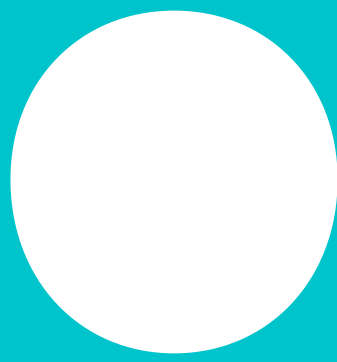
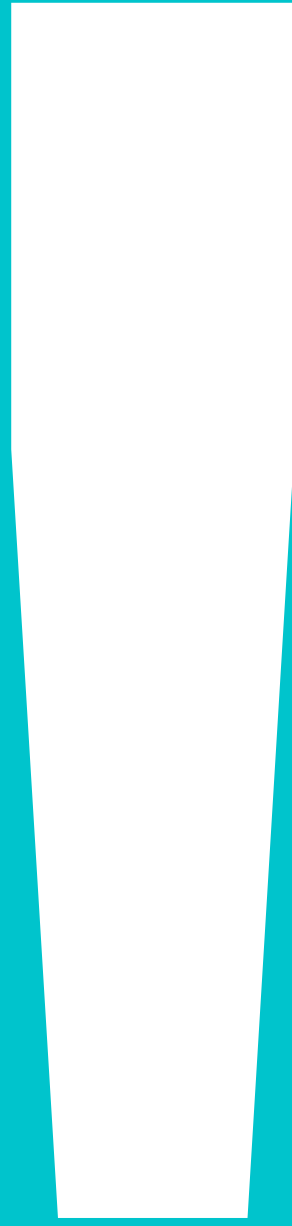




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**5 KEY ACTIONS FOR REAL ESTATE  
INVESTORS TO PERSONALLY BRAND YOUR  
LINKEDIN PROFILE**



*PAULCOPCUTT.COM*



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# INTRODUCTION

WHY YOU NEED TO PAY ATTENTION TO  
HOW YOUR PERSONAL BRAND IS  
BEING PERCEIVED ON LINKEDIN

LinkedIn data tells us that you have 5-10 seconds to make a first impression online. So how can you do that with your profile?

We need to get away from the perception that people have of the platform. It was traditionally used as a job board and a resume bank, many more people are now using the platform to build their presence, businesses as well as careers.

And when it comes to B2B it is THE source for leads from social media, outpacing both Facebook and Twitter combined.

Regardless of why you are on the platform, for many of you your profile might be the first digital impression that people have of you, or certainly the first professional impression online.

# INTRODUCTION - CONTD

Around half of all LinkedIn profiles are 100% complete, or what they call All Star Status.

To be honest this should be the minimum goal for you as a starting point, so better to be doing more than less. because LinkedIn will preference your profile based on its completeness.

A few more pieces of information that you want to know before we get started. It should be remembered that LinkedIn is a professional network so the expectation is that the majority of your interactions should be kept at a business/professional level.

This does not mean there is not opportunity to be more personal. After all your profile is a representation of your personal brand, so having some more personal aspects in here, such as interests or passions is acceptable if handled correctly.

**LinkedIn works on what they call the interest factor.**

What this means is that your place in searches by other people – professionals, businesses looking to use your services or employers is determined by your activity and the exposure of your profile.

**LinkedIn is a vertical search engine.**

A vertical search engine shows you very focused results based on the keywords you search for. This is why it's so important to use your target keywords when creating your LinkedIn profile. Target keywords are the phrases you enter into a search engine to find targeted results. The more specific your keyword phrases are, the better your search results will be.

**There is no single rank for LinkedIn search.**

Unlike the standard search engines, a LinkedIn people search generates its relevance score uniquely for each member. As a result, even though a query will return the same results for everyone, the order is determined in part by your profile, activity, and connections of the person searching.

Testing a query from a handful of users is not likely to reflect the overall rank any profile has across the millions of queries that LinkedIn has every day.

A better measure would be the number of views your profile gets. Check the Who's Viewed Your Profile section on your homepage.

Optimizing your LinkedIn profile not only helps people find your profile through the search function, it helps LinkedIn recommend people to connect with or companies you may be interested in by scanning your profile and using your keyword phrases to make targeted recommendations for you.

