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Thank you for joining us today for the Career Speaker Series. This series brings to you the nation's top career authors who provide tips, tools and best practices that you can use to create a successful career strategy. Hello, my name is Dawn Phil abom. And I will be your host today. With me today is Carol caminar. authority and expert on LinkedIn. You're going to learn from her book LinkedIn for the savvy executive, promote your brand with authenticity, tact and power, exciting new ideas and strategies to get noticed. Now make sure that you have your pen, paper or electronic device ready to take notes. Check the download option to gain access to the resources that will help you use case ideas to learn about how you can use LinkedIn and certainly ask questions. You can submit your questions by clicking on the menu in front of you and share your questions. Of course, when you think of them, so they can be given to Carol in our q&a session. I want to remind you that this webinar is all about you. If you have any questions, simply send an email to the address that you're seeing on your screen. And on the computer, you'll also see that you can enlarge the frame so that you can fill in the PowerPoint that Carol will be sharing with you today by clicking on the cross arrows. So I hope that all makes sense. With housekeeping information behind let's talk a little bit about our accomplished speaker today. Carol is a popular speaker. She's a coach of corporate trainer. She specializes in strategies for using LinkedIn as a personal branding and business tool. And she has helped brand name leaders and C suite executives use LinkedIn powerfully creating positioning and messaging that reflects their business passion with authenticity. businesses tend to engage Carol to polish their brand and to expand their footprint on LinkedIn to teach employees at all levels about LinkedIn, and online visibility and provide one on one coaching and profile development for their top executives. So you are lucky to be with us today. Oh, Carol believes that your personal brand, well articulated on LinkedIn is your best protection against business factors beyond your control. And of course, she

conveys that message through speaking engagements like tonight, and her book that we're going to be reviewing with her tonight. Carol is a member of the National Speakers Association, and she serves on the board of its Minnesota chapter. And of course, her book is available through Barnes and Noble Amazon and other major bookstores, possibly even your local library. So you're going to learn a lot. You're going to want to learn more today, because Carol is going to be your private consultant and share with you her philosophies and ideas from the book today. So join me in welcoming Carol. Harold, thanks for joining us.



03:23

Thanks so much. It's a delight to be here. So humor me for a moment, close your eyes. Because I want you to imagine with me that you could create the most powerful, the most impactful advertisement for yourself. And this ad could contain all of your business philosophy and what you love most about your world of work. It could contain all of your experiences and your skill. And imagine that this ad could be available for everyone to search 24 seven wherever they lived in the world. And now imagine that it could be free, please open your eyes. If your LinkedIn profile is not your best advertisement, then I'm so glad that you've taken time to be with me today. Because we're going to talk about how LinkedIn is all about business relationships, and how to leverage that for our personal well being as a business person, whether you are in transition, which everybody knows you need a LinkedIn profile if you are looking for your next job. Or you are happily employed and you are just looking to connect. LinkedIn is where it's at. And so One of the things that I want to communicate to you is that because your LinkedIn is available 24 seven for anybody to look at, people are actually looking, and they're making their first impressions of you. And you don't want that to be their last impression of you, you'd like it to be a pathway to more business. And so with that mindset of LinkedIn is all about business relationships, we are going to understand what it takes to be found on a link in keyword search, we're going to identify ways that we can stand out when we're found. And we are also going to look at strategies for nurturing business relationships through LinkedIn, then there'll be an opportunity for questions. And we'll have a little resources and wrap up at the end. So here we go. What does it take to be found on a LinkedIn keyword search. So of course, LinkedIn is a huge database. And like every database, it has a search algorithm. And linked in search algorithm has two primary drivers. And they are number one, your relationship to the person who's doing the search. And number two, the number of times the keyword that they are searching for, appears on your profile. So if you ever wanted to know, you know, how did you come up on page five, or 10, or not at all that you can find? These are the two drivers that are driving that. So these are like rules for a game. And as with every game, there are strategies for figuring out how to optimize your chance of winning. So we look on the left your relationship to the person who's doing this search,

what you were really would optimize your chance of being found as if you were connected to everybody on LinkedIn. Wouldn't that be great? Well, not really. But you do need a large network. And that's defined as 500 plus. And another strategy that you can also implement is joining groups. So on the other side, the number of times the keyword that's being searched for appears on your profile. Well, in order to maximize our chance to be found with that, we need to use our keywords often.



