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Mastering the Art of Personal Branding with your LinkedIn Profile



JoAnne Funch
Connect - Engage - Grow

LinkedIn For Business

JoAnne Funch

Here's what I will cover today:

- ✓ Why **reputation matters** regardless of your professional position.
- ✓ Your LinkedIn profile needs to be a **resource, not just a resume**.
- ✓ Crafting the **ideal title and headline** for your goals.
- ✓ **Recommendations:** In today's digital world social proof matters!
- ✓ **NEW Profile features** that changed in the past year.



Personal Profile vs Company/Business Page

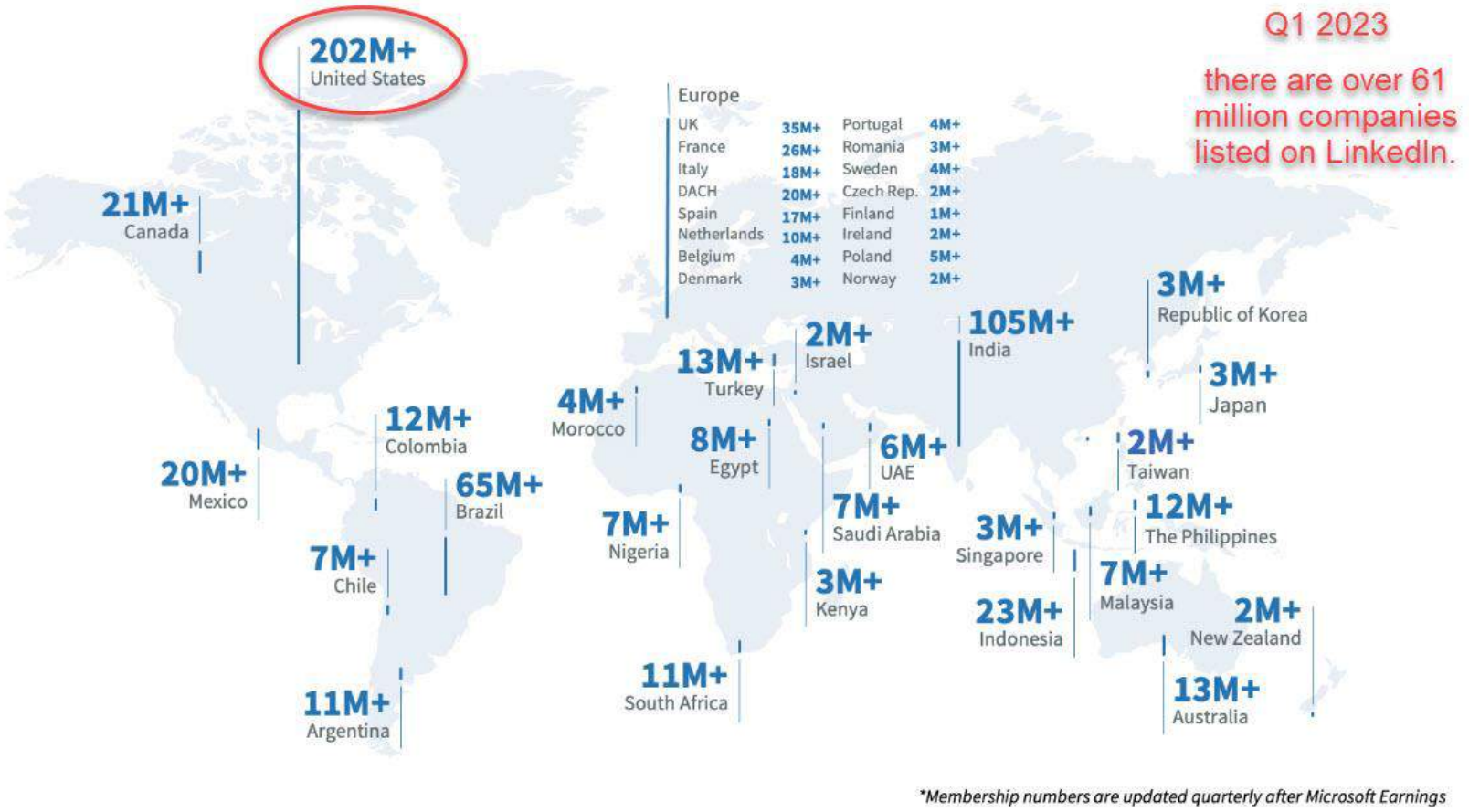
- ✓ You are allowed ONE personal profile on LinkedIn for building your personal brand and your network
- ✓ Add a company page to demonstrate your credibility and brand awareness

Today's presentation is about personal profiles

LinkedIn is NOT just for job seekers!

Why focus on LinkedIn?...930 million reasons!

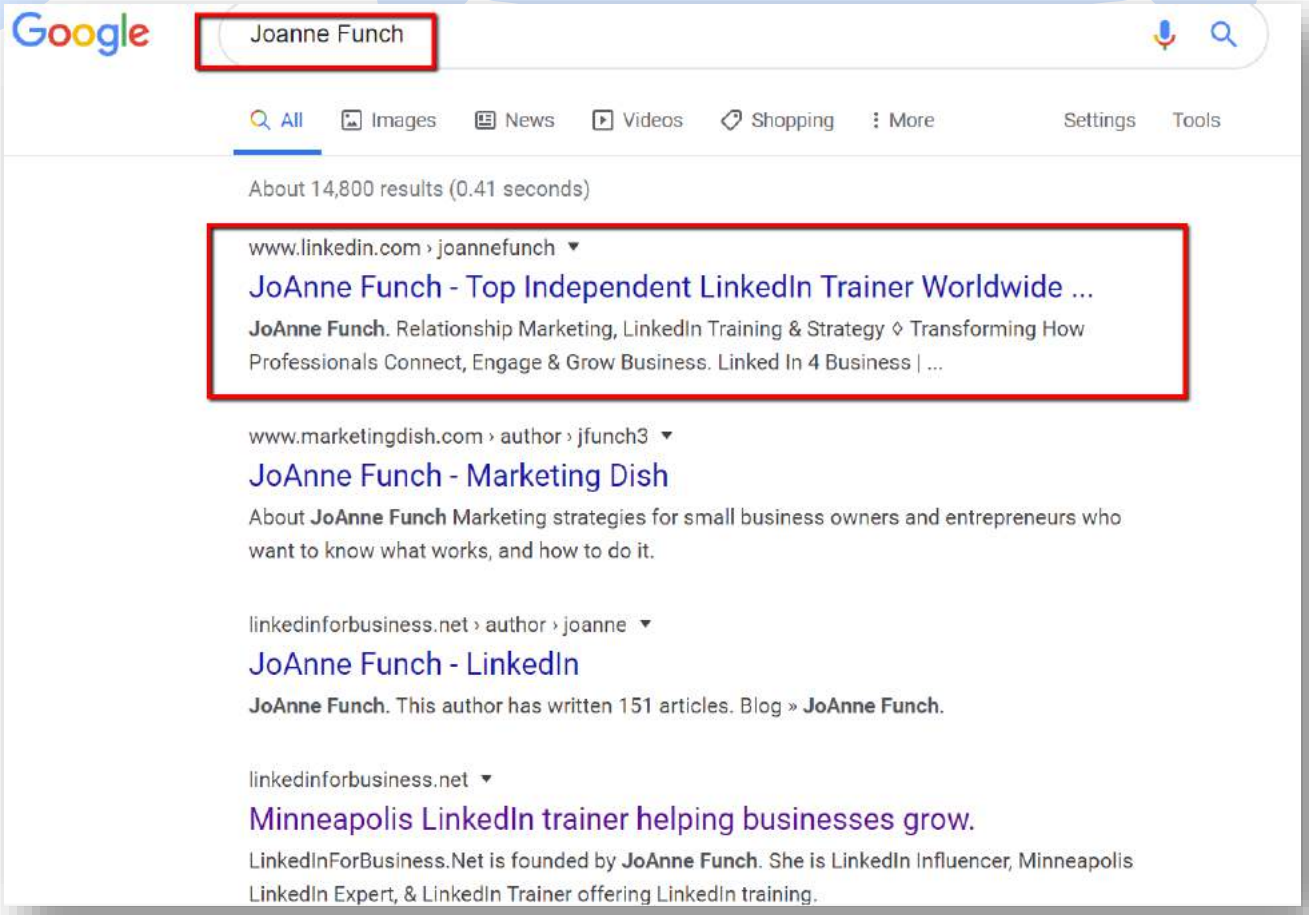
More than 930 million members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

Manage your online reputation

LinkedIn is ranked by Google



Set-up a Google alert for your name: **google**.com/**alerts**



Interesting facts

- LinkedIn is the reigning champion of B2B social networks. In fact, **68%** of all social posts made over the first half of 2023 were to LinkedIn.
- **75%** of B2B buyers use social media to make buying decisions, according to research from LinkedIn.
- LinkedIn users have **twice the buying power** compared to the average web audience. (They are consumers!!)

