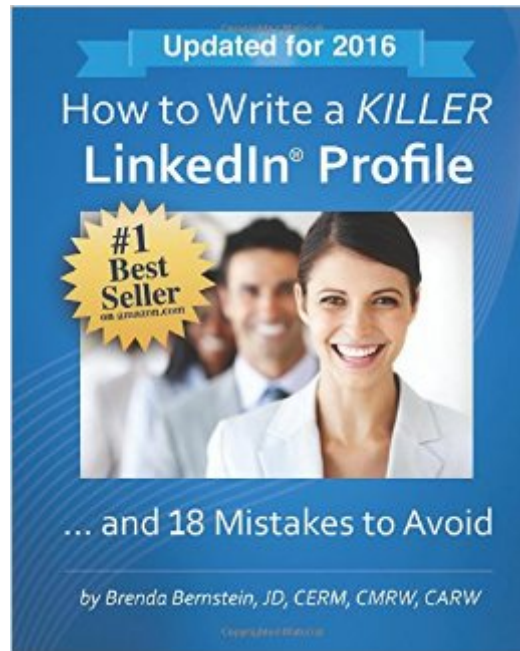# How To Write A KILLER LinkedIn Profile... And 18 Mistakes To Avoid

Synopsis

Are you getting the results you want from your LinkedIn profile?Already a #1 best-selling e-book, this LinkedIn "bible" offers 18 detailed strategies and writing tips PLUS 7 Bonus tips that will teach you how to get found on LinkedIn, and how to keep people reading after they find you. Contains tips for job seekers, business owners and other professionals. INCLUDES the PDF version - with lifetime updates!!The only FULL-COLOR LinkedIn book on the market!Easy to understand tips with images for easy implementation.RESULTS TO EXPECT: Improve your search rankingsGet contacted by clients and recruiters Impress visitors withÂ an eye-catching photo and background image Increase your network with etiquette and ease Showcase your strengths withÂ an effective, unique LinkedIn Summary (examples included!) Utilize each and every section of your profile to it's maximum potential Optimize format and structure Leverage LinkedIn's Jobs function Give and get persuasive recommendations Become a LinkedIn publisher ...and more!Follow The Essay Expert's advice, and you will create a KILLER LinkedIn profile.

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Customer Reviews

I hope to meet author Brenda Bernstein one day and thank her for authoring "How to Write a KILLER LinkedIn Profile...and 18 Mistakes to Avoid" (available for free on if you have an Prime account). LinkedIn has become an essential search tool for companies and is now the second most important professional sourcing data base for search firms (the first being their own internal data base). It is now imperative for any individual in-transition or considering a job change make sure

they are maximizing the use of LinkedIn. As the saying goes, "out of sight, out of mind."I have been deeply involved with the use of LinkedIn as co-leader of a parish-based (SING, St. Isidore Catholic Church, Danville, CA) ministry focused on helping those who are in-transition since 2001. Our ties to LinkedIn are so close that we were the first LinkedIn group ever to be formed. Being customer focused, they heard our need and created a restricted group for us. They went on to create "groups" which now number over 50,000.I am always looking for teaching materials for all aspects of our transition program and recently came across Brenda's ""How to Write a KILLER LinkedIn Profile...and 18 Mistakes to Avoid." It is perfect for our ministry. She provides her 18 mistakes to avoid - keywords, poorly thought out summaries and tag lines which fail to differentiate, keywords, distracting or irrelevant photos, few connections or recommendations, ineffective group participation, and much more - and her 7 bonus tips. This is a practical how-to book with examples sprinkled throughout.Brenda promises that "your numbers will soar if you follow the advice given" (and I would agree). Greig Wells of BeFoundJobs.com claims that you will get one job offer for every 300 LinkedIn views.

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