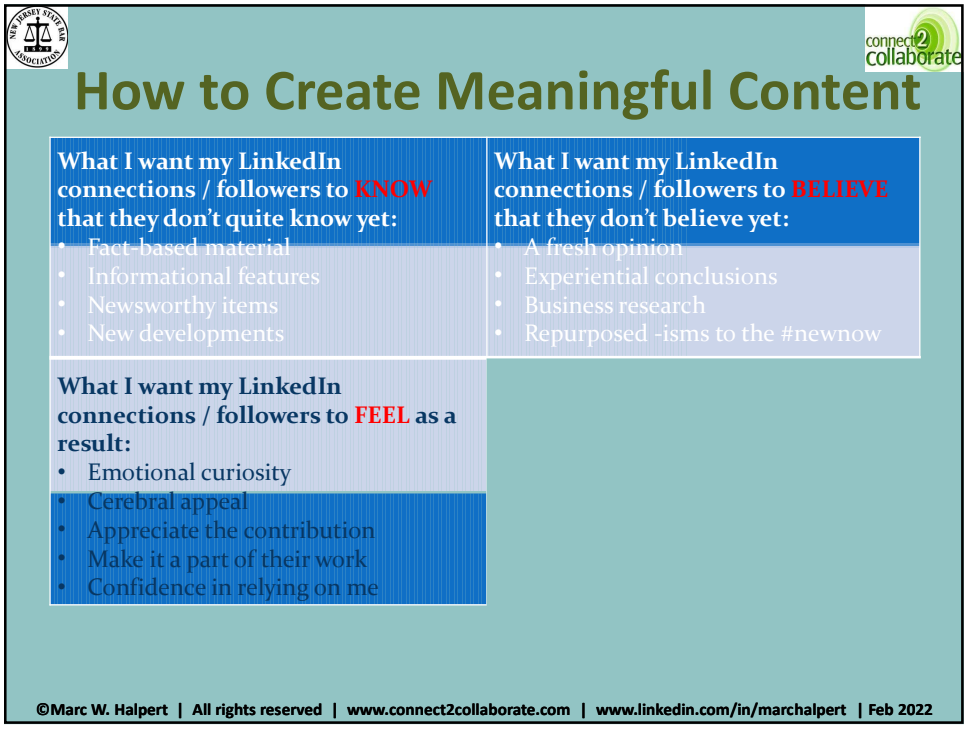

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203.218.8288

How to Create Meaningful Content

What I want my LinkedIn connections / followers to KNOW that they don't quite know yet:	What I want my LinkedIn connections / followers to BELIEVE that they don't believe yet:
• Fact-based material • Informational features • Newsworthy items • New developments	• A fresh opinion • Experiential conclusions • Business research • Repurposed -isms to the #newnow
What I want my LinkedIn connections / followers to FEEL as a result:	**What I want my LinkedIn connections / followers to DO after receiving this:**
• Emotional curiosity • Cerebral appeal • Appreciate the contribution • Make it a part of their work • Confidence in relying on me	• Share my content • Comment on my posts • Opine professionally if they disagree • Engage with me for conversation • Inquire how we can help each other

Based on a presentation by Cheryl Dixon, strategic communication consultant and Adjunct Professor, Columbia University, adapted with her permission.

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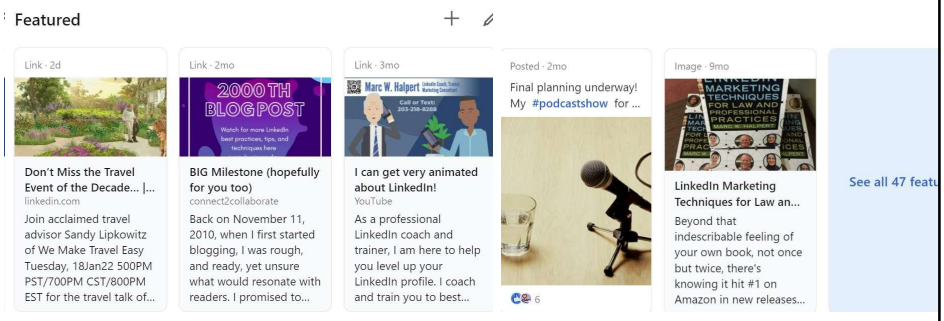
Add multimedia to your profile

Especially effective in your **Featured** section



- Rotate current multimedia here to show your best work
- Add a brief explanation: what they are about to see
- Make them want to read more, further down

