



**CHEAT SHEET**

# **BUILD YOUR EXECUTIVE BRAND ON LINKEDIN**

**BY HEADSHOTS INC**

Find more tips at [headshots-inc.com/blog](https://headshots-inc.com/blog)

# What the Experts Say



**Betty Kempa**

Executive Career Transition Coach

*BettyKempa.com*

"Your LinkedIn profile is the face of your brand. Everything from your headshot, banner, headline, and 'about me' section to your 'featured media' is a message you are sending to others in your industry about who you are and what you represent.

If you want to be seen as a high-value, industry thought leader, it's critical your LinkedIn profile reflects this."

"You're more than your job title, work description, or list of skills. But how do you get that across? How you can stand out among the millions other LinkedIn users.

You need to have a strong brand. But where do you start when trying to craft a compelling message?

Answer this question:

**What do I want people to know about me?"**



**Scott Nichols**

Executive Resume Writer  
& Interview Coach

*AdvancedCareerServices.com*

# Why Build Your Brand

ON LINKEDIN



## LINKEDIN'S GLOBAL REACH

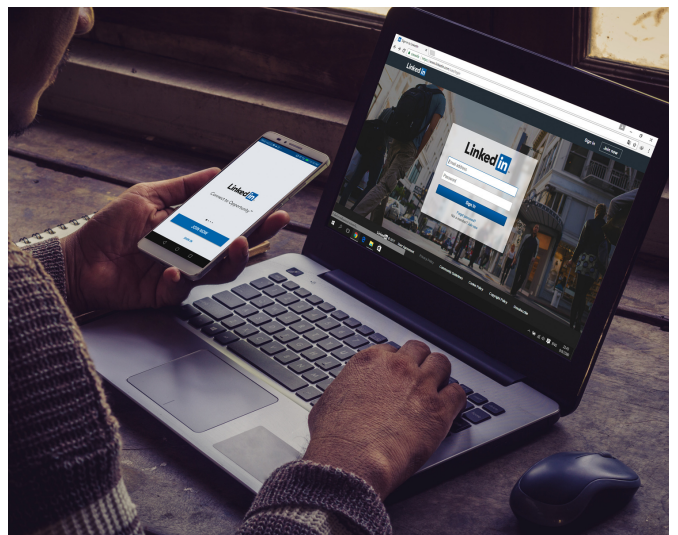
According to LinkedIn's most recent annual report, the professional network has over 660 million global users, with 167 million in the United States alone. In almost all industries, LinkedIn is the dominant social and professional networking site, used by everyone from CEOs to interns.

## REAL JOB SECURITY

According to a recent survey by The Muse, 95% of recruiters use the network to source job candidates for open roles. LinkedIn is the easiest and fastest way for recruiters to search for qualified job candidates.

## COMPANIES CHECK OFTEN

A recent survey by The Manifest showed that 67% of companies will check your LinkedIn or Facebook profile before extending a job offer.



# 167M

United States based members on the platform.

<https://news.linkedin.com/about-us#statistics>

# 95%

Of recruiters report using LinkedIn to recruit and screen applicants.

<https://money.usnews.com/money/blogs/outside-voices-careers/articles/2017-05-05/how-headhunters-use-linkedin-to-find-talented-candidates>

# 67%

Of companies check social-media profiles before extending job offer.

<https://www.prnewswire.com/news-releases/more-than-60-of-companies-look-at-job-candidates-facebook-or-linkedin-profile-before-extending-job-offer-301016749.html>

# EXEC SUMMARY

## Six tips for optimizing your LinkedIn profile

### Tip 1

#### **Show Your Job Status**

This may sound obvious, but some people are scared of appearing "desperate", so they leave their prior job status on their profile, even if they're no longer employed.

By leaving your old job, you're only limiting the amount of recruiters who are likely to naturally stumble along your profile while searching.

### Tip 2

#### **Write a Quick Bio/Intro**

While oftentimes embarrassing (aka cringy) to write your own bio on LinkedIn, it shows an extra level of professionalism.

