



Grow your network and build your business!

"This is a playbook you should follow from tip to tip to build your own path to success."

— From the introduction written by Koka Sexton

VIVEKA VON ROSEN
DAYNA STEELE

LinkedIn: 101 Ways To Rock Your Personal Brand

[Viveka von Rosen](#) and [Dayna Steele](#)

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**LINKEDIN: 101 WAYS TO ROCK
YOUR PERSONAL BRAND**

LinkedIn is a business-oriented social networking service. Founded on December 14, 2002 and launched on May 5, 2003, it is mainly used for professional networking.

- Wikipedia

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Technology is a double-edged sword. Just as sales people are moving into the future, buyers are already ahead of us.

- **Koka Sexton, Social Marketing, LinkedIn**

INTRODUCTION

by Koka Sexton

You are the CEO of Me Inc. This is the mantra that was given to me 10 years ago that changed my life. Branding, more specifically a personal brand, is one of the most important items in your career you need to nurture. It's no longer enough just to have a strong work ethic and have past co-workers and managers willing to say nice things about you when you change jobs. If you do not have a personal brand or even better, a professional brand, you are going to have a hard time skipping levels up the proverbial ladder.

Once an inside sales rep, I pounded the phone trying to build my pipeline. Living paycheck to paycheck. It wasn't working out too well for me. I knew I needed to change something, I didn't know what. All that changed when I realized I had

to build my own brand in order for people to even pay attention.

Visibility creates opportunity and the more I leveraged LinkedIn, the more my professional brand grew. Social media is the ultimate equalizer for companies and the individuals in them. When I started being thoughtful about how I built my network, stopped talking about me and focused on adding value, my network responded by helping me become the global leader in the social selling space.

Personal branding starts with YOU and your ability to become an invaluable resource for your industry. LinkedIn is the best platform available for professionals trying to build their professional brand. Your profile is only one component. You need to be creative and use the platform in different ways to have an impact. Lucky for you, it's all outlined in this book.

Grow your network strategically, add value, and search out the opportunities that are going to allow you to climb the ladder as well as skip levels and build even greater opportunities. There are no shortcuts but there are smartcuts. Those smartcuts are outlined here as the processes needed to

successfully gain visibility and leverage social networks like LinkedIn to gain the attention of your buyers.

From an inside sales rep to leading the social media team at LinkedIn and now running my own company, this success is directly attributed to sweat equity and the opportunities LinkedIn as a platform provided to me. I've seen countless other professionals excel in their careers by using social media and I believe you will find the same successes if you follow these 101 tips.

LinkedIn: 101 Ways to Rock Your Personal Brand is a playbook you should follow from tip to tip to build your own path to success. Viveka von Rosen and Dayna Steele have mapped out what you need to do to get ahead using the power of LinkedIn.

Koka Sexton is often called the Godfather of Social Selling, having mastered the art of leveraging social media for sales professionals. An expert in professional branding, brand awareness, and generating leads through social networks; Sexton started his career in sales and grew through the ranks at LinkedIn to become the head of social media. He is currently the Founder of Social Selling Labs, an agency helping companies bridge the gap between sales and marketing with social media.

Personal Branding is the practice of people marketing themselves and their careers as brands. While previous self-help management techniques were about self-improvement, the personal-branding concept suggests instead that success comes from self-packaging.

- Google

OPENING WORDS

by Viveka von Rosen

Reid Hoffman, co-founder and former CEO of LinkedIn says, “The fastest way to change yourself is to hang out with people who are already the way you want to be.”

I met Dayna Steele in 2011 and decided I wanted to be her when I grew up. It took some time, but we have shared a stage, and now a book together. Why is this important? When you create your online persona, your personal brand, you have to start with the bigger picture in mind.

Have I always been an international Forbes recognized speaker? Um. No. Creating a powerful brand is a little bit business strategy and a little bit law of attraction. Create your brand on

LinkedIn and then work passionately to prove it true.