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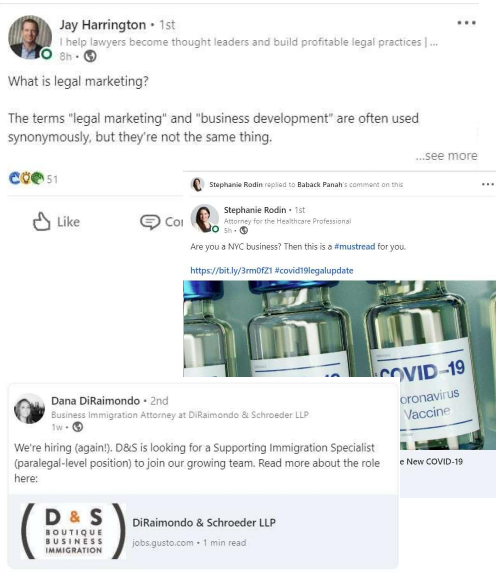
Post a Status Update



- Tell us:
  - what you are thinking
  - what's important to share with others
  - what you have read that is worth comment
  - what you need help with
- Make it reflect well enough on your work to convey what you are busy with
- People want to know!

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LinkedIn Articles/Newsletters

youtu.be/wnLzvkoSUbw

screen capture from https://youtu.be/Ac9dvPUqVhQ

Actions can speak much louder than words on #LinkedIn

Edit post

Published on September 1, 2016

Marc W. Halpert
Multipreneur: I coach/train you to look amazing-E...
23 2 2

You may have seen this beautiful video (and it's worth seeing again and again), but JIC you missed it, you will see true human compassion when a boys' soccer team from Spain defeated another team from Japan. The short video is here.

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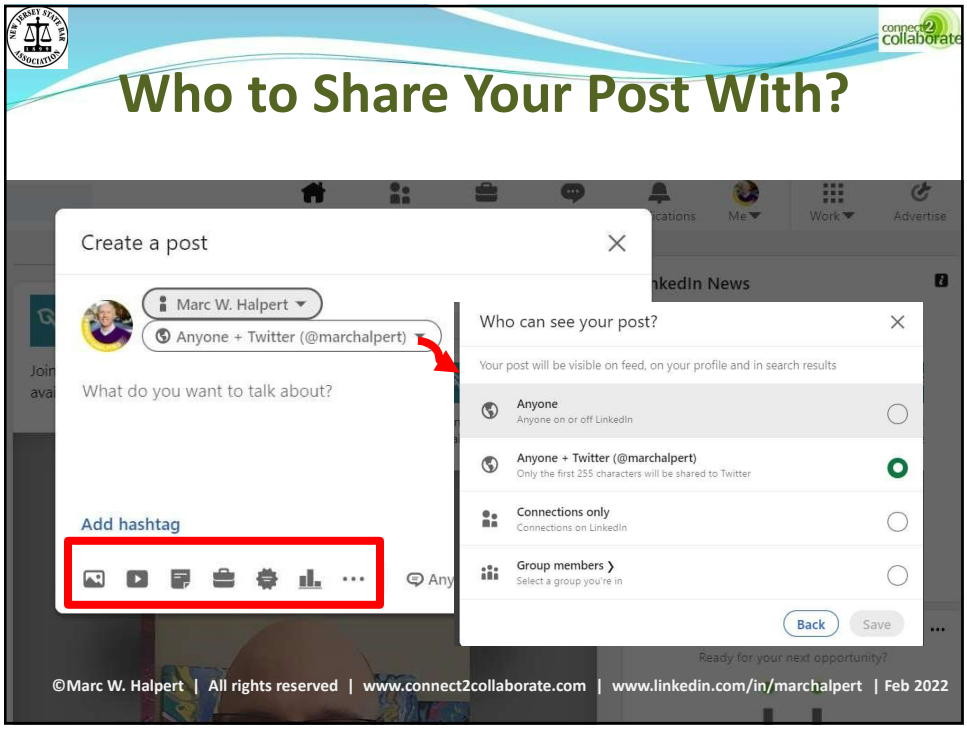
Who to Share Your Post With?
Create a post
Marc W. Halpert
Anyone + Twitter (@marchalpert)
What do you want to talk about?
Add hashtag
Who can see your post?
Your post will be visible on feed, on your profile and in search results
Anyone
Anyone on or off LinkedIn
Anyone + Twitter (@marchalpert)
Only the first 255 characters will be shared to Twitter
Connections only
Connections on LinkedIn
Group members
Select a group you're in
Back
Save
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45

