



EXECUTIVE CONSULTANTS
OF NEW YORK, CORP.

LinkedIn CRASH COURSE®

1. Edit Your Privacy Settings: You want to make changes for optimization, but you don't want all your connections to get notified each time you make a minor change. Editing your privacy settings before you begin will prevent notification triggers so you have the time to make the changes needed to put your best self on LinkedIn.

2. Claim Your Vanity URL:

- Click on the “Me” circle in the top right of your LinkedIn home page.
- Select “Setting & Privacy”.
- Click on the “Privacy” Tab.
- Then click on the first item in the list “Edit your public profile”.
- Click on the pencil on the top, right side of the screen next to “Edit URL” and type in your name. If your name is unavailable, try different versions.



3. Profile Photo & Headline: Your professional image says a lot about you. Be friendly, be inviting. Be professional! A picture of you with your baby is cute, but it belongs on Facebook, not on LinkedIn. First impressions matter, so make sure that your LinkedIn profile photo, which is what someone will see first before reading your profile, falls within the guidelines of professional and not personal. Your headline should describe you, compel someone to want to view your profile, and should contain relevant keywords.

4. Summary: Once you've intrigued someone to view your profile, they will immediately proceed to learn more about you. This is your one and only opportunity to make a winning first impression and could be the difference maker as to whether or not someone proceeds to connect and further engage. Tell a story about your professional journey.

5. Endorsements & Recommendations: By having your skills in your profile, others can endorse you and ensure that your skills are easily found by those looking for you. This also validates that you are who you say you are. Also, ask for recommendations and showcase them with pride! Don't be shy to reach out to current and former coworkers, mentors, or even suppliers you've done business with. Anyone who can validate your experience and accomplishments will go a long way in the eyes of potential clients. It adds credibility.

6. Join Groups and Engage in Discussions: Groups are what we like to call, “4th Degree Connections”, and are a great way to build your network - even if you only have a few 1st Degree connections. Find groups that share both professional and personal interests. This is a way to cultivate relationships, show your expertise, and generate leads.

7. Publisher & Rich Media Content: Position yourself as a subject matter thought leader in your field or industry by using LinkedIn Publisher. Once articles are published, your connections will be notified via push notification in their alerts. Articles can be shared to Twitter, Facebook, etc. and shared in groups, too. Publications you've been featured in, interviews at conferences, or case studies from projects you've led can be easily embedded in your profile. This content adds to the storytelling aspect that LinkedIn provides through your profile – it showcases your professional journey.

STRATEGY, DEVELOPMENT, NETWORKING ©



Connecting

Connect With Business Professionals and Potential Hiring Authorities.



Participating

Participate With Industry Leaders and Stay Ahead of the Curve.



Building

Craft Your Profile to Attract Opportunities You Want.

Get in touch:

info@ecnycorp.com

www.ecnycorp.com

+1.212.500.0585

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