LinkedIn for business

62% of buyers expect to see an information-rich LinkedIn profile when contemplating whether to accept a sales meeting or not



Resource: LinkedIn's 2018 state of sales report



In business, your LinkedIn profile needs to be a RESOURCE Not just a RESUME



Position yourself as a personal brand.. *What you're known for!*

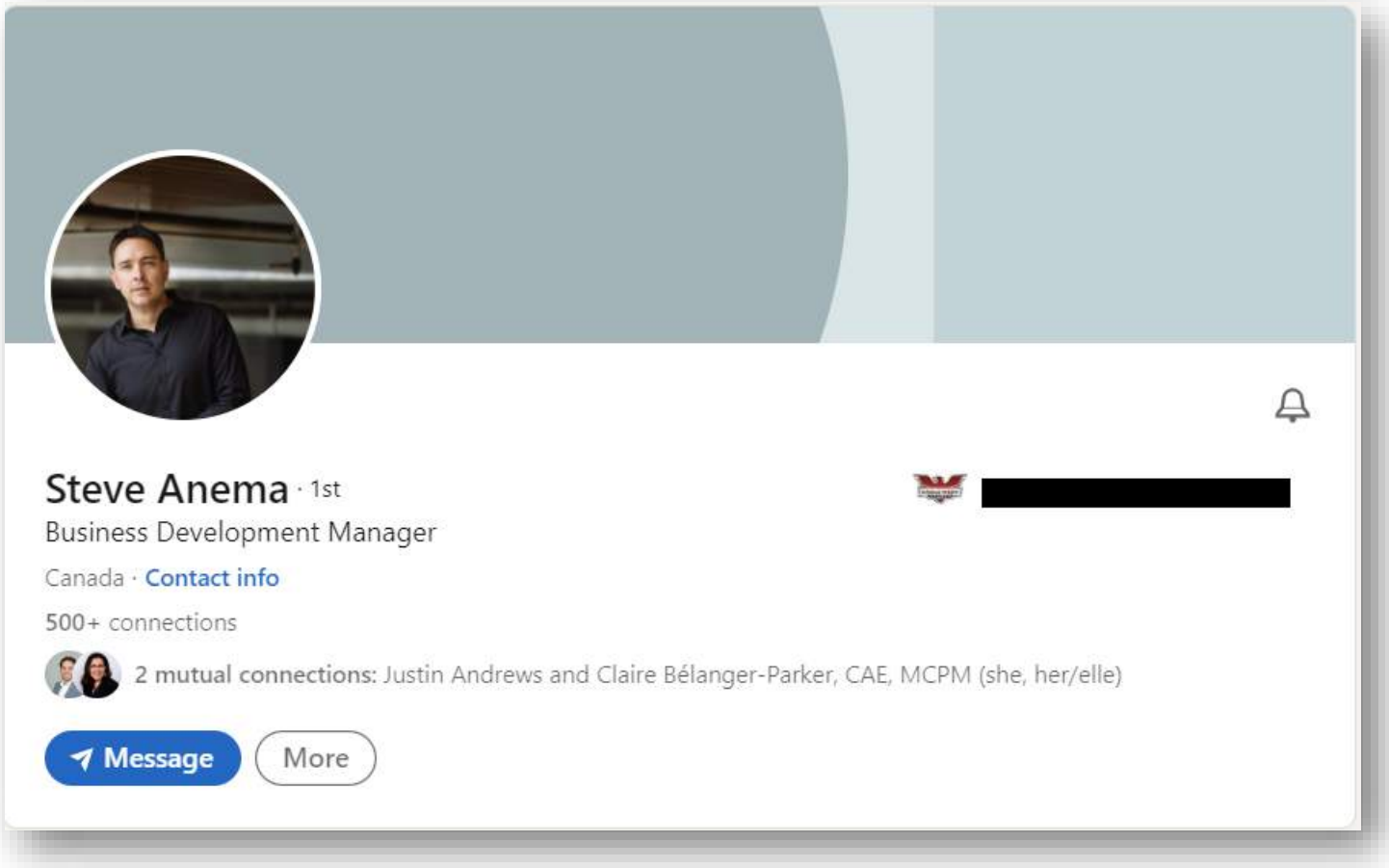
The job of your profile includes:

- Create a professional online brand
- Position yourself as an industry leader
- Attract, teach and engage your network & target audience
- Attract talent for business or organization



Don’t let your LinkedIn profile be the cause of a failed first impression

What's your first impression?



Blank is NOT a good option!

#1 – edit your public profile URL





Use custom URL link in your email signature, or link on website

#2 - Top of the profile is where first impressions matter

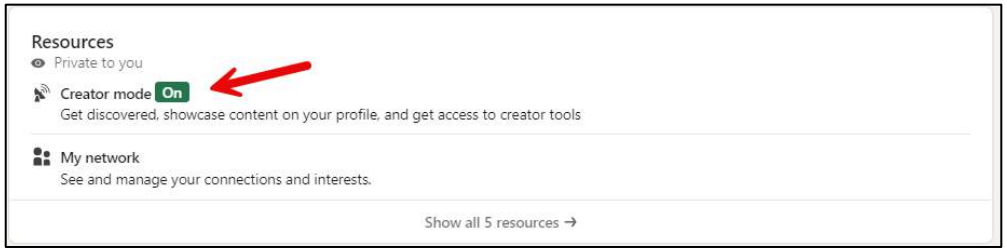
TITLE + HEADLINE:
Title + What happens because of you

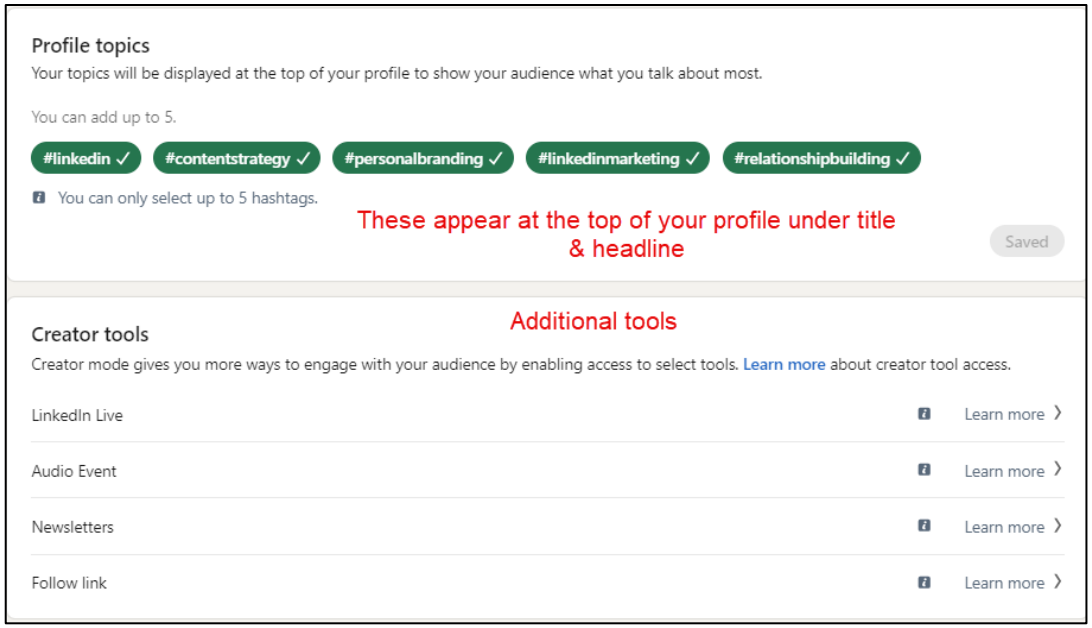
- Profile picture
- Header image
- Creator Mode
- Add website link
- Services you provide



#3 – Creator Mode

Creator mode is a profile setting that can help you **grow your reach and influence.**
You can turn on creator mode to get access to additional tools and is **designed more for people who post consistently & your goal is influence others.**



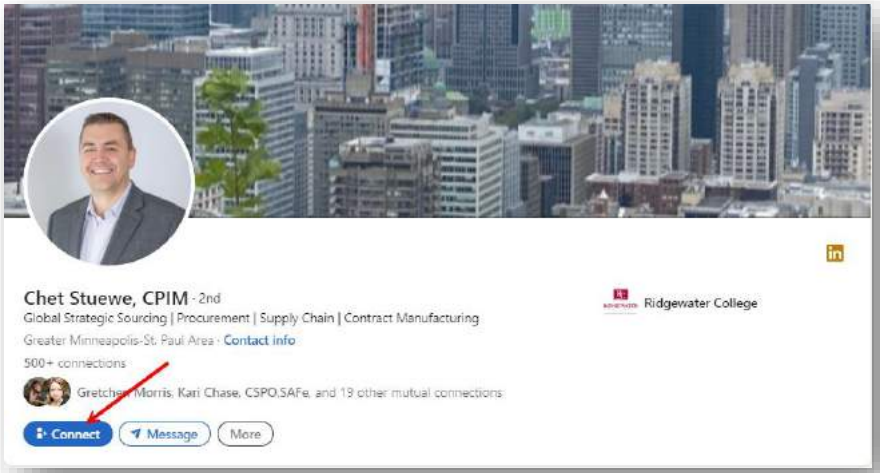


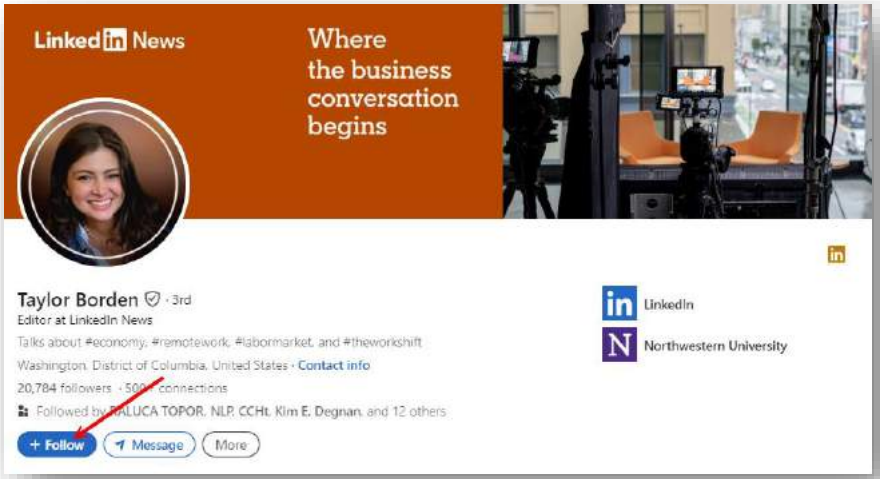
Benefits those who post consistently!

