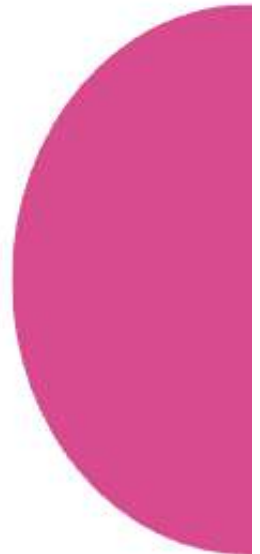
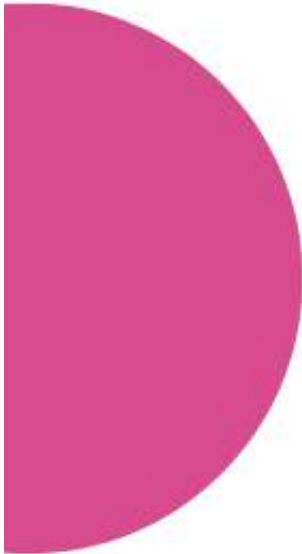


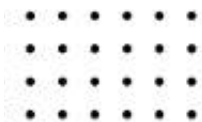


THE  
**LINKEDIN**  
WORKBOOK



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**How to create a strong brand,  
connect with a quality network  
and build thought leadership**



# WHY LINKEDIN IS ESSENTIAL

LinkedIn is one of the highest ranked sites when someone Googles your name.

In fact, over 90% of recruiters are using LinkedIn to help research and decide upon potential candidates.

Your first impression online speaks VOLUMES to your potential employer.

Set your personal sites to private and NEVER publish anything online that you wouldn't want seen on a billboard.

## STEP #1: Audit your digital footprint

Pretend you are a hiring manager. Search for your name online:

1. Can you easily find your professional presence on LinkedIn?
2. Does your personal presence on Facebook, Instagram (or any other Social Media site) appear? What kinds of posts appear publicly? Are there any posts you should delete or hide?
3. Does your overall online presence showcase you as professional, trustworthy and competent?
4. Is your presence up-to-date and presented in a way that appeals and resonates with a potential employer? Do they immediately know how you help them?
5. If you search Google and you cannot find yourself, what message does this send to people who are looking for you?

Answer the following:

- **Why did you decide to pursue this career path?**

Is there a backstory that tells a bit about what makes you passionate about what you do? Did your parent pursue this career path and you were inspired to help others too? Did you always have an interest in this career – even when you were a child?

- **What do you think you will contribute to your dream job that will make you successful in this role?**

What kinds of relevant courses have you taken?

Did you intern? If so, where and what kinds of projects did you work on?

Did you volunteer or have a part-time role during school? What did you do there?

- **What makes you different than everyone else?**

- Have you won any awards or were you recognized in other ways?
- Were you on the Honor Roll at school?
- Were you promoted in any of your roles?
- How can you highlight your leadership skills?

Add additional notes here:

# BUILD YOUR LINKEDIN PROFILE

Your first impression is exceptionally important. It helps you obtain more inbound leads, and build trust. LinkedIn is one of the highest ranked sites when someone Googles your name.

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LinkedIn Specialist | Professor of Social Media | Author

Get your free LinkedIn time management checklist at [www.punchmedia.ca](http://www.punchmedia.ca)

**Leslie Hughes**

LinkedIn Profile Writer • Personal Branding Specialist • LinkedIn, Social Selling, Digital Marketing Lead Trainer • Author • Appeared on CTV's "The Social" and was called a "Social Media Guru" on CBC radio.

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**PUNCH media**

**University of Ottawa**

**CREATE. CONNECT. CONVERT.**  
LESLIE HUGHES

## Turn off what's shared with your network:

Me > View Profile > Scroll down to Experience > Click blue pencil to the right of the Current Experience block > Scroll to very bottom > Slide button to "OFF" > Click Save.

Start by focusing on the key areas people will see first: Your photo, your headline and your Summary/About section.

## STEP #1: Professional Photo

LinkedIn says profiles with photos get 21x more views on average.

Ensure your profile looks:

- Professional & polished
- Clean & close up (ideally head & shoulders only)
- Smiling & approachable
- You appear confident and are dressed as you would during a job interview.