08:05

And in order to do that, we need to write a lot of text. So as I go through, I will be giving you some character counts that are maximum character counts for various sections of LinkedIn. And your goal should really be to write to the maximum because we are trying to have our keywords appear often. And we don't want to just put them in a series with commas in between, we want them to occur naturally in context. Because it's not just the search bots that we are satisfying. We are talking about ourselves in a meaningful way to the people who will read our profiles. So the next thing we're going to talk about is ways that we can stand out on LinkedIn. We want people to go, Wow, that's impressive. That is the person that I want for my vendor, or to partner with our business or to be the person that provides my services, whatever it is that you're trying to do. We want people to look at your profile and go well that's really that's really something. In order to make that happen, we need to begin very intentionally by knowing what it is we're trying to create. We need to know who we are and what our brand is. So here are three branding questions that I begin my consultations with and you We'll find them, I hope helpful to you as you think about writing for yourself. What are three things that you want to be known for? What is different in the world of work? Because of you? And then what are your most important keywords? So, when I say what are three things that you want to be known for? I really mean, what are three things you want to be known for, not five, not seven. The more things you try to add on to your brand, the more we just think that you are a scattered person. People can remember three things. So put that in your head. And what I want you to do with these questions, if you are in the mood for revising your LinkedIn profile, is really spend about an hour an hour and a half thinking about who you really are, what you want to channel, what are your key, talking points about yourself? What are things that you want people to actually remember about you write some notes, use this as your planning document for what you're going to put in your LinkedIn profile. So with that in mind, I'm going to start at your LinkedIn profile should also be like a warm handshake. So in addition to being memorable, we would like it to be warm. So I'm going to channel these two things both memorability, memorability and worm, and talk about how they can be expressed in every section from the top to the bottom of the LinkedIn profile. So let's see. The very first thing that you see on a LinkedIn profile is blue banner, which is very nondescript doesn't say anything doesn't do anything. Most people have the blue banner.

And so it is not a branding element that makes you go, Wow. So here's my friend. He is the owner and president of K one sportswear, and his blue banner is not doing him any good.



12:44

Finally, I got him to upload a banner. This is what Tony produces in his company, those uniforms for this USA hockey team. Those are his. So he's beginning right at the beginning to channel his brand. Here's some other brands that people are channeling in their banner. And you can see it makes it more interesting. So that's something that could add a wow factor to your profile. Okay, the next thing that we see is your picture, or as LinkedIn calls it, your portrait. And LinkedIn research tells us that we are 21 times more likely to have our profile open, if we have a picture than if we don't. But I will say that not every LinkedIn picture is really working. These pictures are harvested from LinkedIn profiles. And I think you can see that there's something wrong with each of them. So I'm going to ask you to actually respond in your chat box. What is different about these pictures than the ones that I showed you before? What is it makes you go? Oh, so Dan, if you say some answers, go ahead and just share those with me.



14:24

Sure, yeah. Go ahead and enter. What you're seeing, we're starting to see a couple responses already. Some are indicating that they have a preference for something that shows them in their work environment. Another one is talking about something that is a professional type headshot, with suits and dresses and things like that.



14:52

Okay, well, one of the things about these particular pictures is that they Don't have to anything that fights with the person in the frame. That is obviously the subject. There are some very effective pictures of people working in their environment, it's important that you use a good photographer for that, so that the environment is not more important than the person's picture. It can be done very effectively by a good photographer, and very poorly by someone with a cell phone. As a marketing communications person, I know that the most important elements of a face the elements that evoke emotion, when we look at that face, are the eyes and the smile. And the most important thing about these particular pictures that I'm showing you is that each one of these people looks like they're looking right at you. And they're smiling. You know, if you encounter somebody who's walking towards you on a sidewalk, and they are giving you eye contact, and a smile, you can't help but smile back. And that's what these people are doing. They're channeling