Are you the type of person who goes above-and-beyond to make sure your profiles are complete and up-to-date? A short bio of 3 to 4 sentences will convey that to recruiters.

### Tip 3

#### **Describe Prior Jobs**

When filling in the section regarding prior jobs, some people are tempted to leave job descriptions empty.

However, a short but informative job description can spark a recruiter's interest, resulting in a connection request. Recruiters are oftentimes searching for candidates based on "keywords" in their profile. So more words = more exposure.

### Tip 4

#### **Include Data/Stories**

In general, recruiters are looking for data and specific projects that may be applicable to jobs they're filling.

- Did you work on any projects that created X% business impact?
- Did you work with any big companies or big budgets?
- Are there any one-sentence stories you can share about your job?

### Tip 5

#### **Connect With Execs**

This is a great tip even if you're only "passively" in the job market.

Type "recruiter" in the search bar on the top of the LinkedIn website, and send out some connection requests.

You'll oftentimes find that recruiters will approach you with opportunities at a later date.

### Tip 6

#### **Get a Great Profile Photo**

The #1 thing recruiters look at on your profile is A) your profile photo and B) your prior experience.

You would never show up to a job interview or sales call in shabby poor-fitting clothing or covered in dirt, so why use a grainy low-quality headshot online?

Your first impression is everything.



# TIP 1

## Show Your Actual Job Status



## Share Your Job Status via Headline

Your name and LinkedIn "Headline" are the first words that any recruiter will see on your profile. As such, they are valuable real estate for capturing a recruiter, investor, or hiring manager's attention.

If you're openly looking for new roles, a headline with something like "Actively Seeking Roles in \_\_\_\_" is a great way to get more eyeballs on your profile.

If you're not openly looking for a new role, but are still interested in supporting your executive brand, a simple "Experienced [insert industry] executive with 10 year track record leading sales growth" works just fine.

While some online gurus use funky terminology like "design *ninja*" "marketing *rockstar*" or even "sales *wizard*" to get attention...

....our gut-reaction tells us that this language probably annoys as many people as it makes laugh.

Not worth it.

# TIP 2

## Write a Quick Bio/Intro

### About

Founder of the Virgin Group, which has gone on to grow successful businesses in sectors including mobile telephony, travel and transportation, financial services, leisure and entertainment and health and wellness. Virgin is a leading international investment group and one of the world's most recognised and respected brands. Since starting youth culture magazine "Student" at aged 16, I have tried to find entrepreneurial ways to drive positive change in the world. In 2004 we established Virgin Unite, the non-profit foundation of the Virgin Group, which unites people and entrepreneurial ideas to create opportunities for a better world. Most of my time is now spent building businesses that will make a positive difference in the world and working with Virgin Unite and organisations it has incubated, such as The Elders, The Carbon War Room, The B Team and Ocean Unite. I also serve on the Global Commission on Drug Policy and supports ocean conservation with the Ocean Elders. I'm a tie-loathing adventurer, philanthropist and troublemaker, who believes in turning ideas into reality. Otherwise known as Dr Yes!

## How To Write A Powerful Intro

A quick, yet powerful, intro can do wonders for your profile. Most people avoid writing an intro because they hate writing about themselves...and that's fair.

However, an intro segment on your profile shows that you cared enough to focus for 30 minutes on your professional brand.

Here are three rules for success:

- 1) Your LinkedIn intro is more about your professional story than on selling your biggest success.
- 2) But, you should absolutely mention any professional success and your professional motivations. ie Why you do what you do.
- 3) Write in the first person, writing in the third person is generally outdated and may make you look arrogant. It can oftentimes be easier to "speak" your intro as if you were giving a 40 second pitch, and after refining it, then convert that pitch into written text. By using this strategy, you will sound more conversational and casual in your intro.