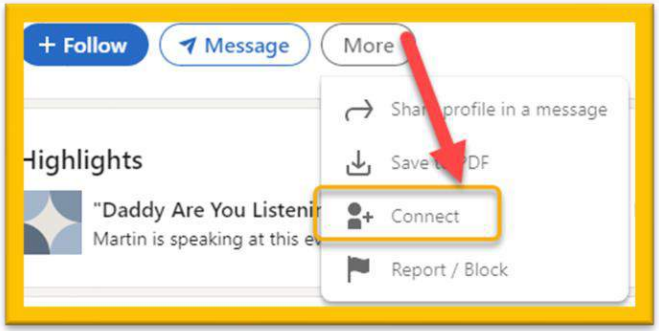
NOTE*
In Feb/Mar the On/Off is going to be removed and all profiles will have access

Creator Mode

When turning on, people will ‘Follow’ you vs ‘Connect’ with you.



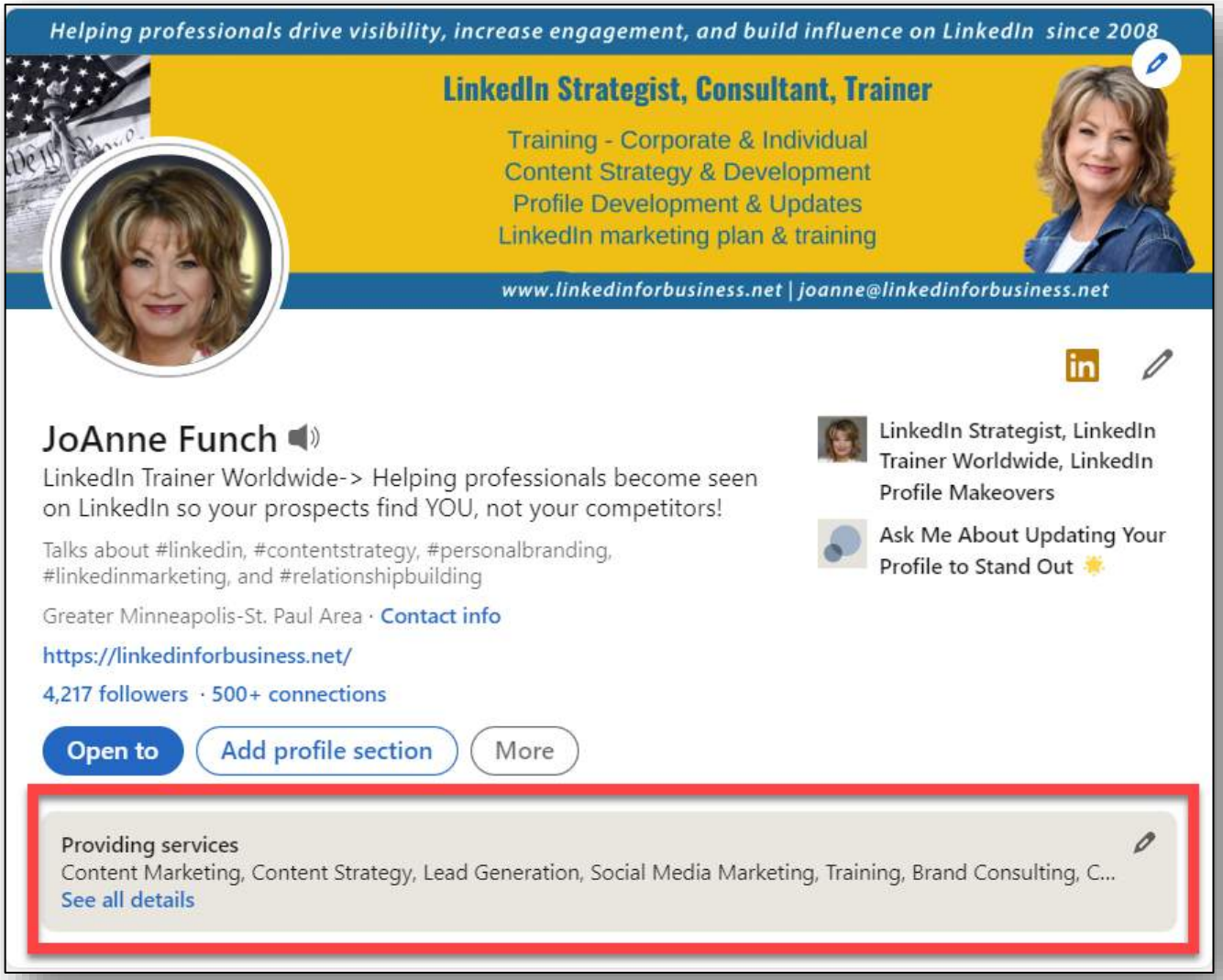




People can still invite you to connect if they know where to look!

NOTE* After the Feb/Mar update, you will be able to choose Follow or Connect

#4 – Add Your Services



#5 –ABOUT section, show credibility, build trust

Make first 3 lines count!
Draw people in to want to learn more about you

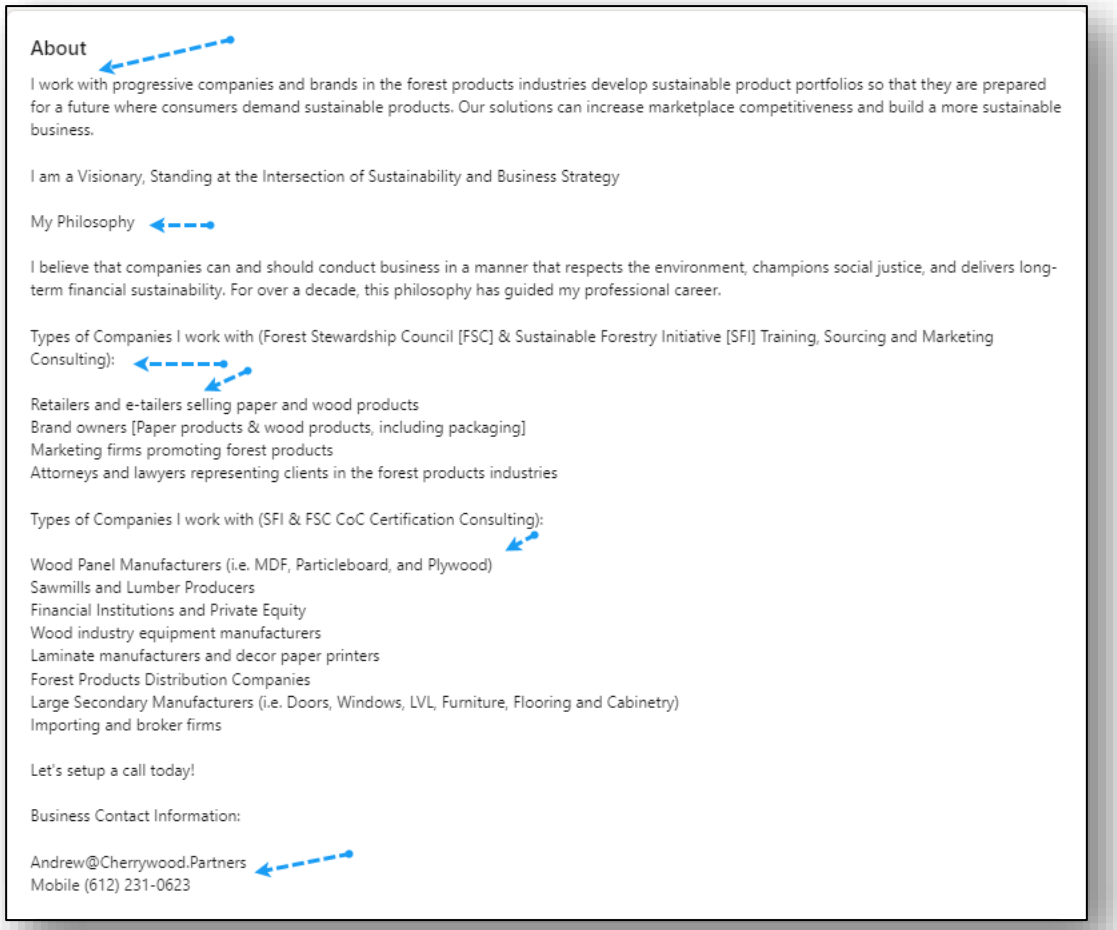
NEXT: (Customer focused)
What makes you credible

What do visitors want solved?

Bullet point services
How can you be reached?

Include something personal, unique about you –

Write in the 1st person



About

I work with progressive companies and brands in the forest products industries develop sustainable product portfolios so that they are prepared for a future where consumers demand sustainable products. Our solutions can increase marketplace competitiveness and build a more sustainable business.

I am a Visionary, Standing at the Intersection of Sustainability and Business Strategy

My Philosophy

I believe that companies can and should conduct business in a manner that respects the environment, champions social justice, and delivers long-term financial sustainability. For over a decade, this philosophy has guided my professional career.

Types of Companies I work with (Forest Stewardship Council [FSC] & Sustainable Forestry Initiative [SFI] Training, Sourcing and Marketing Consulting):

Retailers and e-tailers selling paper and wood products
Brand owners [Paper products & wood products, including packaging]
Marketing firms promoting forest products
Attorneys and lawyers representing clients in the forest products industries

Types of Companies I work with (SFI & FSC CoC Certification Consulting):

Wood Panel Manufacturers (i.e. MDF, Particleboard, and Plywood)
Sawmills and Lumber Producers
Financial Institutions and Private Equity
Wood industry equipment manufacturers
Laminate manufacturers and decor paper printers
Forest Products Distribution Companies
Large Secondary Manufacturers (i.e. Doors, Windows, LVL, Furniture, Flooring and Cabinetry)
Importing and broker firms

Let's setup a call today!