their personal work from their LinkedIn profile. And that's what I mean about making your profile, like a warm handshake. They're inviting. Okay, that headline is the next section. And LinkedIn auto fills that for us. And the way that they do that is with their, your current job position, and your current employer. But they give you 120 characters, and you're allowed to customize your own headline. So if you wanted to use your current job title and your current employer, I would recommend that you just put a colon after all of that, and add a little something that's key word rich, that talks about what value you add in your role. Something about the benefits that your customers receive, or the clients that you enjoy working with, or whatever. These particular headlines that I've written, here are all headlines of clients of mine who has come to me in transition. So they don't have a company listed. But they do have a functional job title. And you can see that they are very rich in keywords. And that helps. So that they will be found based on their keywords. Okay, the summary. This is a hugely important section, and we have 2000 characters to play with on this. This is where you tell your business story. It is so important that you be the one that interpret your business story to others. So let me give you an example of what happens when you don't have a summary. Well, number one, you wouldn't rank on a keyword search because you need those 2000 characters to have enough key words show up. So that's one thing. But another thing is people can come to the absolute wrong conclusion about who you are and what you do. So an example of that is I got a referral to work with a senior executive who was in transition. And I asked him to send me his resume, and he had forgotten to send it to me in advance. So he handed it to me at the meeting. And I'm looking at my face. It just probably went white because he had so many positions listed. And it looked like he couldn't keep a job longer than 18 months, just position after position and I'm like, Oh my gosh, this is a recruiters nightmare because it looks like he has a problem in the workplace that does not allow him to stay beyond 18 months. What is



19:54

that wasn't the story at all. He didn't have anything in his resume, but that would give me a sense of the story before I saw all of those listings. But I listened to his story. What he was was a magnificent turnaround professional, he was the kind of person that you would call in, if you had a failing decision, and you were in the red, and you needed someone to come in and make massive changes to get the company back on track. And the fact that he could do that in 12 to 18 months was nothing short of miraculous. So when we put that that genuine story on his LinkedIn profile, he was employed. Right away, he had all of the skills. And if somebody had bothered to read what he did, you know, in his resume, it might have been obvious, but the the bulk of his resume was was so overwhelming that most people would put it in the throwaway pile before they actually had chance to read it.

So you need to you need a summary, you need to tell your business story. Write it in the first person, because we want to have you create an emotional connection between the reader and yourself. Tell us what sets you apart, use a story arc. Talk about your business passions, what is it that you'd love to do? Who is it that you love to work with and for? Make it dazzling? Okay, your experience section, this is the section where you list the companies and the positions that you have had. And again, we have 2000 characters. In the summary, I forgot to say that, that 2000 characters looks like three fat paragraphs are forced us for anyone. In the experience section, I'd like to recommend that you use about four lines to tell what kind of company do you work for, make sure that people understand what vertical you're in, what geographies you serve, what it is that your company does. And then the rest of your bullet points should be about your accomplishments in the position, make sure you use metrics. People love to read metrics return on investment projects that resulted in greater client satisfaction, or increased patient enrollment or whatever business you're in, you will have metrics. And if you can tell a story about a program that you put in place that resulted in good business metrics, people will be impressed and take note. Okay, excuse me a little drink there. Keywords everywhere, make sure you use your keywords in every place. And that's just exactly what skills are. skills are keywords, and you should try to lift 50 skill. It's kind of interesting to query the skills database, there isn't like a print out that you can get or anything, you just query with some basic beginning and a for instance, if I queried about planning, it would give me all kinds of options like long range planning, disco planning, strategic planning, those kinds of things, and you can pick as many of those as makes sense for you. I'd like to recommend that you really take a look at your current skills inventory, to make sure that it reflects who you are now, as opposed to what you might have been doing.