Keywords:
5 Places to Be Found In LinkedIn Searches
Headline
Now 220 characters including spaces
Snapshot that follows you all over LinkedIn
Collapse all your years into a couple of phrases
Hard to do but not impossible
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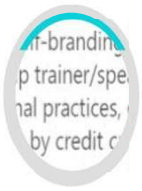
Keywords:
5 Places to Be Found In LinkedIn Searches



Headline

Now 220 characters including spaces

Snapshot that follows you all over LinkedIn

Collapse all your years into a couple of phrases

Hard to do but not impossible

About

Like your elevator pitch

Lede paragraph in a newspaper article

Further elaborates on headline: WHY YOU DO WHAT YOU DO 2600 chars

Add graphics and video, generally about your career

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Keywords:
5 Places to Be Found In LinkedIn Searches

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Snapshot that follows you all over LinkedIn

Collapse all your years into a couple of phrases

Hard to do but not impossible

About

Like your elevator pitch

Lede paragraph in a newspaper article

Further elaborates on headline: WHY YOU DO WHAT YOU DO

Add graphics and video, generally about your career

Experience

In each position/ organization tell what you learned

Explain accomplishments; why applicable; 1000 chars/job

Add graphics and video here too, specific to the job

Use logos of organizations you worked

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Keywords:
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Hard to do but not impossible
About
Like your elevator pitch
Lede paragraph in a newspaper article
Further elaborates on headline: WHY YOU DO WHAT YOU DO
Add graphics and video, generally about your career
Experience
In each position/ organization tell what you learned
Explain accomplishments; why they are applicable
Add graphics and video here too, specific to the job
Use logos of organizations you worked
Skills
Real skills (not "management" or "finance")
What you developed and refined with tie-in to what's applicable today
List clear, concise, specialized skills
Manage skills endorsements
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Keywords:
5 Places to Be Found In LinkedIn Searches
Headline
Now 220 characters including spaces
Snapshot that follows you all over LinkedIn
