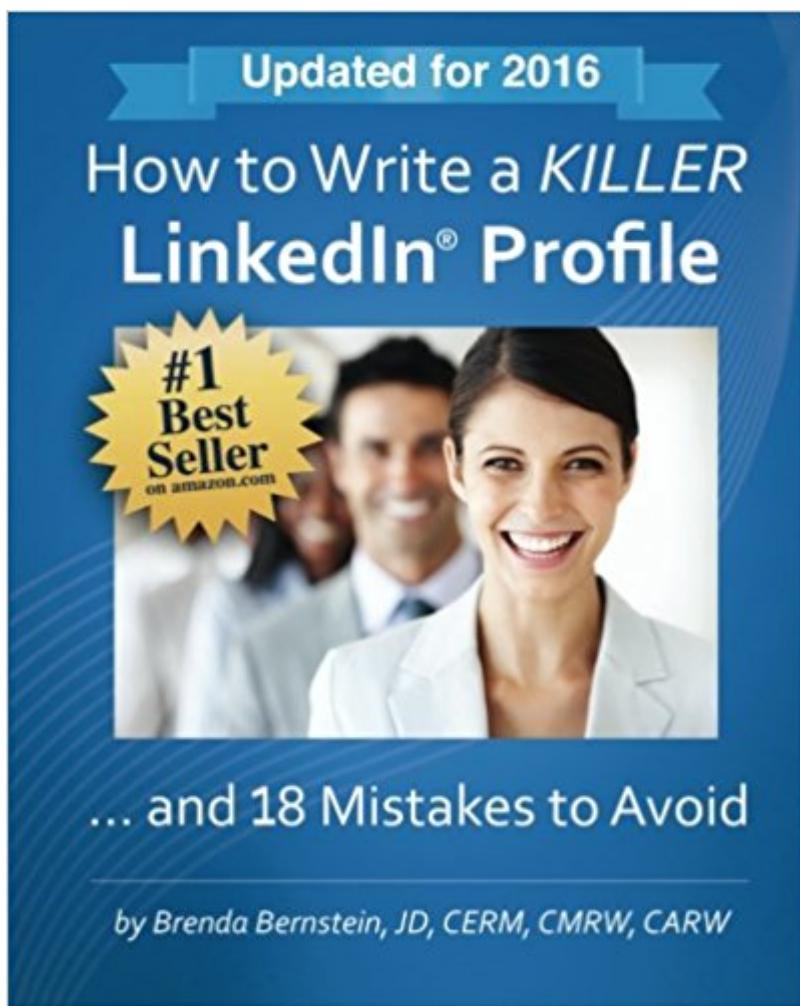


The book was found

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 rankings Get contacted by clients and recruiters Impress visitors with an eye-catching photo and background image Increase your network with etiquette and ease Showcase your strengths with an effective, unique LinkedIn Summary (examples included!) Utilize each and every section of your profile to its 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 was in a career transition and had been stuck for weeks on how to maximize my LinkedIn profile's potential. This book not only got me to 100% but I got an interview within a week of implementing the changes - and I got the job! This book is a must for anyone in career transition." - Zachary Myers, Engineer "Using Brenda's insightful techniques, I transformed my one-dimensional career history into a compelling brand-focused profile that has increased my

profile reviews and name search results by 20%!" - Nikki Champagnie, Career Services Professional, Houston, TX"Brenda's advice for job seekers in a variety of settings is both accessible and sound. Best of all, she writes and presents with grace and humor. Brenda is a "must read" and "must consult" for people entering, re-entering, or reconfiguring their place at work." - Susan Gainen, Principal Consultant, Pass the Baton, Minneapolis, MN"Brenda Bernstein's e-book holds key profile strategies and important tips on avoiding LinkedIn pitfalls. As a LinkedIn trainer myself, it's good to know I have a resource like this for my clients to help them after they've left my classroom." - Michael Phelps, LinkedIn Trainer, Milwaukee, WI