24:29

When you last saw your LinkedIn profile, you want to make sure that your top three skills, the skills, the three things that you want to be known for that those are pinned to the top of your skills inventory. And you want to make sure that you have not got any skills that someone endorsed you for based on LinkedIn recommendations that don't really reflect what you do. I've worked with people who have the hook point, how did they get here. And it's because LinkedIn thought that that skill, what was other skills that you had, and they recommended to someone that they endorse you for it. And then you probably accepted that endorsement, and now it's on your inventory. But if it doesn't fit, if you don't want to do it anymore, take it off. Also make sure that no obsolete skills like Fortran programming are on your skills inventory, make sure that you are really maximizing your chance to be selected for things that you want to do. Alright, optional section. So recommendations are wonderful. If you have done any coursework that your company has sent you to, for for advanced training, or management training, those are wonderful

to list. Honors include things like Honors and awards, so you know, company given awards, and then also, that section includes publications. If you have any of those and patents, list your certifications, sometimes that can give you a real edge. And sometimes the certification is absolutely essential for job. Now, you might notice that I skipped over the one that was in red volunteer activities. And that is because I want to make sure that if you have volunteer activities, you are listing those volunteer activities give people a window into what is important to you outside of work. And when we talk about that with our passion, we create a sense that people know something more about us. And so we're elevating our know, like and trust factor, we are giving them an insight into who we are. And people love to work with people they know, like and trust. Okay, so now we have taken speed romp through the LinkedIn profile itself. And I want to share with you a little bit about how you can use the LinkedIn platform to nurture your business relationships. And for sure, link in, you know, interacting with somebody through social media does not replace going to lunch with them going to coffee with them or talking to them on the phone. But oh, my gosh, you can really make a difference very efficiently. By doing some of these strategies, it's just a light touch. But it can be it can make a difference in how people perceive how much you care about them. So let's look at some of these. We want to make sure that when we send a LinkedIn invitation, it's not that Robo message that goes out, but rather a personal note from us.



28:54

I think that's what people generally intend to do. But oftentimes, they are connecting from a list that LinkedIn presents. And if you hit the connect button, from that list, the roll message goes out. And you have no way to make that good first impression by sending a note. So if you are finding people that you'd like to connect with on LinkedIn list, either write their names down and go look up their profile, and connect through their profile, or click on their picture instead of on the word Connect. And when you click on their picture, it will take you to their LinkedIn profile. And from there, you can click that you want to connect. And then there's another click that says Would you like to send a personal message and the answer is Yes, you want to do that, while you're on their profile, you should read it and see, are there things that are that you have in common that you'd like to capitalize on, and call to their attention. I always end my LinkedIn invitations by saying something like, I would be delighted if you would accept my invitation to connect on LinkedIn. So use those words if you'd like or your own, but make sure that you've given it a personal touch. Okay, now, here's another opportunity for you to use that chat box. Thank god the last five people that you made a connection with whether they initiated or you initiated? And they tell right in the chat box. What happened after that?



31:13

Great. Go ahead and type that information in and kale, Tara, Christopher, and Nick, thank you for your comments before. Love to hear more from your comments. in communicating with people, it's so easy to type x extra, just kind of off the top of our head how, how much should we be careful about our spelling and in what we say in those short little messages?



31:48

Well, I think that grammar and punctuation are important for us, as business professionals always and we need to understand that LinkedIn is not the same as sending text on your phone. And it's not even the same as Facebook, it's more formal. So are you seeing anything in your chat box? And



32:19

we're quiet right now.



32:21

Okay. There is a reason for that. So I asked them to think about the last five people they connected with, and what happened after they connected, the chances are very, very good, that what happened after they connected was absolutely nothing. Because that's what happens with I would say 95% of connections is nothing happens. But you can do something about that. And that something is saying hello. So I teach my clients that whether someone else asked to connect, or you ask them to connect, the next thing you should happen is you should take responsibility for acknowledging the connection and saying what you do and how can you be helpful. It's saying hello. So let me go through several nurturing strategies very quickly. And then I'll go back and talk about each one. So say hello, respond to their posts and tag them. Send them an article, post articles that are on brand for you and do it often endorse their skills three at a time and be helpful. So we're going to talk about some of these be helpful. I'm not going to talk about that because we're all nice people and we know how to be helpful. being helpful online is just like being helpful in the grocery store, endorse their skill. Most people know how to endorse skills, you just go to the skill section, and you find what skill you would like to endorse and you put your click on the plus sign that's associated with that skill. And it turns out a checkmark and now you've endorsed them. The reason that I'm suggesting three endorsements at a time, as opposed to endorsing all their skills, is that you want to be selective in your endorsement, so that it is more credible and You want to be able to

use this strategy again, the next time you want to say, hi there without communicating. You know, it's it is a communication way, but you're not sending an email or or a LinkedIn.