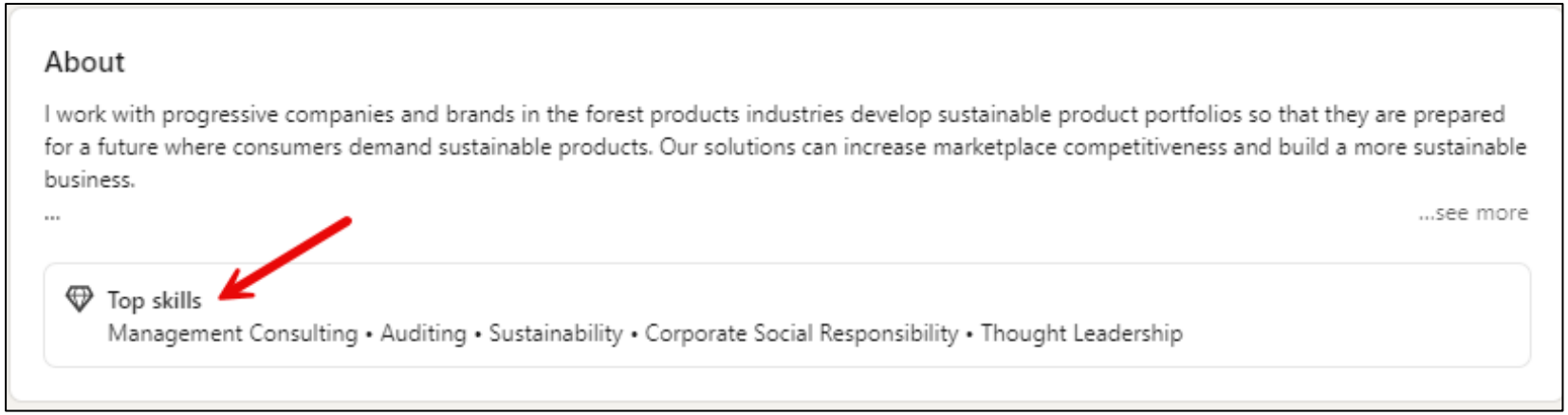
Business Contact Information:

Andrew@Cherrywood.Partners
Mobile (612) 231-0623

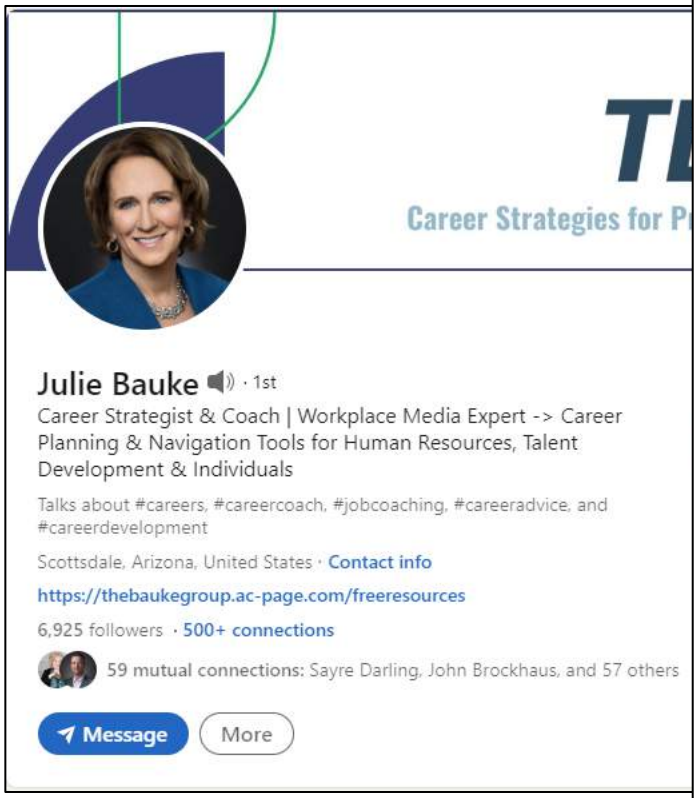
https://www.linkedin.com/in/andrewjramirez/

NEW: added to the About section

Add/Highlight the top skills you want to be known for.



Example



About

Do you ever feel like you're two people, the person you are at work...and the person you really are? You're not alone. Almost everyone in the world feels that way at some point. Your relationship with work evolves over the course of a career just as your life evolves.

Commonly, I see senior executives, business leaders, and high-potentials that are already successful, but they are ready to get more from their career - and life! They are willing to seek a guide, someone to help them get to where they want to be even if they're not sure where they want to go.

NEW: 7-STEP PROCESS TO CAREER PLANNING & NAVIGATION
We partner with individuals and organization leaders to give people the tools and guidance to plan and navigate their careers so they can grow and succeed, and better help their organization grow and succeed. We do this through our 7-Step Process to Career Planning & Navigation that puts the tools of proactive and strategic career management directly into the hands of the individual.

With over 30-years' of experience in career management and human resources, I have personally coached hundreds of people, spoken to groups & companies across the country, and am a frequent media topic expert.
Just since the fall of 2021, I have been featured on 116 media outlets including TV, Radio, and print media for my workplace and career expertise since the great reboot that came from COVID.

Not only can my team and I help you figure out what you want to do, but we can help you get the job that aligns with the rest of your life.

We help you make your work life matter!

Inquire with me for:
Career Coaching Programs
Media/Topic Expert
Professional Speaking

📧 Email: Julie.bauke@thebaukegroup.com
OR 📞 **Schedule a call** on my calendar: https://calendly.com/juliebauke/intro-call-1

Skills I'm Known For:
- ✓ Career Coaching
- ✓ Workplace Expert
- ✓ Career Strategy
- ✓ Strategic Networking
- ✓ Job Search
- ✓ Career Development
- ✓ Interview Skills and Preparation
- ✓ Media Topic Expert
- ✓ Author

#6 – Experience section – Establish Credibility

[redacted]

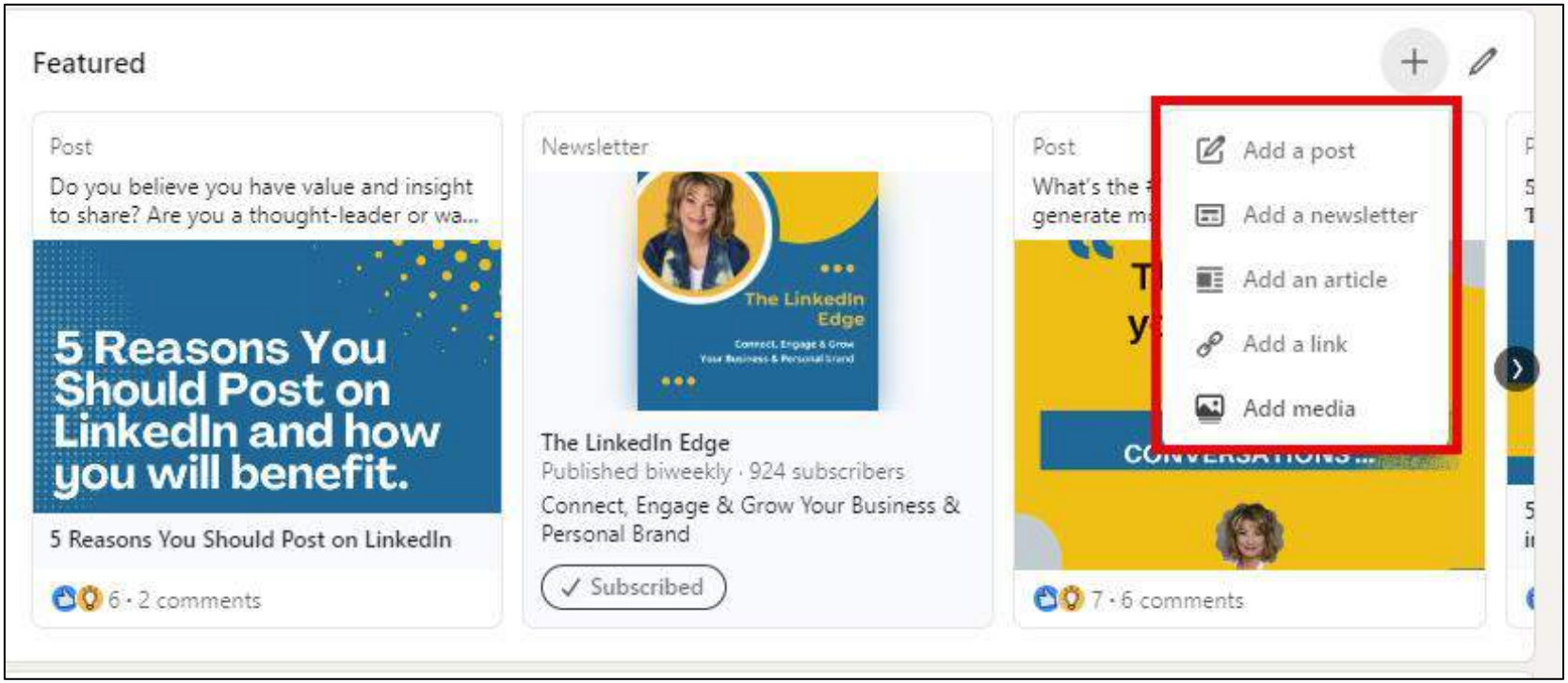
May 2020 - 2021 · 9 mos

Rapidly growing, private equity held ($350M), a US leader in the production of high-quality plastics, including the collection and recycling of plastic to create a continuous cycle of sustainability.

As CFO I led Finance and IT functions including 8 plants. Direct Reports included the Corporate Controller, Director of IT, Director of F, P, and A, and 3 Plant Controllers; 15 indirect reports.