# TIP 3

## Describe Prior Job Experience

Company \*

 SocialChorus

Location

San Francisco Bay Area

☐ I am currently working in this role

Start Date \*

July ▼

2017 ▼

End Date \*

March ▼

2019 ▼

Description

SocialChorus is an enterprise communications platform focused on the helping the world's largest companies better reach their frontline works. While there, I worked in sales development - sourcing and



## How To Write Job Descriptions

For each of your prior roles, you should write a job description that follows these four guidelines:

- 1- Use short and direct sentences in your job description. Don't write a novel.
- 2- Include professional highlights from your time there. If you have any statistics or stories that epitomize your time in this role, include them.
- 3- Describe what you learned while in that role. How did you develop as a professional?
- 4- Think about how your job descriptions contribute to your "story" as a professional. As much as possible, your job descriptions should make sense as natural progressions in your career.

# TIP 4

## Include Data & Stories in Profile



## What Stories to Include

This tip was covered in the past section, but the nuances of properly integrating stories into your profile are hard to get right.

In general, people remember stories, numbers, and images much better than they remember generic descriptions. This is also why your profile photo is so important.

When a recruiter or hiring manager is reviewing your profile, you'll want them to remember at least 2 or 3 major take-aways about why you're a good fit for their role.

So, here are some examples of good stories:

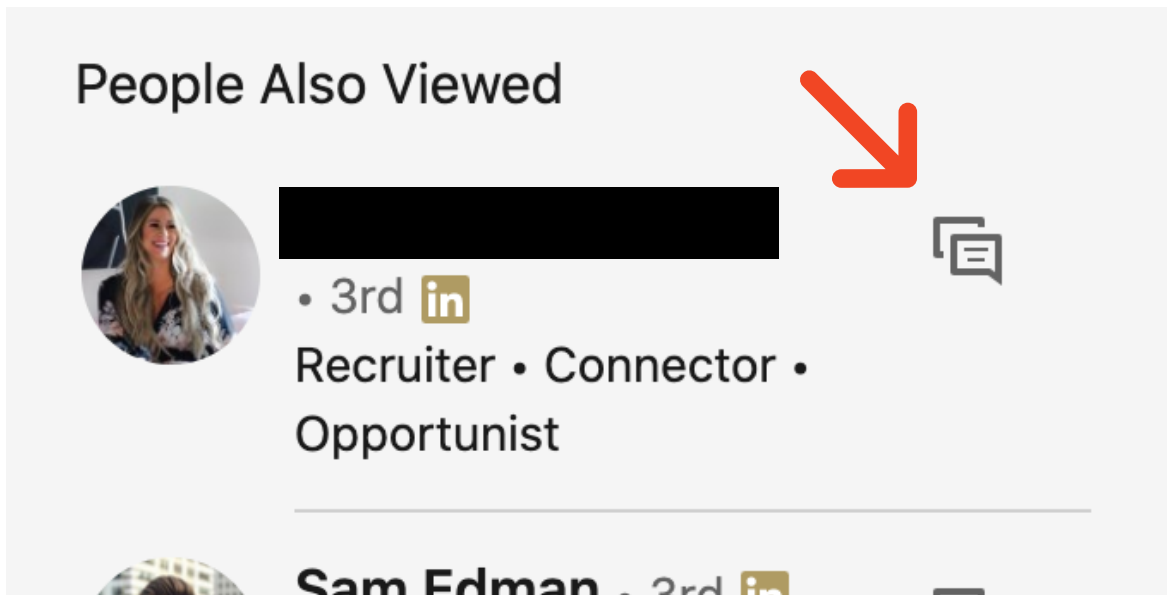
*That time you landed the big client*  
*That time you worked on the big project*  
*That time you assisted with a major marketing program*  
*That time you helped launch an important product*

Taking time to hone your stories can pay dividends later on. Imagine getting that dream C-Suite job offer via LinkedIn. (It happens.)