35:22

I don't know, LinkedIn communication, you're just sending that you're endorsing them for three skills. And they'll notice that perhaps. Okay, so let's go through some of these. These are the symbols of LinkedIn love. So if you have a particular person who you'd like to show that you are interested in them, not in a, you know, dating kind of way, but you are interested in what they think you know that they are an important potential customer for you, or they are just a friend or whatever. And you want to show them some attention. These would be ways that you could do that. You would give them a like, a comment or a share. So if we have a particular person in mind, and we want to do that strategy, how do we find their posts? Well, we could scroll through the homepage, and spend a lot of time doing that which is good in itself, but not efficient for our goal. So instead, you would go to their profile, and scroll down a bit, and you will see a section called articles and activity. So I'm showing you my profile. And on the left, because I am a person who writes long form posts, also called articles on LinkedIn. My articles will appear on the left, and there is a hyperlink that allows you to see all my article. Then on the right, you can see activity, those things that I liked, or shared or commented about, all of that will be there. So on anybody's LinkedIn profile, you will see at least their activity, if they have not written long form posts, which most people don't. And you can scroll through their activity to find something that is, not only did they comment, but it's worthy of your commenting also, because you don't ever want to share anything through your response to your network that is not appropriate for your network. So make sure that you pick something that's reasonable. Okay, I also said that you should tag the person who either was the author or posted. And in this slide, I'm showing that I've tagged Susan Brooks, who is the author of this article that was posted. And the way that you can tell that I have tagged her is that it turns into this blue hyperlink. So first, I'll tell you how to do it. And then I'll tell you why it's important. So how you would do it is you would type the at sign. And then with no space, you would begin to type the person's name. And as you're typing, you'll see a drop down menu. And first just see all the Susan's and if you have a whole lot of Susan's in your connections list, you might have to type Susan r o before you find her in the drop down. When you do, then you go ahead and click on that person's name in the drop down list. And it will hyperlink to her profile. So the reason that you would bother with all of that is that it benefits both the person who you're trying to give some credit to and it also benefits you the way that it benefited. Susan, is that anybody who saw that I was commenting about Susan and they liked that article could go right to her profile and find other articles that she'd written so that hyper link to her profile is a benefit to her. The reason that it benefits me is it makes sure that my effort at trying to give her a little

LinkedIn love or you know, approval, attention, whatever you'd like to call it.



40:22

My efforts will be seen by her. And I know that is true, because LinkedIn will send her an email, not a notification and her LinkedIn which it also does, but it will send an email saying, Carol kemmerer commented on an article, or on a post in which you were mentioned, and there will be a link back to the conversation. And she's very, very likely to thank me, and then we've had an exchange, she knows that I have given her some approbation for her article that she wrote. And I know that she received it. So that's why tagging that hyperlinking process is important. The Great, great strategy. Okay, this is a little case study about what happens when people like and share and post and such. So this article was my October, article for last year. Taking off the help on the Halloween theme, who's looking at your profile, and I got 425 views, which is a good number of views for long form post. The way that that happened is I got some LinkedIn loves six people commented 32 people liked it, and five people really shared it. And so that's how I reached a broader audience. You can see that second plus is that the my second level connections, my third level connections, my group connections, that was much larger than my original group of first level connections that actually got to see this article. Okay, another strategy that I had suggested is that you send your friends, your contacts, your acquaintance, something that is on brand for them. So on the right hand side, what you can see is the thumbnail sketch of an article that appeared in Fast Company news talked about LinkedIn being the latest social media to suggest that you use video on it. So this was last year's news. And last year, at the time that it came out, I thought, well, now who would like to know this, and I decided that my video producer would like to know that. So I sent this from the article itself, I use the sharing button. And it allows me to type in who I want to communicate with. And this was the very quick message that I sent to him. So that he knows that I was thinking about him that day. You know, when we share that we are thinking about someone, it is a relationship building action. So consider that as something that you would add to your bag of tricks. Okay, I also suggested that you find articles and post them that are on brand for you. So people know what, what is your area of expertise? What is what area is interesting to you. And you don't want to spend all your day looking for articles. That's just not a good use of your time. But there are two very efficient ways to find articles that are just really winning strategies. One of them is to win look in one of your LinkedIn groups because people are posting really interesting articles. And you've already chosen a group that relates to your primary interest. So the the articles that you will find will be valuable. And also, you can set up Google Alerts. So on Google, you just type on any web browser, you just type the words Google and alert. And you'll get to the Google Alerts section. And it allows you to set up an alert for any of your keywords. If you are using several words, in your keyword phrase, make sure that they are in quotation