Over the years I have sold used cars (really), managed a business office (not well), and tried several other businesses (with success but not much interest). In 2006, I was introduced to the business social media platform LinkedIn at a networking event. It caught my attention and, finally, my passion. What I saw was an extremely useful business tool and a way to create a powerful personal brand. The more I learned about using LinkedIn, the more I wanted to share it with other professionals.

I saw LinkedIn was the perfect business tool for marketing and wrote the best seller, *LinkedIn Marketing: An Hour a Day*. Soon I was traveling the world to teach and talk about LinkedIn. As my value grew as a top social media influencer (*Forbes*, four years in a row), I realized LinkedIn was a powerful tool for personal branding.

Why does anyone need personal branding? You have to stand out from the crowd. A personal brand is how you appear to the world. *Succeed as Your Own Boss* author Melinda Emerson says, “Your personal brand is how other people see you online.” And Jeff Bezos, founder and CEO of

Amazon says, “Your personal brand is what others say about you when you leave the room.” You want to make sure you are starting with, and leaving behind, a good impression.

Tom Peters first wrote about personal branding in the 1997 article, “The Brand Called You.”

Regardless of age, regardless of position, regardless of the business we happen to be in, all of us need to understand the importance of branding. We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You.

You are your brand... whether you are an entrepreneur, jobseeker, or corporate employee, you can still define your brand within your business, no matter what that business is.

Koka Sexton (who wrote our introduction) was the Head of Social Media, Member Marketing & Communications at LinkedIn. He built his Social Selling brand within LinkedIn. So when he decided to leave LinkedIn (ironically during the writing of this book), his already established brand meant he was able to launch his Social Selling Labs business with a running and successful start.

LinkedIn gives you the ability to not only be seen by the world but control how the world sees you. With, at publish date, more than 450 million members in 200 countries and territories around the globe, LinkedIn gives you access to a network like never before. When utilized effectively, LinkedIn opens the door to people, jobs, news, updates, and insights that will increase your odds of success substantially.

The key phrase here, *when utilized effectively*, is why we wrote this book. LinkedIn is a powerful tool and a free one as well. Though there are paid services, most of what you can do for your own success with LinkedIn isn't going to cost you anything other than your own time and effort. And since we all know time is money, this book will help you best streamline your efforts and help you find all LinkedIn has to offer to grow your professional network.

A book does not write itself. To succeed, like anything, it needs a network. Thanks to Gold Level Hospitality speaker and consultant Colin Gold for taking the time to be our beta reader. I want to thank my team members at SocialSales GPS, Michael de Groot, Beth Granger, Mario Martinez Jr., Colleen McKenna, Ted Prodromou, Lindsey

Stemann, Brynne Tillman, and Bob Woods for always keeping me up to date and on my toes with all things LinkedIn.

You have a great service or product. Now, let's make sure those 450 million members in 200 countries can find you on LinkedIn and understand you are the best. There are 101 helpful tips in this book that will do just that.

Viveka von Rosen is an internationally known LinkedIn speaker and author. She has taken the business knowledge she has perfected over the past 10+ years and transformed it into engaging and informational training, providing over 100K+ people with the tools and strategies they need to succeed on LinkedIn.

YOUR BRAND

Today you are you. That is truer than true. There is no one alive who is youer than you!

- Dr. Suess, Author

1. GET FOCUSED

Who are you? What do you do? Who do you do it for? What do they get out of it? Answer these questions before you even get started. Take some time and talk to those who know you best – it's the best way to create clear answers.

2. BE CLEAR

Clarity is key to personal branding. The clearer you can be with your answers to the questions in the first tip, the better you will relay your skill-set to others. The clearer you are, the more likely you are to convert your prospects into customers.

3. BE MEMORABLE

If you can tell a prospect how they benefit from buying your service or product, you become memorable. Using a cosmetics salesperson's pitch as an example, which one would you buy from?

- I can help anyone with a face.
- I help 40+ women present themselves to the public in their best and most youthful light.

The foundation for any marketing – content or otherwise – is your target audiences, buyer personas, customer profiles, industry segments – whatever you want to call this directed and in-depth research and depiction of who buys what from you and why.