# TIP 5

## Connect With Other Executives



## How To Network with Recruiters

Even if you're not looking for a job, it's always smart to network with recruiters. You never know when you'll need them. Here are the two easiest ways to find recruiters:

1) Go to the LinkedIn page of your ideal employer. Click on the "See all \_\_\_\_ employees on LinkedIn" link on the right hand side of your screen. Once there, find a recruiter's profile, and click on it. You can connect with that person, but you can also send connection requests to similar contacts on the "People Also Viewed" tab on the right side of your screen.

2) You can also just do a quick Google search for "recruiting [insert industry]". Look for companies that come up, then connect with their employees on LinkedIn. Once connected, you can send them a quick note using the below template:

Hi [Name] - Nice to connect. I'm reaching out as I'm looking for new roles in the [industry] field. Are you currently recruiting for [role type]? - Dan

# TIP 6

## Get a Great Profile Photo



### What Type of Headshot to Get

A professional headshot is an absolute must-have for anyone hoping to build their executive brand.

According to a recent study, on average, a new professional headshot led viewers to believe an executive was:

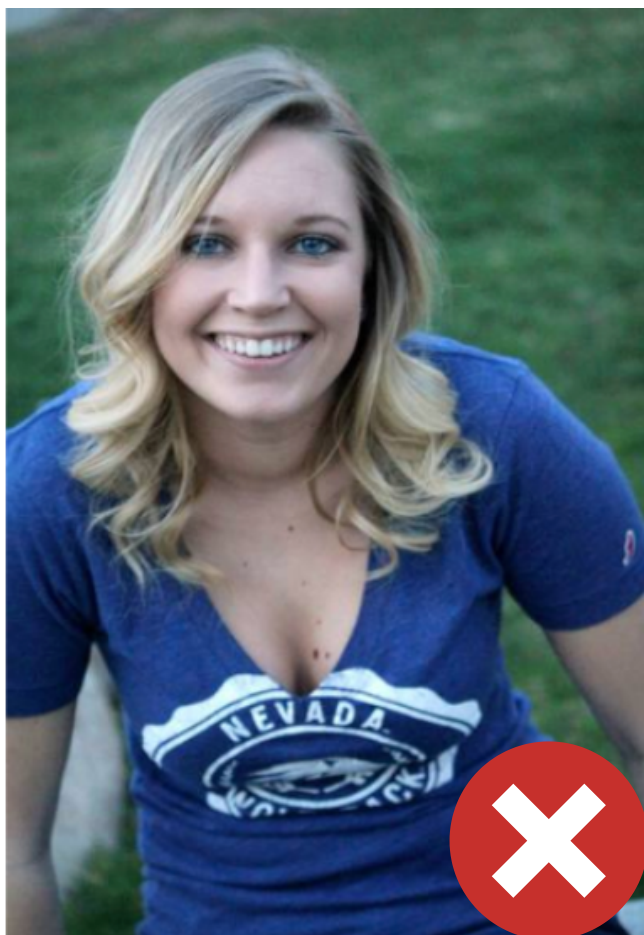
- 75.9% more competent at their job
- 62% more influential in their field
- 7.9% more like-able to others

In general, there are three types of headshots:

**Indoor Studio:** The most formal/professional. Good for executives, banking, finance, real estate, and consulting.

**Indoor Office:** Great for tech workers, retail, thought leaders, and lawyers. More casual, yet still business focused.

**Outdoor Urban:** Most casual, but still looks professional when you're wearing formal clothing.



**In short, it's all about  
making sure your  
LinkedIn is selling YOU.**

**Is your headshot doing a good job?**



# Which one would YOU hire?







# Ready to start building your executive brand?

## **Upgrade Your Profiles with HeadShots Inc**

HeadShots Inc is San Francisco's #1 rated professional headshot studio. We specialize in business headshot sessions that help professionals build their online brand.

Book your session today to upgrade your online profile and start getting noticed. Studio sessions start at just \$150.



# THANKS!

## READY TO UPDATE YOUR PROFILE PHOTO?

BOOK YOUR SESSION

[headshots-inc.com](https://headshots-inc.com)

580 California Street, San Francisco, CA 94104 | 415 343 5961