Collapse all your years into a couple of phrases
Hard to do but not impossible
About
Like your elevator pitch
Lede paragraph in a newspaper artic
Further elaborat
headline: WH
WHAT Y
Add graphics a
generally about
Experience
In each position/ company,
Number 5:
Use 3-5 #s
on posts!
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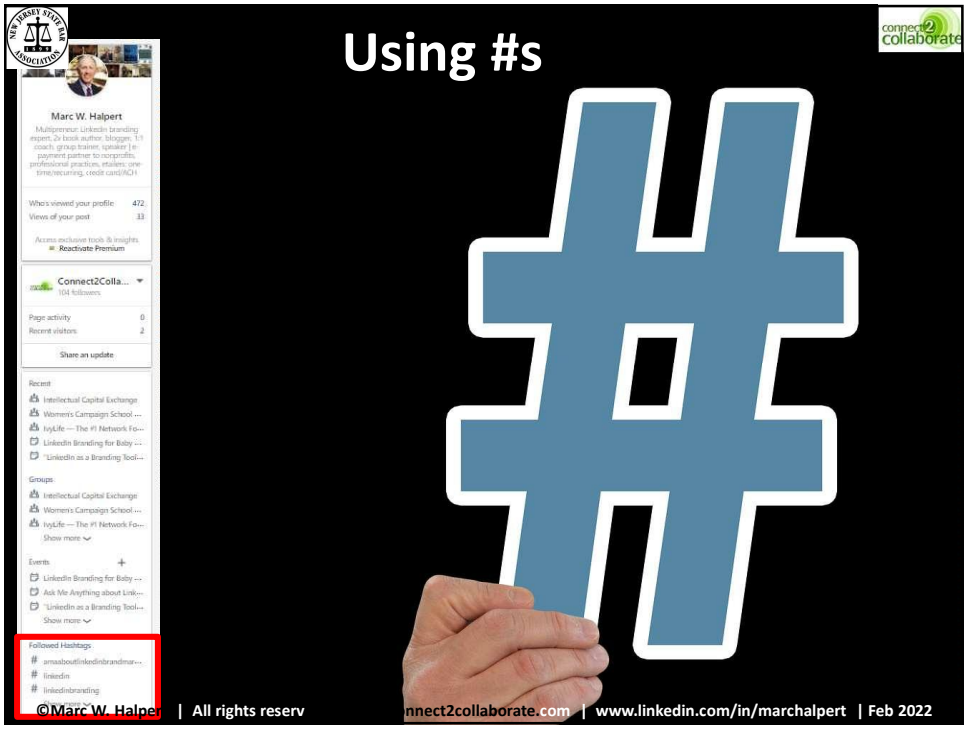
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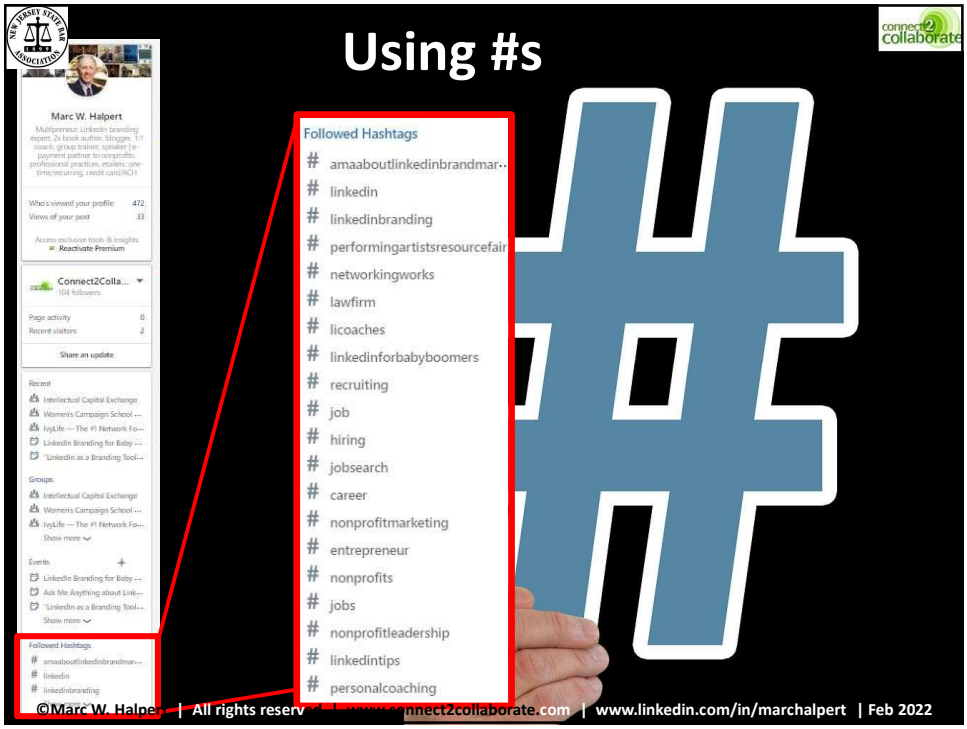
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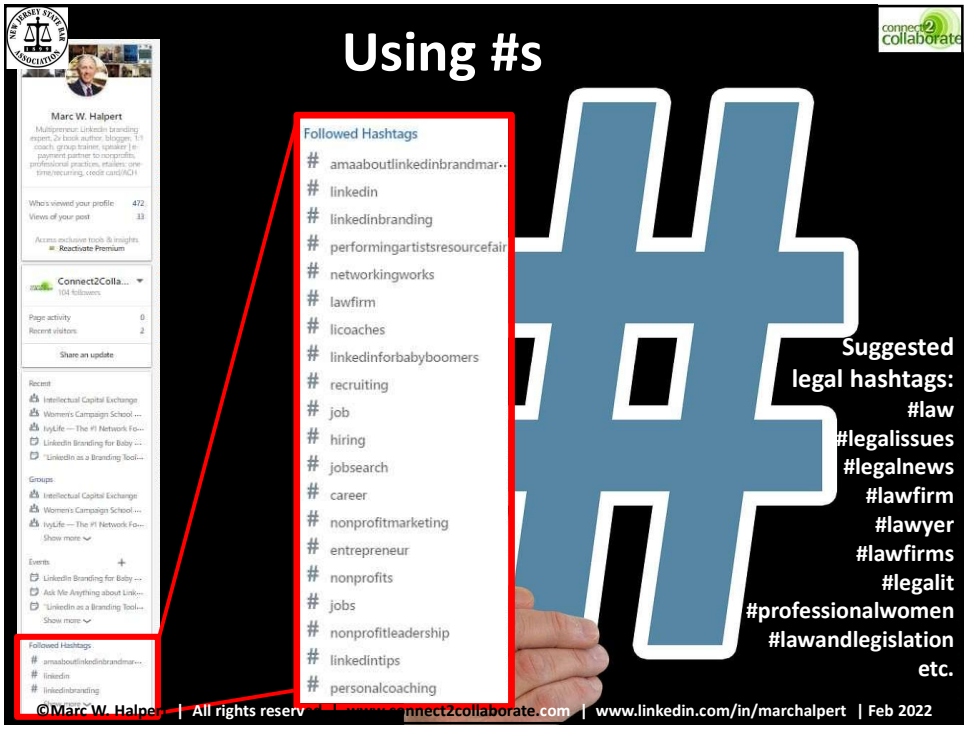
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recruiting
job
hiring
jobsearch
career
nonprofitmarketing
entrepreneur
nonprofits
jobs
nonprofitleadership
linkedintips
personalcoaching
Suggested legal hashtags:
#law
#legalissues
#legalnews
#lawfirm
#lawyer
#lawfirms
#legalit
#professionalwomen
#lawandlegislation
etc.
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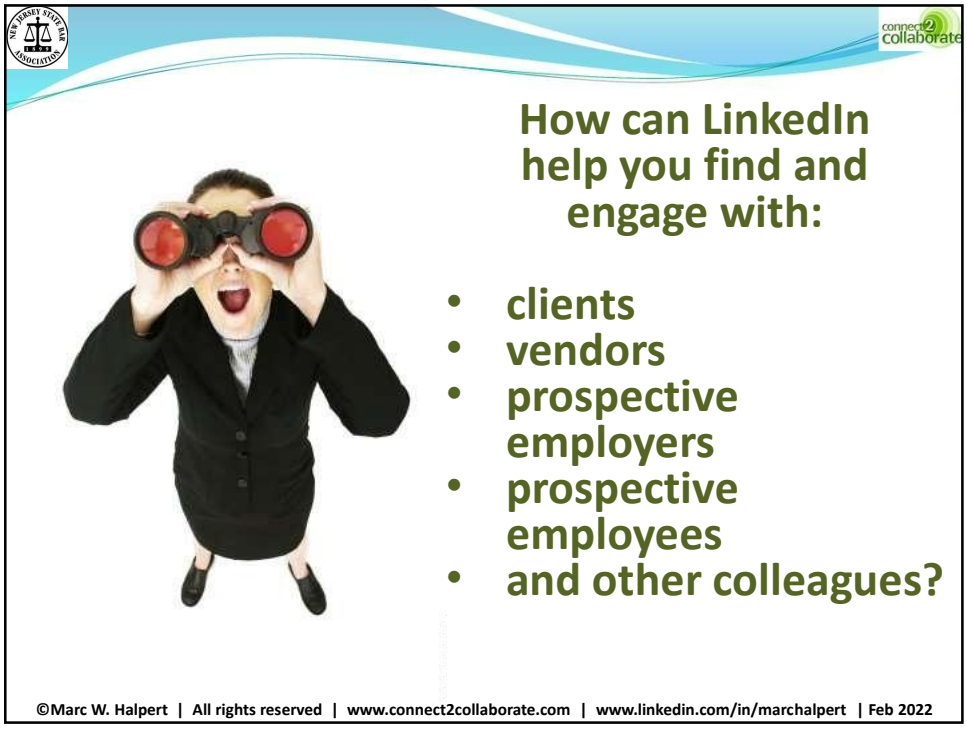
How can LinkedIn help you find and engage with:
• clients
• vendors
• prospective employers
• prospective employees
• and other colleagues?
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Search for people