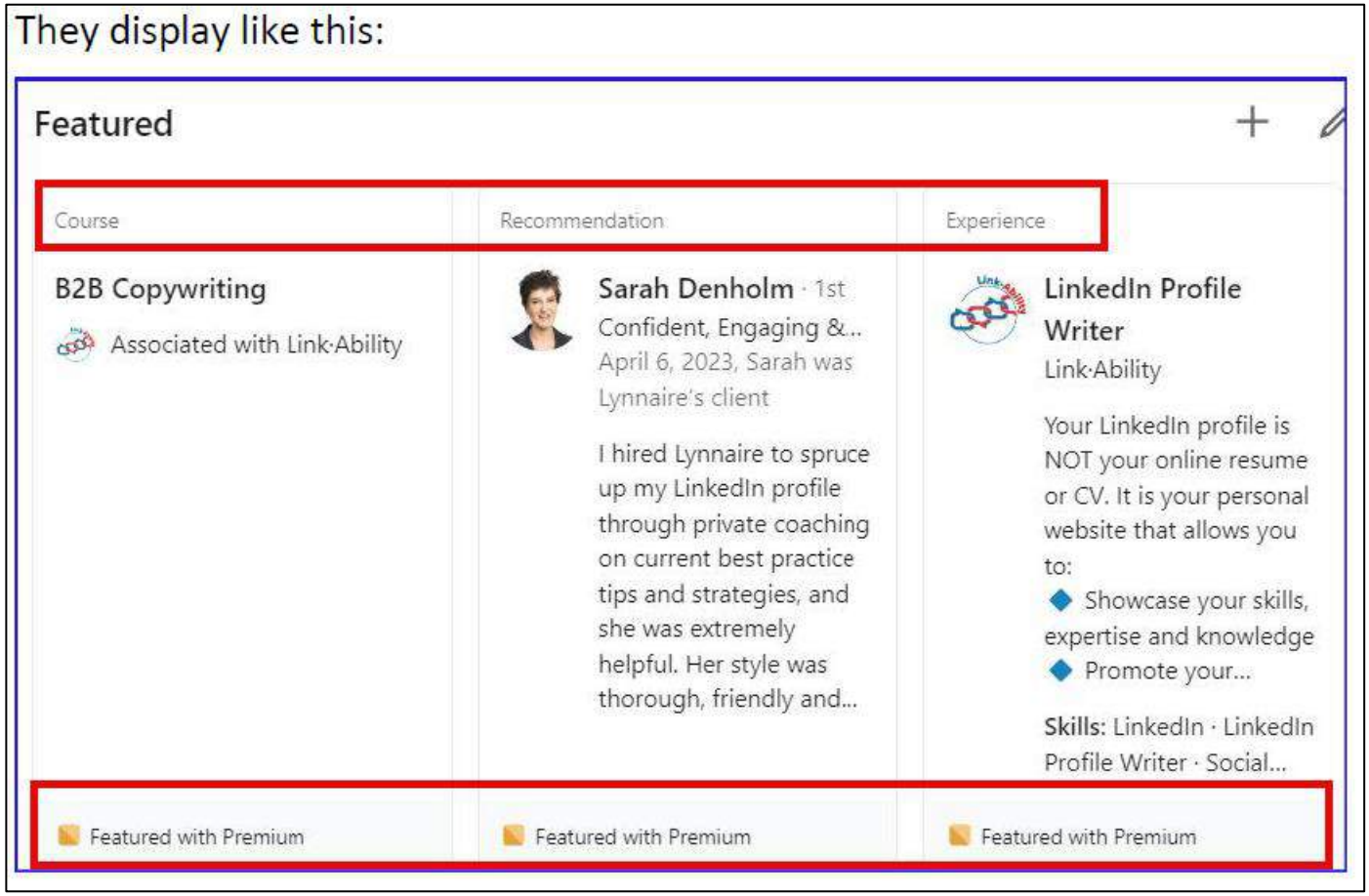
- Key contributor to 2 Buyer Due Diligence processes including the completion of Q of Earnings Reports, and associated legal and financing activities, which resulted in the successful purchase of 2 companies which closed 10/20 and 2/21 with Net Sales of $20M and $60M respectively.
- Implemented a bottoms-up Annual Operating Planning process that included consolidating financial statements, EBITDA walk-downs, and standardized KPI's by business unit.
- Built a Financial P and A function including a template to summarize key drivers of Net Sales and EBITDA to standardize the monthly financial reviews, and a functional Selling, General and Admin. budget process and related monthly reporting to drive functional accountability.

#7 – Add FEATURED section

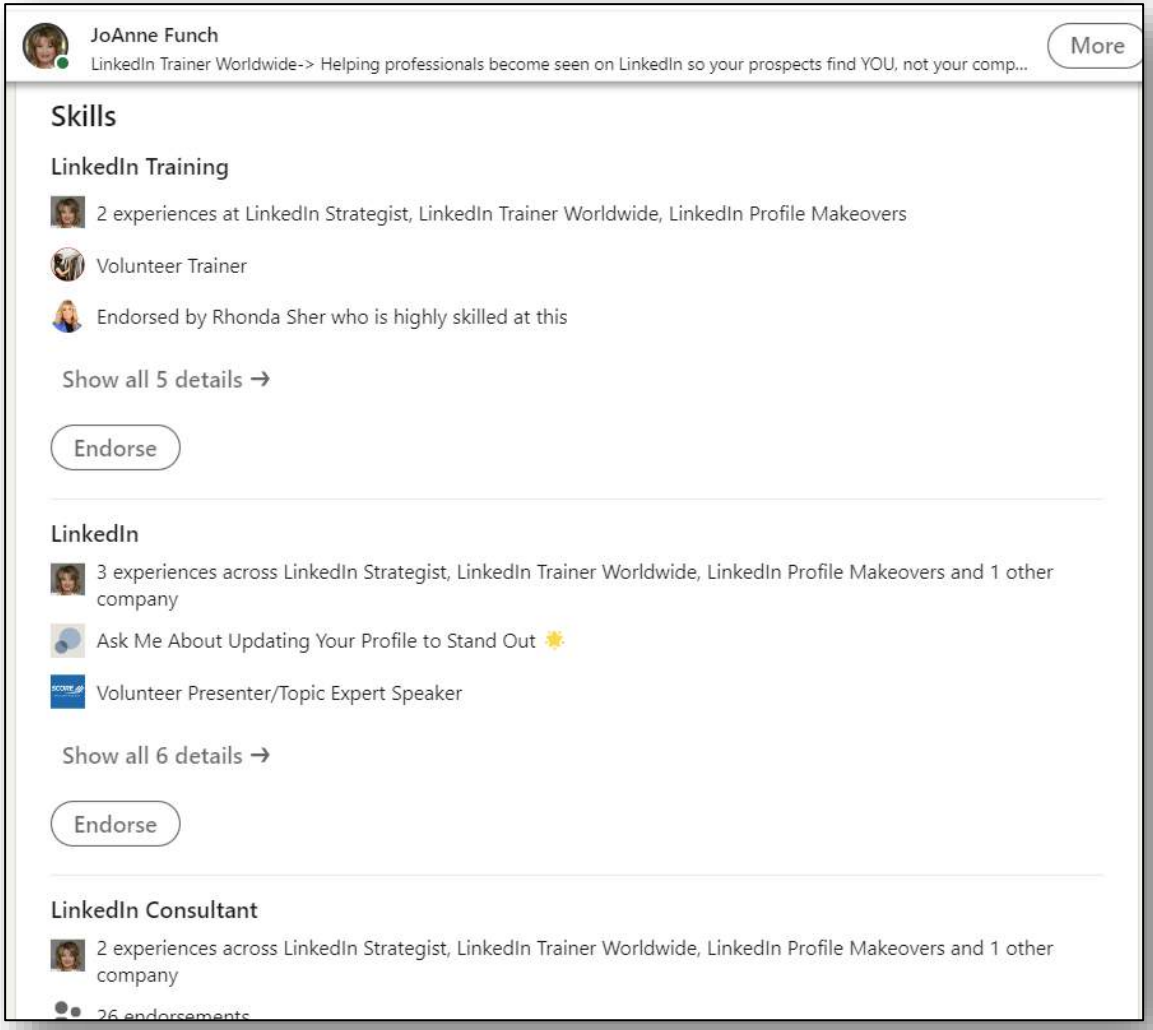


Showcase your work, website, posts

NEW: Additional options with Premium

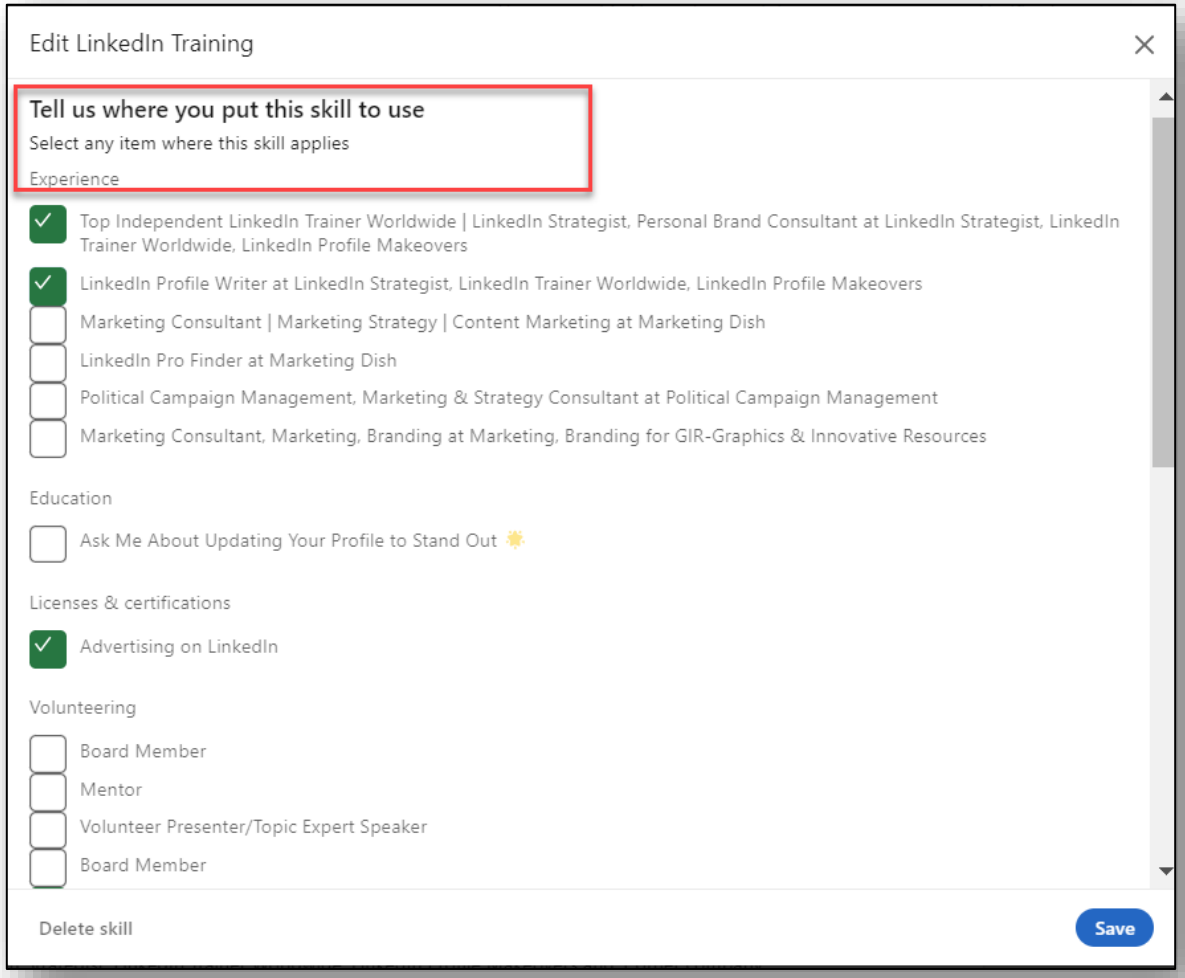


#8 – Complete your SKILLS section



Shows the number of people who have endorsed us in the last six months for each skill has been added