If you want to identify and strengthen any weak points in your LinkedIn profile How to Write a KILLER LinkedIn Profile is a must-read. I've worked hard to provide the latest information on every aspect of LinkedIn, along with links to resources for additional information. My goal is to give you what you need so you can build your career and business with LinkedIn the way I did! Â

I only budgeted a brief time to reading the book so far, but managed to transform my LinkedIn profile. I'm usually a skeptic about these kinds of books and hope other social media guides will copy the style here:1) The book gets you exactly where you need to go as far as LinkedIn as a website, so you don't waste time looking for buttons if you're not spending your life at LinkedIn.2) But then the advice comes in short, sharp but highly intelligent pieces, relevant to exactly where you are. She really knows what she's talking about, and puts the right piece of advice on the right page. Not many authors smart enough to be subtle also do the work to be organized enough to match each edit button on a website. Where another book you might read a chapter of general advice and then stumble around trying to figure out what it means for you, here I'd read a paragraph and make a useful change, then repeat, all very quickly.

There were some helpful points about mistakes people make, especially about writing a better header, but overall there wasn't anything earth shattering. A lot of the same points I've seen in articles online. It was nice to have it all together, but truthfully I wouldn't buy this book or recommend someone to buy it. I think I got to read it for free as part of my Kindle Unlimited plan. When I finally did wind up redoing my LinkedIn profile, I hired a professional service to do it. For the \$50 I spent on the service, worth every penny. Way better than some of the money I spent on these Kindle LinkedIn books. There just wasn't enough "how to" to make it worth the time or money.

I was an early adopter of LinkedIn and have updated my profile frequently; however I still learned a lot from this book. The 18 Mistakes to Avoid is just another way to say "the top 18 things you need to do on your profile". For instance, include a recent professional head shot. I'm still surprised at the number of contacts who have no image posted, or use a fuzzy photo taken at the beach or, even worse, at a bar. Another mistake to avoid is the lack of recommendations. A blank Summary section must be avoided. Similarly, a blank Skills and Specialties section. Avoiding spelling, punctuation and grammar errors seem too obvious to mention, but can definitely diminish the value of one's profile. Some of the recommendations are obvious, some more technical. Each recommendation includes thorough instructions for updating your profile and a description of the expected benefits. This is a must-read for anyone who uses LinkedIn. Even the most proficient user can pick up some tips here.

If you have zero knowledge of LinkedIn, this book could be a useful intro. But if you've had a profile for a while and have already explored ways to enhance it, you'll find very few new ideas here. I found the book to be dry, boring, and a bit annoying in the parts where it provided step-by-step instructions on how to actually edit your profile ("click on the Pencil icon to edit your summary") or where it advertised the author's consulting services. I learned, perhaps, two new things from reading this book: 1) that you should have a minimum of 500 connections and 2) that you should use up the 2000-word limit in your Summary. That's probably it. I didn't enjoy the read, and found better value in "Guerrilla Marketing For Job Hunters".

What does it take to get hired in today's tight job market? The iconic "What Color is Your Parachute" lists a strong LinkedIn presence as your HIGHEST priority in the modern job search. To quote: "If you have contacted a particular employer, most of them now research to see what there is about you on Linked In (and on the internet in general. . .)" To paraphrase Mr. Bolles, "resumes are SO 20th century!" But if you're like me, LinkedIn can be, to say the least, intimidating and confusing. What do I put in my summary? My headline? What will get my profile to the top of employer's searches, and make them keep reading once they've found it? This book covers eighteen common mistakes found in profiles which will keep you from having an effective LinkedIn profile. The fixes range in difficulty from quick and easy (how to put your best photo forward) to not-so-easy, such as effective utilization of your professional contacts, but all of Ms. Bernstein's advice is of the "Well, that makes sense! Why didn't I think of that?" variety. Follow Ms. Bernstein's instructions, address your LinkedIn profile errors, and you will be rewarded with a slick, professional profile which is

guaranteed to show you off in the best way possible. Does this sound like a sales job? Absolutely, it is. The job you want will go to the person who can sell their skills most effectively. This book will help you be that person.

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