## STEP #2: Personalize your Headline

Option #1:

**Example:** Recent graduate from Durham College. Aspiring to become an Account Executive at an advertising agency.

**Example:** Business Commerce Graduate from Durham College. Passionate about the financial services industry.

– Or –

**Option #2:** Keyword-driven headline.

**Example:** Aspiring Marketing Specialist • Brand Development • Strategic Planning • Bilingual.

**PRO TIP:** Keep bullets and “bling” to a minimum.

## STEP #3: Write a powerful LinkedIn Summary/About section.

### Some key things to note when writing your copy

- Write your copy in a WORD document first so you can modify it, and ensure you stay within the 2,600-character count.
- Your copy can (and should be revised) as you grow throughout your career.
- Be sure to write your profile in 1<sup>st</sup> person (I am) instead of 3<sup>rd</sup> person (Joe Smith is).
- Write it with the reader in mind. Why should your hiring manager care? What will make you stand out?
- Lead with a strong statement or story. Why did you get involved in this industry? What drives your success?
- Look at job websites and/or Google certain job descriptions to see if there are repeated keywords, qualifications or other consistencies.
- If you have limited experience, include the relevant courses you are taking/have taken to let the hiring manager know you have had experience in this niche.
- Ensure you are using the language and acronyms the hiring managers use (as long as you know what they mean).
- Add in an ice-breaker to say what you do in your non-working time (optional)
- Write so that the copy is easily read on the screen. Use “white space” or character returns to ensure the copy is “skimmable”.
- If you use bullets, keep them simple. I advise against using checkmarks or fancy bullets.

**IMPORTANT:** Have someone else proofread your copy for “typos” and grammar.

## LinkedIn Summary Worksheet

As a recent graduate of \_\_\_\_\_ (school you attended), I am eager to obtain a role as a \_\_\_\_\_ (dream role) in \_\_\_\_\_ (industry).

Some of the courses I have completed include: \_\_\_\_\_.

I understand the challenges of \_\_\_\_\_ (your dream role) and I'm passionate about helping \_\_\_\_\_ (be specific with solutions).

Throughout my education, I was involved in \_\_\_\_\_ (responsibilities) and was recognized for \_\_\_\_\_ (achievements).

Some of my noteworthy accomplishments include:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

To connect with me please send me a personalized note via LinkedIn, email me at

\_\_\_\_\_ or call me at \_\_\_\_\_



## LinkedIn First Impression Checklist:


<input type="checkbox"/> Professional Photo	<input type="checkbox"/> Keywords used in profile	<input type="checkbox"/> Call-to-action
<input type="checkbox"/> Strong Headline using keywords	<input type="checkbox"/> Highlighted unique value	<input type="checkbox"/> White space
<input type="checkbox"/> Strong opening statement	<input type="checkbox"/> Included what's in it for the reader?	<input type="checkbox"/> Proofread

# YOUR LINKEDIN PROFILE: A DEEPER DIVE

Once you've built a solid first impression with your professional photo, headline and Summary, add more elements to your profile over time.

**Please note:** If you don't information to include in any of the following blocks, don't worry. LinkedIn won't include any blocks if you don't have any content to include.

## Contact Info:

Me > View Profile > Blue Pencil in first block  > scroll to Contact Info > click on Blue Pencil beside this area.

Contact info

Profile URL, Phone, Email, Twitter, WeChat ID



- Edit Public Profile URL
- Add website: Click "Other" in the dropdown menu and customize the field.
- Phone number

- Address
- Email address: Display professional email publicly. Add personal email as well.
- (Birthday is optional)

## Brand Yourself: Cover Image & Multimedia

Add a Cover Image behind your photo to add a visual brand to your profile.

Ideas: Skyline of your city. Visual brand of your company or logo. If you're a marketing manager, provide your entire team with the same image for a consistent brand presence.

**PRO TIP:** Use the free tool Canva.com. They have stock photos, images, fonts and colors that you can edit. Choose "LinkedIn Banner" 1400 x 425.

Multimedia images, videos, catalogues, and/or PowerPoint presentations are a great way to extend your visual branding as well.

## Education

According to LinkedIn, adding education to your profile can provide you with 17x more messages from recruiters. Add your College, University, or other educational institution to this section to highlight your expertise.

## Volunteer Experience.

If you volunteer anywhere, this section also appears quite prominently on your profile.

## Skills & Endorsements

You can add up to 50 skills. You can also pin the top three skills so they appear most prominently.

## Recommendations

I highly recommend investing in this section. It will help you build trust and credibility.

Personalize your ask with the following:

Hi *(their name)*,

*I'm just in the process of updating my LinkedIn profile and would love to feature a recommendation from you. I know how time consuming this can be, so I've written the testimonial for you below so you can cut & paste the copy directly into my profile. Feel free to make any changes, or write your own copy.*

*Thanks for your help!*

**Your name**

-----

Then add the copy you'd like them to say about you. Something similar to:

*I really enjoyed working with **(your name)**. They were enthusiastic to take on new projects and were a team player who invited feedback from everyone involved.*

***(Your name)** is competent and organized, and their positive attitude and sense of humor made him popular among our clients as well as his colleagues.*

A quick video about this process is here → <https://youtu.be/J9cAruiFV3A>

**ACTION ITEM:** List the two or three people you will reach out to and the date you've promised yourself you will do this by:

Name	Key Messages	Deadline

# SEARCH FOR JOB POSTINGS

Under the “Jobs” tab, begin to search for your dream job using keywords and locations.

