

Branded LinkedIn Profiles

5 Steps to Boosting Your Presence





1. Branded Headshots

According to various sources having a head shot on LinkedIn can increase the chances of your profile being looked at in more detail by between 7 and 14 times. LinkedIn says around 11 times. Like it or not others are making decisions regarding your profile photo, or lack of one.

The challenge is we may not be the best judge of choosing our own headshot.

If you want to get some anonymous feedback on your headshot in three main areas, Competent, Likeable and Influential you can use Photofeeler.com - a free site that gathers insights from others using the system. You can even get votes on different photos for different uses, such as dating sites!

Some profiles try to get quite creative with editing their photo's to include logo's or other wording. But in fact LinkedIn guidelines state; *Some examples of photos that shouldn't be used are: Company Logos, Landscapes , Animals, Words or phrases.*



I wonder if that includes photo's of people holding their pet Chihuahua?!

You can read the full rules here - [LinkedIn Profile Photo Guidelines](#).

The first key step is to ensure that you have good headshots. Usually I would recommend investing a little to get professional ones taken. It is not just the quality of the actual photo but also the expertise of the photographer that might save you from making any personal branding mistakes.

To understand how working with a headshot photographer the WinBusinessIn.com podcast from [Mark Williams](#) had a very useful interview and resources from [John Cassidy](#) the Headshot Guy you can access it here - [Season 1, Episode 5: LinkedIn Profile Photo's With 'The Headshot Guy'](#)

Remember the two key parts of your profile that are seen first and most are the profile photo and your headline. If one or both are not enticing then they may never go any further.

Customizing Your Public Profile URL

How to create a custom public profile URL - LinkedIn Instructions



You can customize your public profile URL when you [edit your public profile](#). Custom public profile URLs are available on a first come, first served basis.

1. Move your cursor over **Profile** at the top of your homepage and select **Edit Profile**.
2. You'll see a URL link under your profile photo like **www.linkedin.com/in/yourname**. Move your cursor over the link and click the **Settings** icon next to it.
3. Under the **Your public profile URL** section on the right, click the Edit icon next to your URL.
4. Type the last part of your new custom URL in the text box.
5. Click **Save**.

Notes:

- Your custom URL can have 5-30 letters or numbers. Don't use spaces, symbols, or special characters.
- We recommend using a variation of your name and/or your professional brand since you'll share this URL with people so they can find your LinkedIn profile. Some job applications may also ask you for your LinkedIn profile URL.
- The customizable part of the URL is case insensitive. This means using JohnSmith, johnsmith or johnSmith will all point to the same profile.
- If the URL you want isn't available, please select a different one. We can't make custom URLs available to members upon request.
- You can change your URL up to 5 times within 180 days. Once you have changed your URL for the 5th time, you won't be able to change it for another 180 days. Changing your URL several times may make it hard for people to find you.
- If a member uses a URL and then changes it, that URL will be unavailable for use by other members for 180 days.
- If you navigate to a previously claimed URL, you may see a page that reads **Profile Not Found**.

2. Custom URL

Get found on Google when people search your name, even potentially on page 1. Customize your profile URL (unique web address) to make it more searchable and to share on e-mail signatures or career marketing documents.

The headline, or tagline as some LinkedIn experts call it, along with your headshot are the two most viewed aspects of your profile. In a row of searches the headline could determine if someone even looks at your profile more deeply.

3. Headline That Stands Out



Try to think about what it is about you that others would say that make you stand out – not the ones that a client might expect of any professional with the same skills and experience.

For example attributes such as, Analytical and Honest, etc would probably be considered rational attributes of most financial sector professionals, or Technical and Accurate for IT professionals. But they do not differentiate.

Use the words across the page, or ones of your choice, to narrow down words that you resonate with you. Now re-visit these words and consider which ones are rational – i.e. – words that people would probably use to describe people in general who fulfill the type role and work in the industry/specialization you are known for.

Eliminate these types of rational words from your list and look for the emotional attributes – words that people who know you would use to describe your softer skills.

Ask for input from people that know you, colleagues, peers, managers and employees, even clients, see if you notice a pattern or common threads. If you have recent performance reviews or testimonials you can refer there too.

Narrow down the words to the 3 that you think best capture your differentiating attributes and can be included in your headline.