- Ardath Albee, Author and Speaker

4. WRITE A CLIENT DESCRIPTION

This isn't something you'll ever really post on LinkedIn, but it helps establish who you are talking to in your own mind. Create a *buyer persona* of your typical client or customer – age, sex, job, what they use you or your product for, etc. Imagining someone in your mind helps when it comes time to build a strong LinkedIn profile. Know your audience.

5. CREATE YOUR OWN KEYWORDS

When you create your list of keywords, think about the search terms people would use when Googling someone like you. Titles, industries, companies, names, locations, skills, products, and services are all keywords. Think verb, noun, acronym and synonym: accountant, CPA, accounting, book-keeping, Quickbooks.

6. HAVE A GOOD ELEVATOR SPEECH

Who are you, and what makes you different from the other person who does what you do for the same clients? Figure out what that is and learn to say it in one compelling sentence. Elevators are fast these days. Knowing how to do this is an important key to successful branding and to writing a good professional headline.

Background

Summary

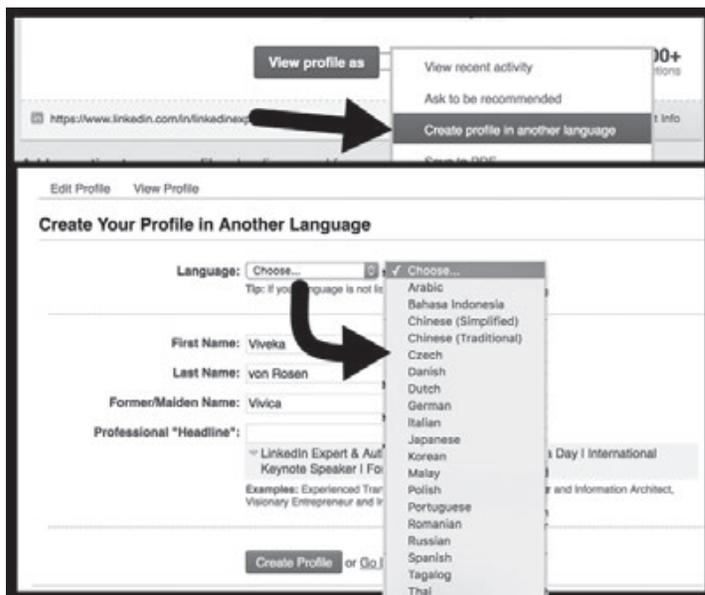
I am a passionate entrepreneur and master of social media for business. As the author of the #1 selling eBook *Instagram Basics for Your Business*, I am a sought-after speaker who has presented at events including the acclaimed *Social Media Marketing World* as well as the *Social Media Camp*, the largest conference of its kind in Canada. Her expertise in visual content marketing has been featured on *CreativeLive*. Retail store owner of *SueBDo*, I also lend my expertise to coaching and training companies to leverage the power of social media platforms.

With my extensive knowledge of social media, my ease and comfort with people, and my creative eye for branding, I am a master at connecting and empowering others to be successful entrepreneurs and marketing gurus. I've found a really awesome niche teaching social media to clients and absolutely love the power of Instagram. It has helped me build my own network and increase sales and I am inspired to teach others what I know.

7. YOUR ONE PARAGRAPH PITCH

Once you have gotten someone's attention with your elevator speech, be able to elaborate even more by filling in a few more details but still answering the questions; who are you, what do you do, who do you it for, and what do they get out of it? Three to five sentences for this paragraph is a good length.

8. WHAT LANGUAGES DO YOUR CLIENTS AND YOU SPEAK?



LinkedIn allows you to have your profile in many different languages. If you serve an international clientele anywhere in the world, create a profile in English as well as in the language of the clients you serve and the languages you speak. A definite plus to any profile.

The language, especially the vocabulary, peculiar to a particular trade, profession, or group: such as medical jargon.

- **Dictionary.com**

9. WHAT JARGON DO YOUR CLIENTS REGULARLY USE?

Marketing or sales prospects will expect to see words like ROI and KPI. The average person might not know what that means, but your ideal client knows what it is. Add relevant jargon to your keyword list and sprinkle those into various sections of your profile.