What do you notice is similar about each job posting? Similar keywords or descriptions? Be sure to use them strategically in your LinkedIn profile and on your resume.

Set job alerts for key roles you are interested in.

Do you have any connections at that company? If so, reach out and ask for an informational interview to inquire about the role and expectations?

If you don't have a connection at that company, how could you introduce yourself to the hiring manager? Send a personalized connection request? Find a mutual connection who can introduce you?

# MAKE QUALITY CONNECTIONS

Your network is your net worth. Continue to build a network of quality connections of people you know, or people you want to get to know.

You don't need to connect with everyone, set your own strategy of people you will reach out to and/or accept connection requests from.

## Who can you connect with?

- People you already know: other students, teachers etc.
- Mutual connections of other people in your network
- School alumni
- Neighbors and friends
- Anyone you want to get to know

## Reach out and make connections using icebreakers:

- Do you share a mutual connection?
- What information can you gather from their profile?
- What kinds of content are they engaging with?

## Personalized Connection Request Swipe File

Use this as a guide only. Tailor and personalize your correspondence.

### Outbound connection request:

*Hi (name),*

*I see here on LinkedIn that we are both connected to (mutual connection).*

*(Client) is a friend of mine and. I'd love to connect with you here on LinkedIn and learn more about your role*

*Best,  
(Your Name)*

### Inbound connection request: Responding to someone you don't know.

*Hi (name),*

*Thanks for the invitation to connect. Can you refresh my memory as to how we know each other?*

*Best,  
(Your Name)*

### Inbound connection request: Responding to someone you're interested in getting to know:

*Hi (prospect),*

*Thank you so much for the invitation to connect. I don't think we've met before, but I'd love to book a date and time so I can get to know your business better.*

*What date and time works best for you?*

*Best,  
Leslie*

## Set your connection goals

How many connections do you currently have?	
How many new clients do you need to reach your annual goal? (i.e. 80 new clients in 12 months)	
How many new connections do you need to reach per week? (i.e. 8 new connections/calls per week).	

## Schedule time in your calendar

Block 15 to 20 minutes 2x per week (i.e. Tuesdays & Thursdays from 8:30 to 9:00 a.m.)

# LinkedIn Time Management CHEAT SHEET

## Daily

(or at least 2x per week)

- Respond to messages in your Inbox
- Review invitations to connect (Reply or accept)
- Look at notifications
  - o Read & comment on any relevant articles
- Click on “Home” link in the top navigation bar.
  - o Scan through updates, comment on relevant articles
- Update your LinkedIn Status with:
  - o Relevant articles
  - o A post or status update from one of your connections
  - o Helpful tips or “how-tos” for your target audience

## Weekly

(or at least 2x per month)

- Research & reach out to new connections
- Introduce at least two people within your network who could be potential alliances or prospective clients
- Write & publish a LinkedIn long form blog post. Showcase your expertise!
- Click on “Interests” and then “Groups” in the top navigation bar.
  - o If you haven’t joined a group yet, join at least one
  - o Review the discussions and see if you can participate

## Monthly

- Update your Summary and profile for additions or changes.
- Write any recommendations
- Organize a content calendar
- Reach out & reconnect with old contacts
- Add any relevant new information/sections (publications, projects)
- If you haven’t added multimedia yet, include a video, PowerPoint or other material
- Organize connections with tags or saved searches (advanced)

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## WHO IS LESLIE HUGHES AND PUNCH!MEDIA?

Leslie is a LinkedIn Specialist, Corporate Trainer, Adjunct Professor of Social Media and the Principal of PUNCH!media.

Deeply and passionately involved in the world of Social Media, Leslie has presented at international conferences such as Project\*World/BA World, DigiMarCon, Canadian Institute of Chartered Business Valuators, Editors Conference of Canada, Ontario Craft Brewers Conference and many more.

Leslie was referred to as a Social Media “guru” on CBC Radio’s “Here and Now” and has appeared on CTV’s “The Social”

PUNCH!media’s client list includes Investment Planning Counsel, Guardian Life Insurance Company of America, TVO and The Children’s Wish Foundation of Canada,

Leslie is an early adopter, working in the online world since 1996 and was one of the first Social Media strategists having started PUNCH!media in 2009.

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