NEW: Attach SKILLS to sections that apply

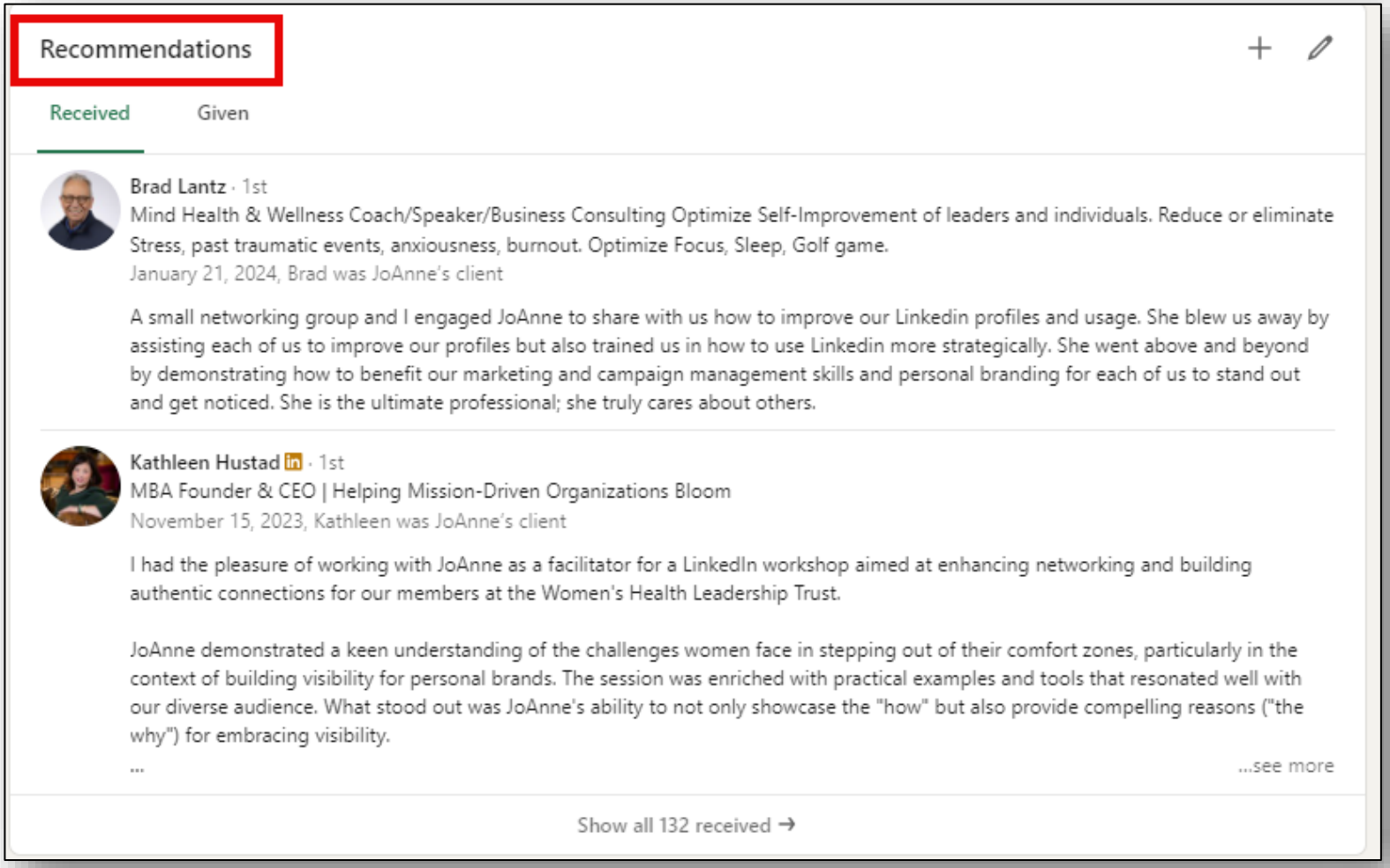


Display associated skills to:

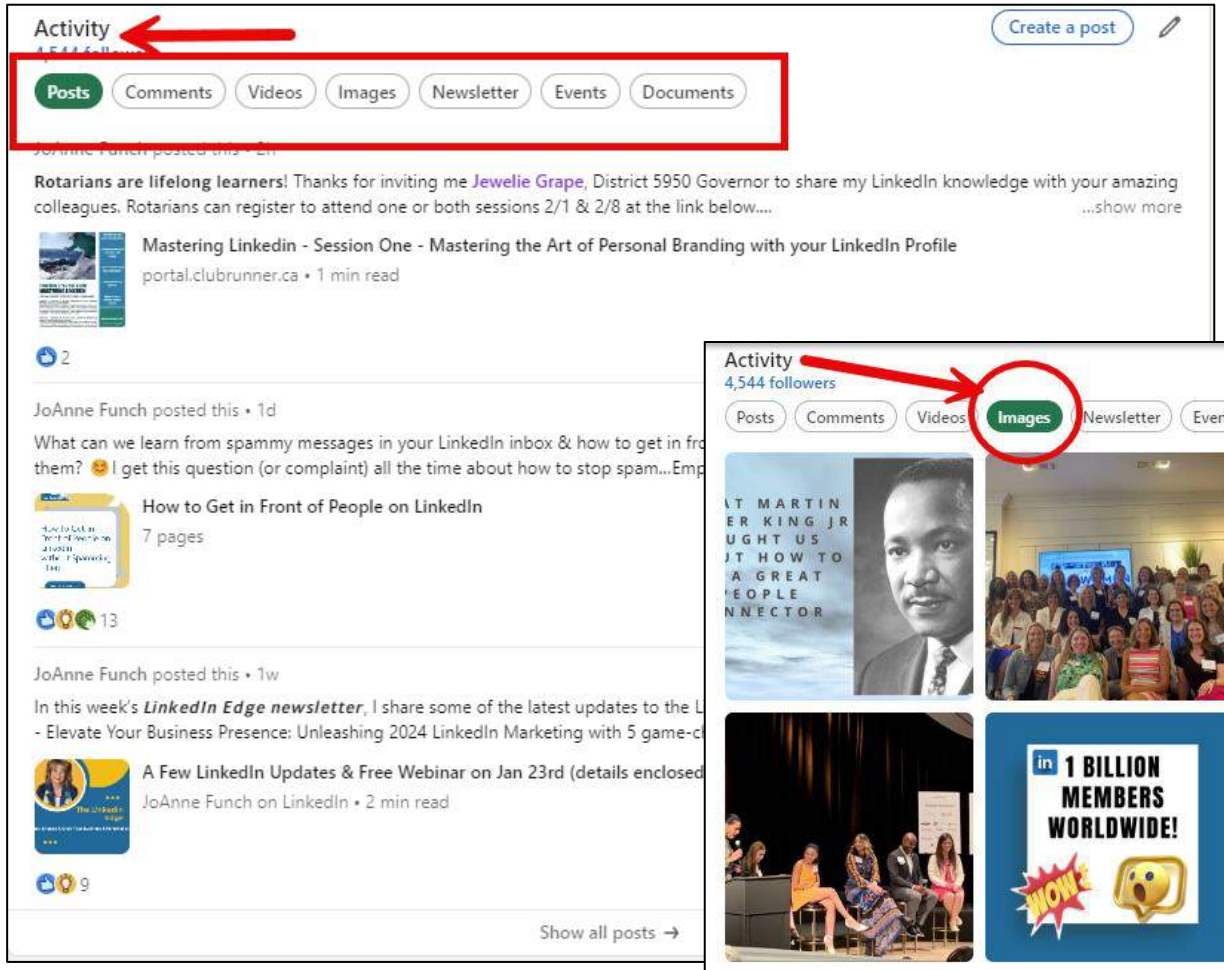
Experience, Education, Licenses & certifications, Volunteering, Publications, Courses, Honors & awards and Organizations