marks.



45:25

That that assures that you are finding articles that are using the full range of keywords so that you're not getting bad results. Okay, so some of you may be saying, This is the I can't imagine doing this. But participating online is not as hard as it looks. I suggest that you watch the homepage for a while maybe, you know, check in on it daily for a week, just to see what happens. Watch what people are saying. And notice what kinds of comments make you say, Wow, this person is really adding value. And what kind of comments just seem flip. Make sure that when you start to comment, you're making a good impression. So I suggest that you start small with a like that, that thumbs up doesn't cost anything, and it doesn't take any time. But it gets your toe in the water, so to speak. And when you're comfortable responding with the light, then think about moving up to a comment, adding something that struck you when you read the article, something that you think that your network would find interesting. And when you've done that, consider sharing an article. And when you do also include a comment, when you include a comment with a share, that's called curation, or you know, identifying something that you want to really share, and you add your own value to it and engage with others. So this picture is here to remind me to tell you that you should never engage with something that you think is inappropriate. You want if you engage with something that's inappropriate, you have essentially sent that inappropriate item on to your network. Even if what you said is this should never be on LinkedIn, they may not be able to see what you wrote, because so many people may have commented. So instead, make sure that you access the three dots that will be in the right hand corner. And from there, you can hide that or report it as inappropriate. Okay, we have a few minutes for questions.



48:32

Carol was this great stuff? A lot of questions coming in. Following up on your post idea. One coming in from Silvia is how do you share a post with a group? For example, I might be a member of the National Association of Colleges and Employers and might see a great article, what's the technique to get that that post I saw of someone else and share it within a group organization?



49:02

Excellent. Okay. So you want the URL where the article lives. And when you have, you know, copied that URL, you go to the group, and at the top of the group, it will say, you

know, something like what's on your mind? Or do you have something to share or whatever, it's, it's a top box. And if you paste the URL in and wait for just a moment, it will take that URL image or that URL information, and it will generate the thumbnail sketch of the the picture that is associated with the article, it will populate the article title and the first two lines or so of the article. And then it will give you place to write about why you thought that was an important article this year.



50:00

Terrific, great idea. question coming in from Nick. He has about 1200 contacts on LinkedIn. And he's wondering how he can decide which contacts of those 1200 to look up their articles or activities.



50:19

So, it might be something that he wants to do going forward, rather than looking back over his contacts. But if you really want to look back over the contacts, he could figure out who would be someone that would bring value to his business, as a customer, or as a supplier? Or, you know, what kind of person is he looking to network with, so to speak, and begin there, you can do a search, by calling up your first level contacts and searching just the people that are in your network. As for first level contacts now.



51:09

Yeah, that makes a lot of sense. Now, if you are my contact, your fees, or your posts are going to show up on my page anyways, right?



51:22

Not necessarily. LinkedIn has changed. It's, you know, it's a possibility. But you make it more possible. If you have shown interest in my posts, LinkedIn, changed the way they populate your feed. And they are populating the feed intensively with their LinkedIn influencers, and trying to cut out the draw. So if you want to follow what someone is putting out there, you have to make some effort to inform LinkedIn, this is an important person, I'm trying to pay attention to them, then you will see my stuff in your feed. But it is quite a change that they have made over time. And so everything that you send out doesn't go to all of your connections in their feed.



52:23

That's interesting was not aware of, I really liked your idea of using a term like, Hey, I thought of you when I saw this article. It's short, it's sweet. And it gets to the point that lets them know you care. Right, right. So here's a question from Allie. She's interested in knowing a little bit more on how employers search for her. Whether they're typing in some of those keywords that you were talking about earlier. Or more directly, do they just enter alleys name and find it?