10. BE CONSISTENT IN ALL YOUR BRANDING

Once you are clear on who you are, what you do and whom you serve, create relevant and consistent written copy, visuals, and shared content everywhere on LinkedIn – including your profile picture. If you claim to be a serious businessperson, don't share silly cat videos in your feed. You get the idea.

PROFILE OPTIMIZATION

You develop your LinkedIn profile in a few hours. You develop your personal brand over time, and it's your opportunity to share your work, values, passion, and personality with the world.

- Colleen McKenna, Social Selling Expert

11. YOUR NAME

Take a minute to check you have your correct name on LinkedIn. Double-check your spelling. Unless you are ee cummings, capitalize your name.

You never get a second chance to make a great first impression and your LinkedIn profile is your chance to make a great first professional impression.

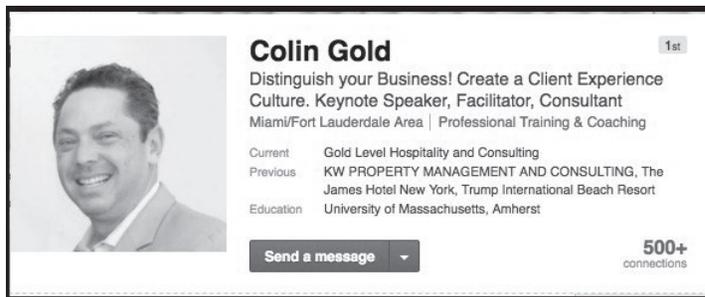
- Ted Prodromou, LinkedIn Author and Speaker

12. USE YOUR NAME AND ONLY YOUR NAME ON LINKEDIN

You might see some people use their area of expertise in the last name field, such as “John Doe: Master of the Universe.” This is against LinkedIn’s User Agreement. Don’t add your area of expertise, telephone number, email address, or your call to action in the Name field. If LinkedIn catches you doing this, they will make your profile unfindable in Search.

13. CUSTOMIZE YOUR PROFESSIONAL HEADLINE

The section right under your name is your professional headline. Take a look at the branding you created from the first few tips in this book. You have 120 characters to describe who you are, what you do, and whom you serve. Try to utilize some of the keywords you have created in this section.



A screenshot of a LinkedIn profile card for Colin Gold. The card features a profile picture of a man in a suit on the left. To the right of the photo, the name "Colin Gold" is displayed in bold, with a "1st" badge. Below the name is a professional headline: "Distinguish your Business! Create a Client Experience Culture. Keynote Speaker, Facilitator, Consultant". Underneath the headline, the location "Miami/Fort Lauderdale Area" and industry "Professional Training & Coaching" are listed. A section for work experience follows, with "Current" as "Gold Level Hospitality and Consulting" and "Previous" as "KW PROPERTY MANAGEMENT AND CONSULTING, The James Hotel New York, Trump International Beach Resort". The education section lists "University of Massachusetts, Amherst". At the bottom left is a "Send a message" button, and at the bottom right is a "500+ connections" indicator.

Colin Gold 1st

Distinguish your Business! Create a Client Experience Culture. Keynote Speaker, Facilitator, Consultant

Miami/Fort Lauderdale Area | Professional Training & Coaching

Current Gold Level Hospitality and Consulting

Previous KW PROPERTY MANAGEMENT AND CONSULTING, The James Hotel New York, Trump International Beach Resort

Education University of Massachusetts, Amherst

Send a message

500+ connections

14. CREATE YOUR CONTENT IN WORD FIRST

A good rule of thumb when creating content for LinkedIn (or really for anything), is to write it in Word or Pages first, and then check your spelling and grammar. Nothing says non-professional like misspellings and bad grammar. Plus, if you do it in Word first, you can count characters, and maximize the space you have to brand yourself.

15. FILL IN YOUR SUMMARY SECTION

You have 2000 characters to describe in detail who you are, what you do, and whom you serve in the very important Summary section. Start with the one paragraph pitch you've already written. Then, use the buyer persona and the keywords you've created to pitch to that perfect customer in your Summary section. For a professional and visually pleasing summary, use white space, special characters, bullets, and capitalization.



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