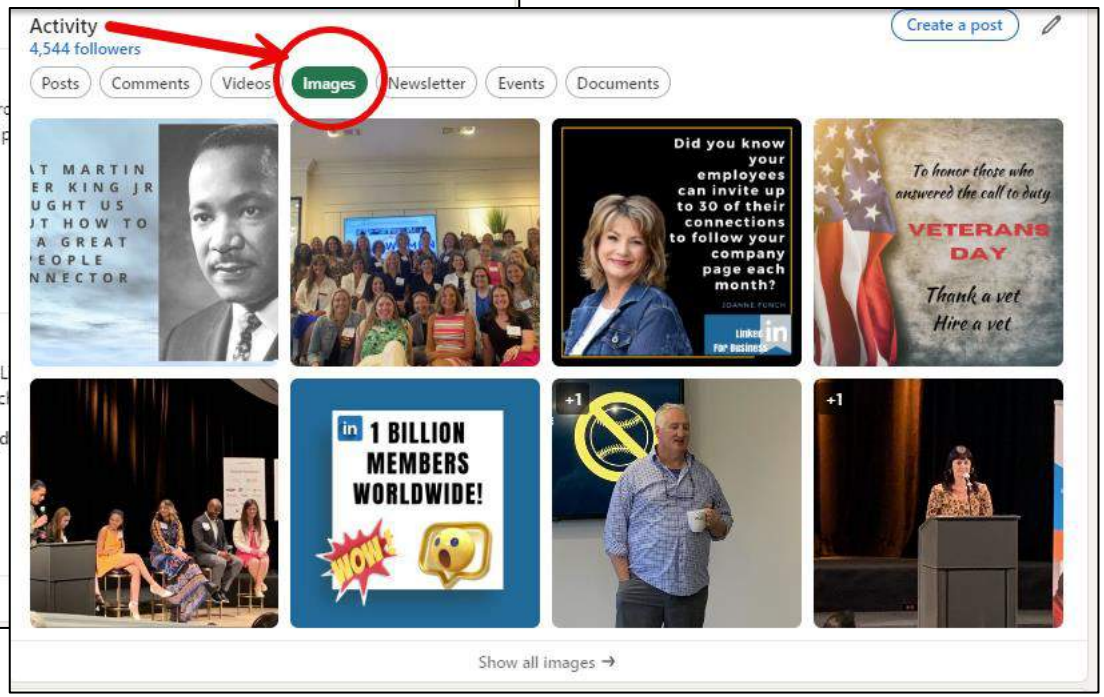
Total of 50 skills.

#9 – Recommendations are social proof



NEW: allows visitors to our profile to view our posts by the format





NEW: profile verification



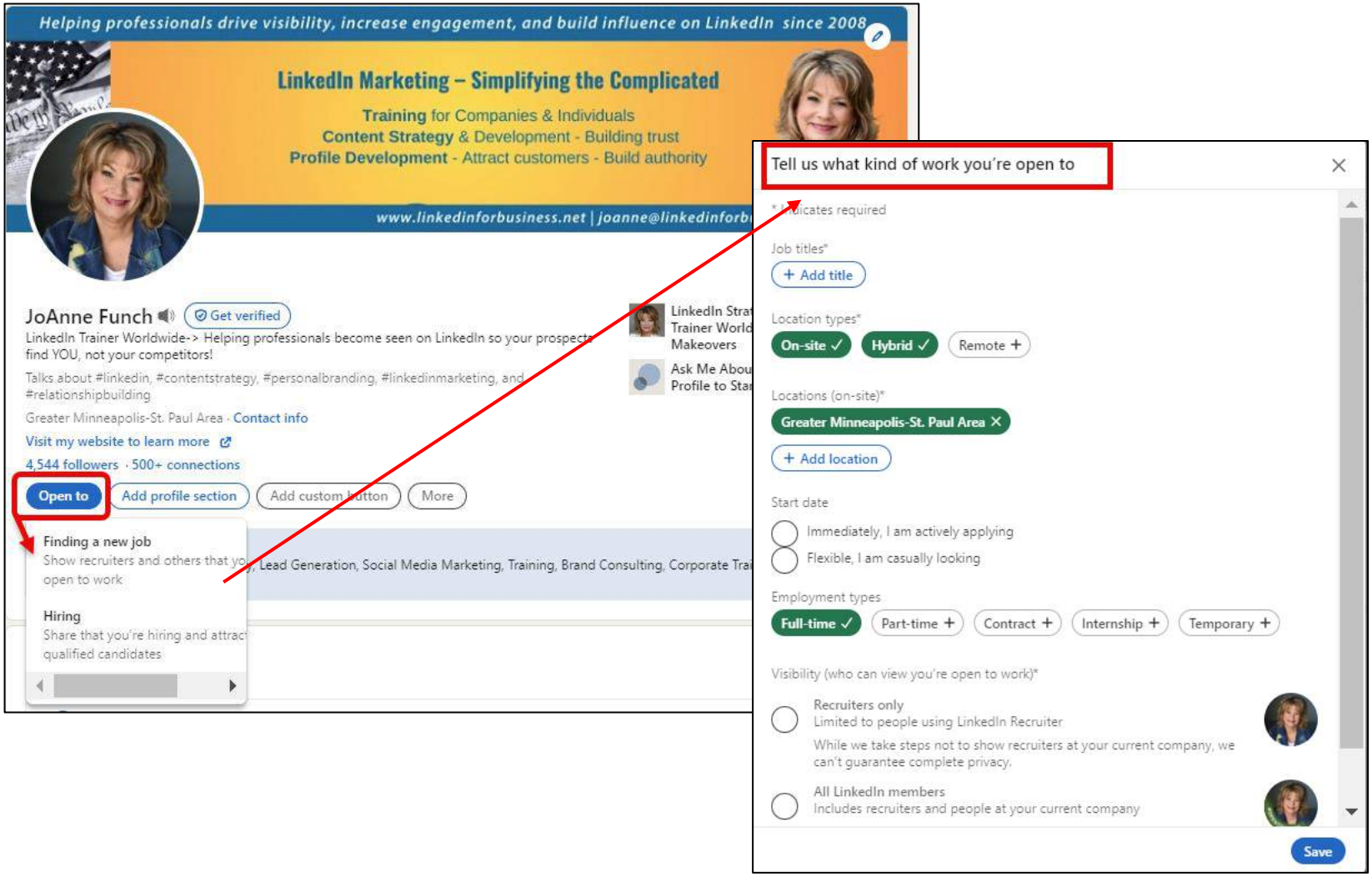
Designed to combat ‘fake’ accounts.

Identity verification

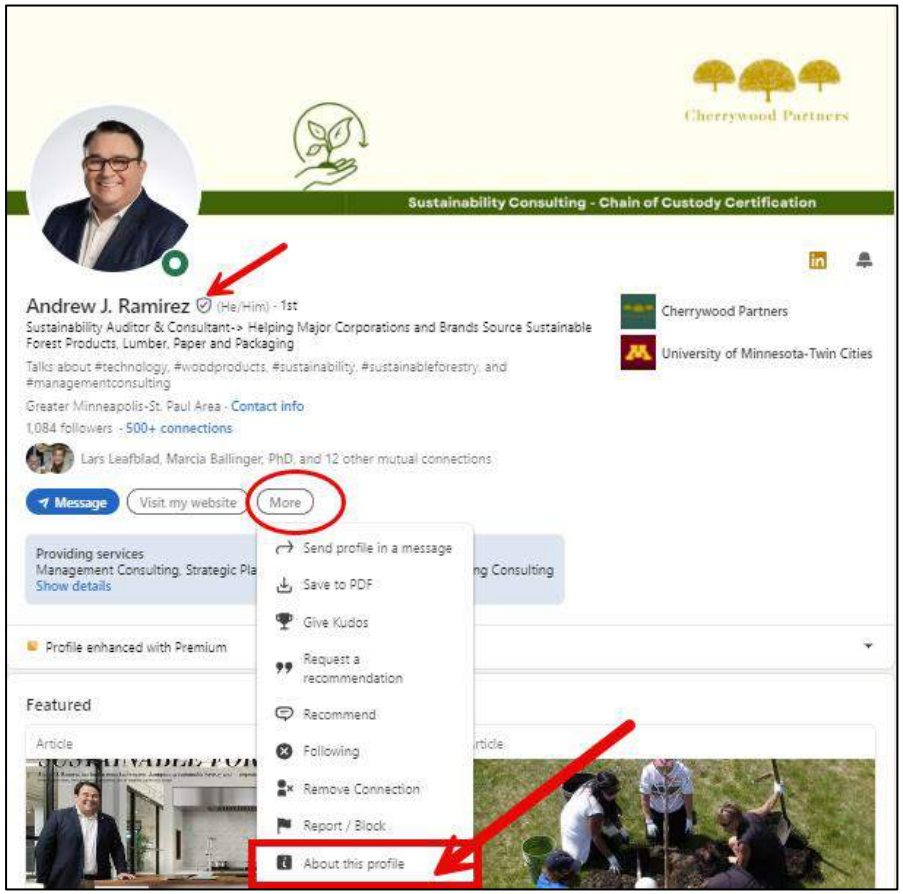
- U.S., Canada, and Mexico: available to members with a valid government-issued ID

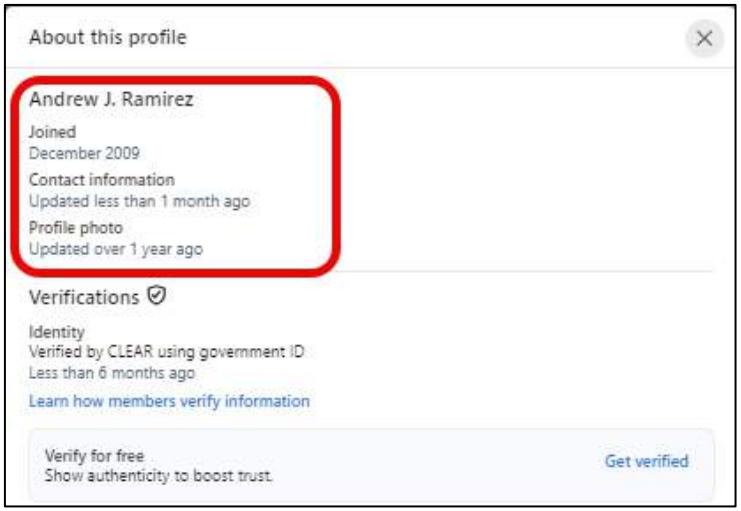
- Uses the CLEAR system

NEW: Add a goal



NEW: About this profile





Other factors to LinkedIn Profile Success



LinkedIn puts a 'value' on these:

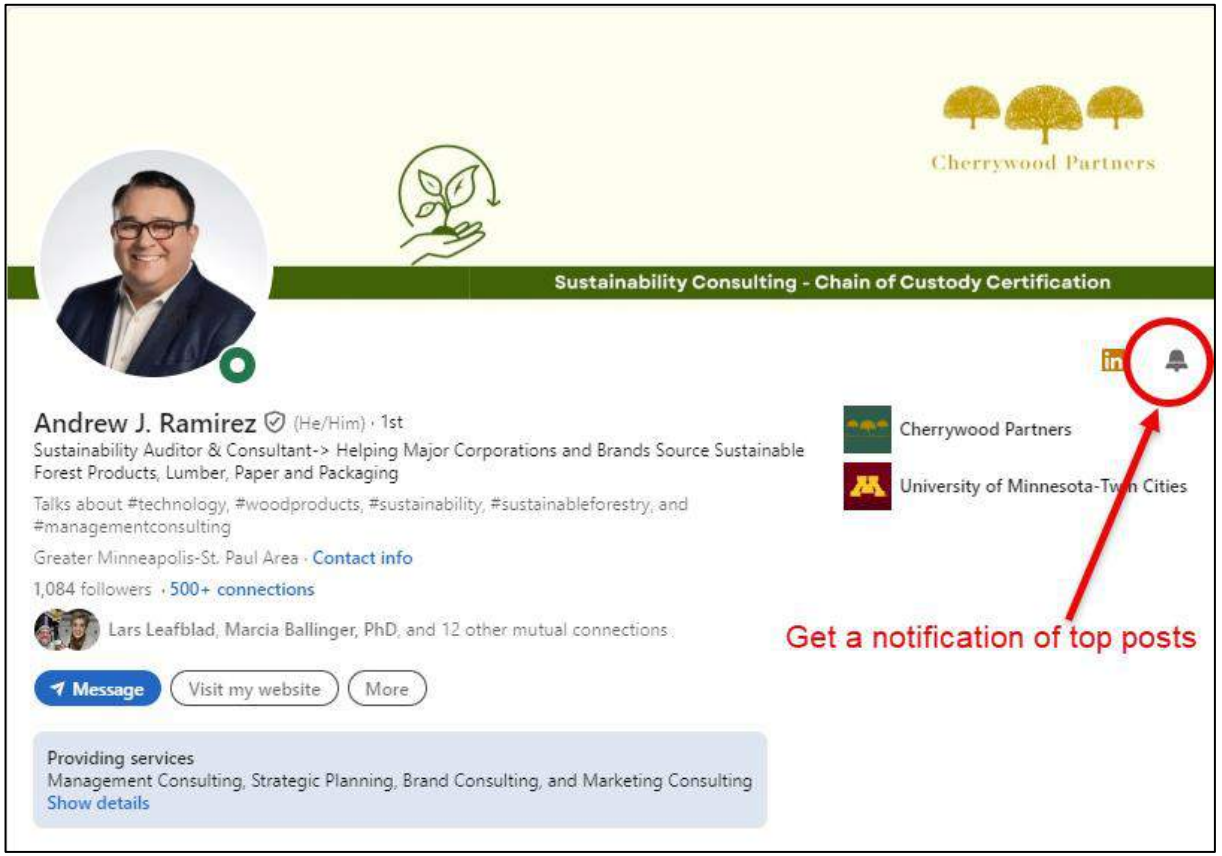
- **Update the industry** from the drop-down menu. If you want to be found in a search.

- **Location/City** – choose the city from by what auto-populates. If you live in an area that gives you the option "Greater + city name" such as Greater Minneapolis/St Paul choose that.

- **Update your profile photo and header image** – this lets LinkedIn know you have refreshed your profile

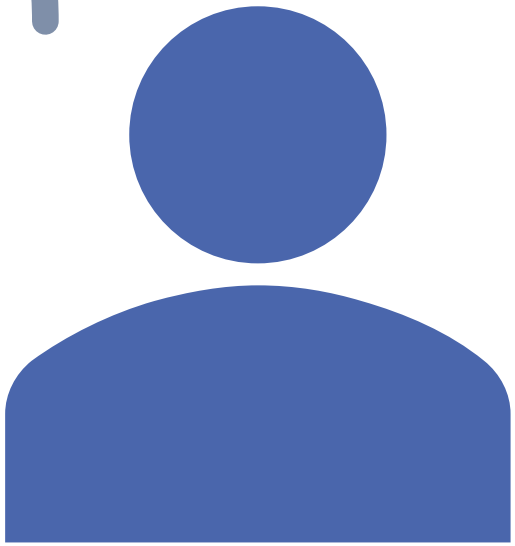
- **Verify your job title** – edit or choose a job title that is auto-populating when you are editing your title.

BELL: Get updates from key people's posts

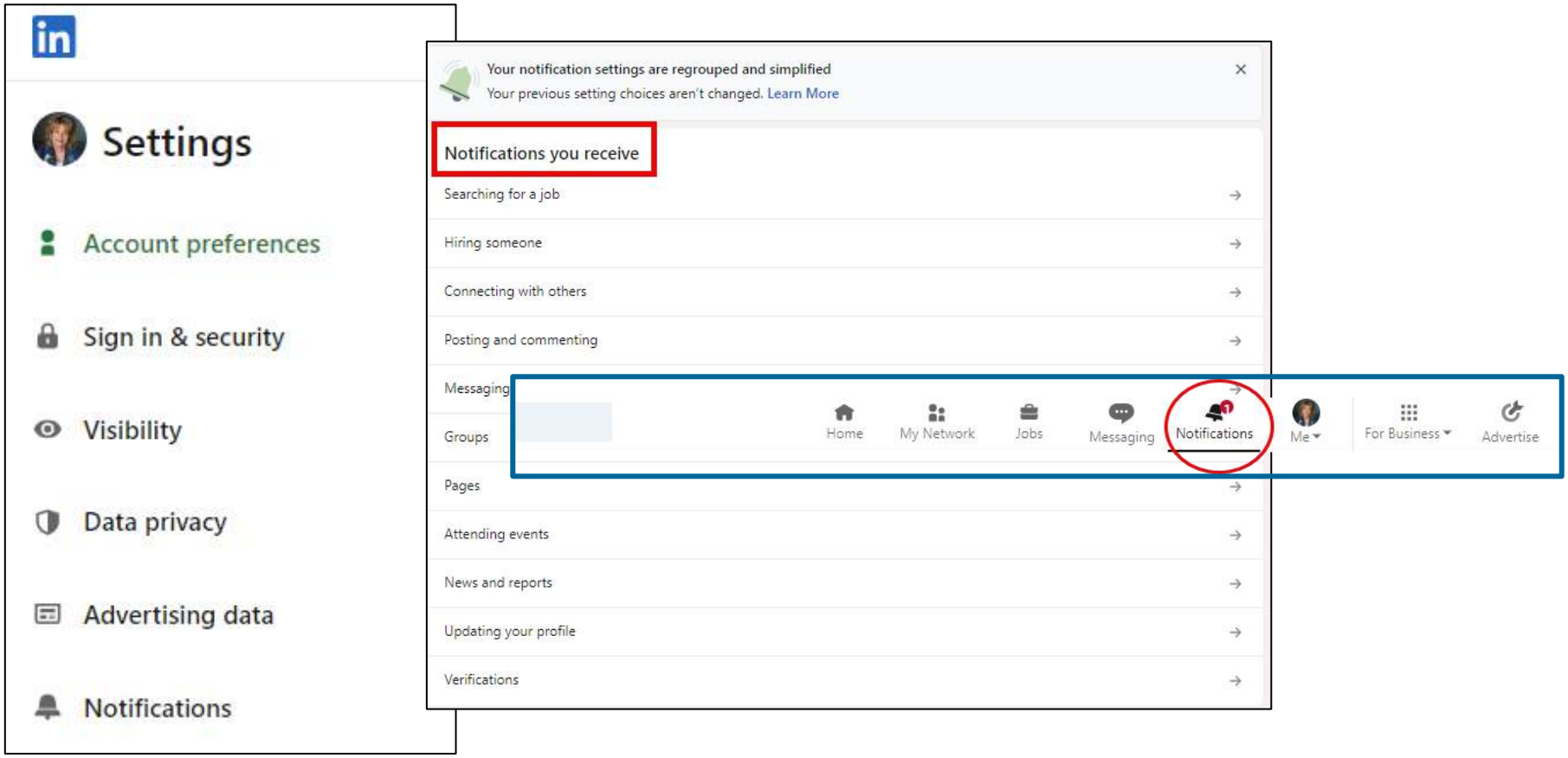


Review these areas:

- ✓ Update your ‘Contact Info
- ✓ Complete all sections of your profile to reach ‘All-Star’ status
- ✓ Add “**Additional profile sections**’ such as languages, publications, organizations you belong to, honors & awards, courses, volunteer experience



Check Your Own Settings & Notifications



Recap session 1:
LinkedIn Profile



JoAnne Funch - www.linkedinforbusiness.net

Why should updating your profile matter?

- ✓ You are more than your resume – be a resource for others!
- ✓ Builds your brand around what you are known for enhancing your brand awareness.
- ✓ Demonstrates why you are credible
- ✓ Manages your online reputation
- ✓ Let's your profile work for you 24/7 with the right skills, keywords that help you get found
- ✓ Showcases your work & even Rotary events in your Featured section
- ✓ Demonstrates social proof with recommendations



Join the next session:

Thursday February 8th -
4:00-5:00PM

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- Minneapolis MN

LinkedIn for Professional Networking and Business Development

- Building a Network & Invitation questions
- Business Development: generating leads and referrals.
- Why engagement matters & how you will gain visibility quickly
- Creating a content strategy to build trust & authority
- Position your thought-leadership, events and more

Questions?



JoAnne Funch
Connect - Engage - Grow

LinkedIn For Business

FOLLOW ME ON LINKEDIN

Email me for copy of this presentation and/or to receive LinkedIn updates.

Contact me for:

- ✓ Individual coaching, training Sessions
- ✓ Company/Organization training
- ✓ Updating your Profile
- ✓ LinkedIn Marketing Strategy

CONTACT:

joanne@linkedinforbusiness.net

Thank You Rotary District 5950

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