53:08

Well, if they know who alley is, and they're just trying to look at alley, that would be what they were doing it. But if they were looking for somebody with particular skills, they would start with a keyword search. So if you were looking for someone who could be vendor and you want a particular skills, you could type that you wanted them to reside in your same area of the country, perhaps. And then you could add skills to that, and that would, that would do it. But if you if you already had an appointment with Ellie, and you just wanted to look her up, use your name. You know, it's always a good idea. Before you take a meeting with someone or before you go to a meeting with someone that you look at their LinkedIn profile and find all the things that you can find so that you have good conversation starters. I often hear people say, how about those Buckeyes? Because my graduate degree is from Ohio State and they see that and you know, go Bucs. So it's it's interesting, people are looking at profiles for all kinds of reasons.



54:37

Great, here's the question from Tom. He's somewhat reluctant on endorsing other people because it's such a permanent thing that displays on his profile. Do you have any recommendations in terms of how often you agree to endorse there's either those that work for you or vendors or, or things like that.



54:59

Oh, So there's a difference between endorsement, which is just clicking the plus sign by a skill and puts your picture in the list of people that have been endorsed. And the other thing that sounds like what might mean is recommending someone. So recommending is something that is forever, and is on your profile as well as their profile as it would be on your profile as recommendations given. And, yes, people should be very careful about what they write in a recommendation because it lives forever. So recommendations are

wonderful. And if you have somebody who's willing to write your recommendation, all my gosh, how great that is. If you're willing to give a recommendation to someone else, by all means, do so. But be careful. You know, hyperbole is is not a good thing. In a recommendation, you need to be very factual because you never know. You know, who's going to come back and say, Oh, I used that person, then I was not keen on her. Be careful of what you put online, because it does live forever.



56:27

Very good. Okay, maybe there's so much more to cover. And I know you have a few more things to share with us. So we'll hold other questions for the moment and continue.



56:38

Alright, so I know that you are going to have questions now. And every time you look at LinkedIn, there will be things that you heard tonight, that you understood tonight, but you won't understand tomorrow, you don't remember what it was. And so I think that there are some really important resources that you might like to avail yourself of. So one of them is my book, LinkedIn for the savvy executive, promote your brand, with authenticity, tact and power. It is a wonderful book. I worked very hard in my beta reviewers. I use 24 of my senior executive clients, and people who work with those people to look at the book and give me advice. It has a couple more chapters than I originally started out with, because people said, Well, what about this. And it's put together beautifully, because they said senior executives like to have points to hit them right in the face. So that means that it's laid out beautifully. It's in black text with red accents all through the book, to point you to the most important strategy sections. And it also means that it is very readable for anyone, not just senior executives. So by going that extra step to make it readable and accessible, I think you will really enjoy it. It is a book about strategy as opposed to specifically how to there there are no screen captures in here, because the moment you put a screen capture in a book is obsolete, because LinkedIn changes really often, really often. So here is another resources available to everyone. And this is free. If you go to my profile, you will always be able to see the hyperlink to my LinkedIn articles. I publish an article about gracious use of LinkedIn every month. And they're always kind of clever because I am my training and experience a marketing communications person I write. And so my articles always have a visual and a creative hook to get you into the lesson for the day and they're really fun. actionable, you will enjoy them. I invite you to continue to learn from me. My book is available through Barnes and Noble and amazon.com online. And every major bookstore has access to my book. It may not be on their shelves, but they have it in their inventory and we'll be happy to order it for you. I invite you to connect,

but please if you plan to do that sends me a real invitation. So I know that you've come from this event. Otherwise, it's hard for me to connect the dots as to why I should connect with you. Learn from my articles and online posts. And my biggest ask is that when you read something, and you're going, Wow, I learned something. Please respond with a like, comment or share. You can contact me for executive coaching and profile development, speaking and training at your business or Association, and Corporate Services. Here I've provided my email address and my website. It was a pleasure to visit with us this evening, and I hope you've learned something very special. Thanks so much.