- Look for people you know and that others know, that you think will be helpful
  - Ask them to join your network if you know them
  - Ask others you know to introduce you
  - Be professional and strategic; don't stalk or badger
- Search by name, title, past or present employer, keyword, location, etc., or any combination
- Identify common threads to partner along; leverage for furthering common interest and raise likelihood of connectivity

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Seek connections

- Cull from your personal connections' lists
- Identify someone you want to reach to and research how you are connected
- If a second level connection, ask your common connection first!
- If more distant, think about how to do this: directly or indirectly

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Attorney Ethics: A Balancing Act

- Educate the public on the importance of the rule of law

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Attorney Ethics: A Balancing Act

- Educate the public on the importance of the rule of law
- Market to, get referrals to individuals seeking your legal services

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Attorney Ethics: A Balancing Act

- Educate the public on the importance of the rule of law
- Market to, get referrals to individuals seeking your legal services
- Market to, get referrals to law and legal colleagues

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Attorney Ethics: A Balancing Act

- Educate the public on the importance of the rule of law
- Market to, get referrals to individuals seeking your legal services
- Market to, get referrals to law and legal colleagues
- All within the ABA Model Rules of Professional Conduct

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Attorney Ethics: A Balancing Act

- Educate the public on the importance of the rule of law
- Market to, get referrals to individuals seeking your legal services
- Market to, get referrals to law and legal colleagues
- All within the ABA Model Rules of Professional Conduct
- Contact the Office of Attorney Ethics telephone hotline, among other resources **609-815-2924** for research assistance on legal ethics and advertising issues pertaining to your own, prospective conduct.

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Don't feel overwhelmed

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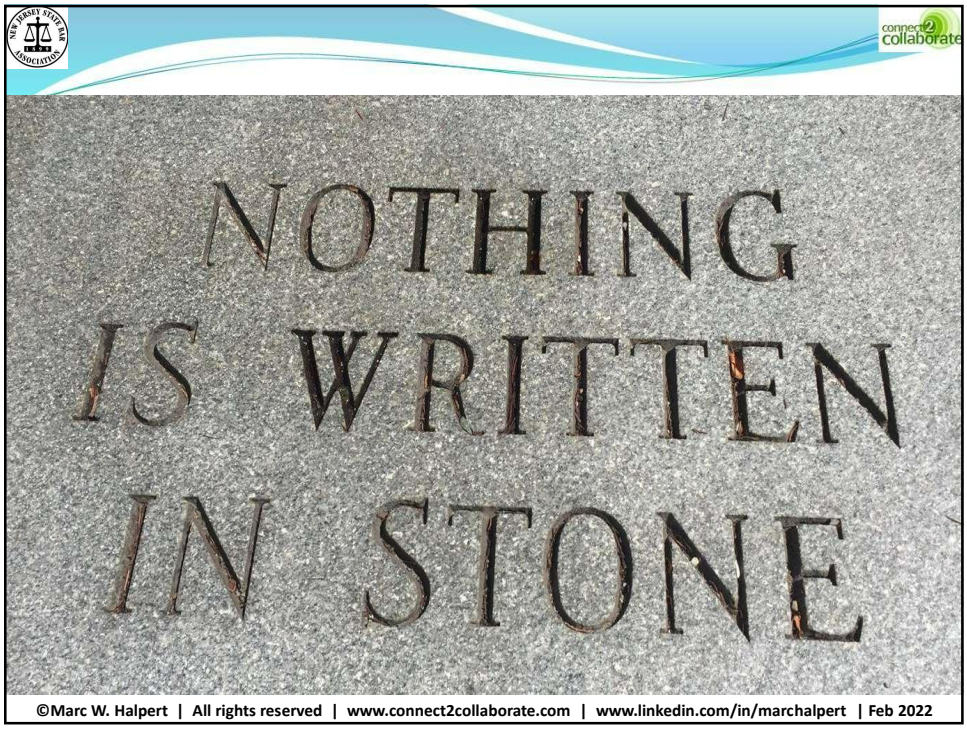

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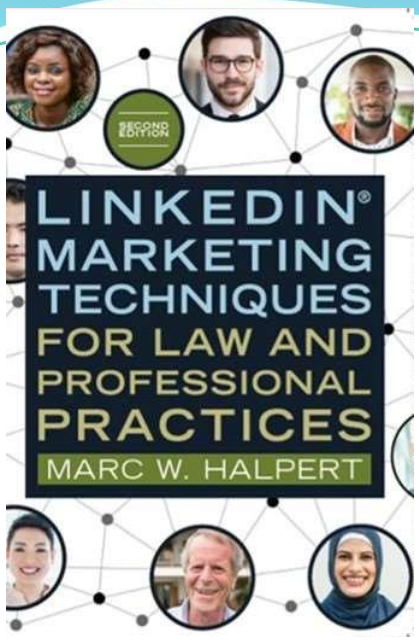

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Wrap up thoughts

- Have a complete profile, smartly presented
- Use keywords
- Be searchable
- Use multimedia and graphics for visual effect
- WHY YOU DO WHAT YOU DO
- Get out there and connect ETHICALLY to other great people for top notch collaboration

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one-to-one personal LinkedIn coach
group LinkedIn trainer in all industries/associations
LinkedIn project marketing strategist

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Marc W. Halpert
LinkedIn Trainer & Evangelist

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Questions?
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