Accomplished	Devoted
Successful	Loyal
Diplomatic	Generous
Political	Giving
Assertive	Adaptable
Bold	Flexible
Healthy	Ethical
Physically Fit	Trustworthy
Humble	Inspiring
Modest	Motivating
Religious	Dynamic
Spiritual	Energetic
Easygoing	Introverted
ZEN-like	Shy
Loving	Optimistic
Supportive	Positive
Charming	Big (personality)
Likable	Dramatic
Funny	Convincing
Quick-Witted	Persuasive
Competitive	Community-oriented
Striving	Socially-conscious
Confident	Dependable
Self-assured	Reliable
Collaborative	Savvy
Connected	Wise
Creative	Pro-active
Inventive	Self-motivated
Accurate	Cheerful
Precise	Happy
Discerning	Refined
Picky	Sophisticated
Ambitious	Sassy
Driven	Spirited
Enterprising	Methodical
Entrepreneurial	Organized
Enthusiastic	Adventurous
Passionate	Risk-taking
Bright	Conservative
Intelligent	Formal
Extroverted	Honest
Outgoing	Sincere



4. Contact Details

Far too many profiles do not make it easy to be contracted. You go to all the trouble of creating your profile and even taking time to increase its visibility and make new connections.

But as soon as someone wants to contact you they find that your profile is lacking even the basic co-ordinates to reach you. Don't expect them always willing to use the message system.

Make sure you can be easily reached:

- E-mail - don't forget to link other emails you use to your account too in case someone has your Gmail account and not your company email address.
- Telephone – either a direct line or extension or your cell phone, after all you are attached to that all the time!
- Website(s) – if you have an online presence be sure to include the links. In the drop down menu to describe them choose 'Other' – that way you can customize the link.

Optionally you can also include;

- Address
- Instant messages, including Skype

Email	paul@paulcopcutt.com	Phone	905-233-2290 (work)
		Address	231 Bay St North Suite 3W Hamilton, ON. L8R 2R1
Twitter	paulcopcutt		
Websites	Personal Brand Agency Personal Brand Video Tips Your LinkedIn Profile Branded		
https://ca.linkedin.com/in/paulcopcutt		Contact Info	

While many LinkedIn experts place little emphasis on the “Skills & Endorsements” section of the profile it is thought the search algorithm places some importance on it. And LinkedIn advises it increases profile interest by up to 13 times.



Expand on your experience sections. The LinkedIn profile does not have to read like a resume, but rather than just have limited information or lists of responsibilities explain more how you made your mark in the role. What were your accomplishments?

Organizations want to know what you are going to do for them, the best indicator that they have data on are your past successes. If you can make the success that you talk about measurable, then even better.

The general rule of thumb in terms of depth of experience is to go back 15 years, similar to a resume. There may be certain situations that you want to go back further to highlight a particular set of experiences.

Check the Skills that you have listed in the “Skills & Endorsements” section. You can edit and customize this area in two main ways:

1. You can decide on the order that they appear by clicking on them and moving them up and down. This is important when you have a lower endorsed skill that you want to be known for, or seen to have on offer.
2. You can create your own skills. If you have a particularly obscure or specialist skill that recruiters, hiring managers or clients may be searching for you can have it here in this section. There is also an opportunity to add a little personality here have something a little more fun.

Usually the Top 10 are the ones you really want to focus on. So ensure you have them in the order you want.

5. Experience Counts

My mission is to inspire independently minded professionals, executives and entrepreneurs to be innovative with their personal brands.

Hopefully this report has highlighted for you areas on your profile that need attention to help you have a more branded presence?

More importantly I trust that it has stressed to you the importance of LinkedIn as a professional network and why having an optimally branded profile can make such a difference.

If it has then I have achieved what I set out to do.

For more information on the range of PC Unlimited's services read below;



Personal Brand Coaching & Consulting

All our clients know that proactively managing their personal brands is important. They want to know more and ensure that they are standing out from the many others who do the same or similar work to them. All our brand packages give you the opportunity to work one on one with Paul Copcutt, one of the most experienced



Personal Brand Speaking

Paul Copcutt, was one of the first half a dozen personal brand experts in North America, and has been speaking on the topic of personal branding for over 10 years. He regularly inspires and educates audiences at professional conferences, association events and to many of the Fortune 500 organizations. All content can be tailored and adapted to specific themes and messaging.



Personal Brand Media Resource

Paul Copcutt is a regular media resource and has been interviewed for a number of publications including Forbes, The Wall Street Journal, Reuters, Elle, Money, The Globe & Mail and Financial Post. He is an invited guest to numerous podcasts and his expertise and insights are featured online and in print in a number of media including Biz Magazine, Branded.me and on the LinkedIn Pulse Channel.



Personal Brand Information

Paul Copcutt's website, <http://paulcopcutt.com/> and various social media accounts are a regular stop for thousands of visitors, containing over 500 free articles and videos on the subject of personal branding as well as a number of other free downloadable resources and quizzes.



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