The more targeted your profile, the more targeted the suggestions will be.

Once your LinkedIn profile is fine-tuned, you'll see targeted recommendations in your sidebar every time you log in. Before results are returned, the algorithm considers the searcher's activity on LinkedIn, the profiles returned by the query, and other members who have run similar searches in determining the sort order.

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These, along with other factors, combine to provide them with data to improve the overall quality of members' search results.

So more keywords aren't always better.

LinkedIn's advice would be to only include the keywords, including repeated keywords, in your profile that best reflect your expertise and experience.

If you integrate an extended list of keywords into your profile, you are likely going to show up in a high number of searches.

The question you need to ask yourself, however, is whether members consider your profile relevant to their search.

If not, their behavior as a collective group may influence the algorithm used to rank you in search results in the future, in other words you might be penalized.

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# KEYWORDS

## WHAT TO CHOOSE AND WHERE TO PUT THEM

Using buzzwords are a lot easier. After all, it takes less thought, and we can avoid specifics that keywords require. Everyone else does it anyway, so it helps us feel like we belong.

Keywords are what you want to use.

**You need to be able to identify both your rational and emotional attributes.**

Rational are things you do so naturally and so well, your core strengths. They are the 'table stakes' they get you in the game, they get you considered, on the shortlist, but they do not differentiate you, because your competitors claim to have the same.

Emotional attributes are your differentiators. These will be the reasons why someone will work with you or for you, do business with you or hire you.

# #1 - Know what Keywords to use in your LinkedIn Profile

Too often we want to use the words that we think of when we look at ourselves.

Wrong answer.

Use the words that your best client, prospect, hiring manager or recruiter thinks of someone like you.

Find 4-5 solid Keywords that represent your personal/professional brand.

How do you figure this out? Ask your client, ask the hiring manager, look at the marketing content your biggest competitor uses, do some research, use Google Adwords tools

<https://adwords.google.ca/KeywordPlanner>

Look at well-written job descriptions or marketing pieces. Bottom line, do what it takes to find out what are your keywords.

## **#2 - Know where and how to put these Keywords in your LinkedIn Profile**

There are a number of fields in LinkedIn Profiles where you could use your Primary Keywords.

1. **Headline**
2. **About**
3. **Current Title**
4. **Current Job Description**
5. **Past Title(s)**
6. **Past Job Description(s)**
7. **Publications**
8. **Organizations**
9. **Recommendations**
10. **Volunteer**
11. **Projects**
12. **Education**
13. **Skills**

When you put your keywords in these fields, use 'appropriate sentence structures.'

You can list these keywords in your Summary Field, but be careful not to diminish your written story for the sake of a big list of keywords.

## #3 - Test Your Keyword Strength

Use these tests regularly to make sure your LinkedIn Profile is appropriately built with top keywords

1. Continue to do research on what keywords are important as your industry changes.

2. Do a LinkedIn search on PRIMARY Keyword(s) and Region.  
Are you the #1 Result?

3. Do a Google Search on PRIMARY Keyword(s) and Region.  
Are you the #1 Result?

4. Copy & Paste your entire LinkedIn Profile into [www.wordle.net](http://www.wordle.net) and build a Word Cloud.

# PERSONAL BRANDING

## 5 KEY ACTIONS TO PERSONALLY BRAND YOUR PROFILE

### #1 Profile Headshot

According to various sources having a headshot 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](http://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!

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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 photos of people holding their pet Chihuahua?!

**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.

## #2 Custom LinkedIn Web Address

Get found on Google when people search your name, even potentially on Page 1.

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](http://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.

## LinkedIn 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 NOT case sensitive. 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.



## LinkedIn Notes (Contd):

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.

### #3 Headline

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.

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 captures your differentiating attributes and can be included in your headline.

Fill in the headline with different areas of expertise. You have up to 120 characters including spaces. Only the first 68 show up on mobile.

## #4 Experience Counts

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 About Section

Your About section is prime real estate for your personal brand.

Fill the About with at least 40 words ideally up to the max 2,000 characters (or around 300 words) use keywords.

Use storytelling to fill out your about section and tell your personal brand story .

It cannot all be about you because after all Who cares? Tell people what you do, who you do it for, your achievements, why it matters, how they can get in touch – make it easy for them to take the next step.

The first 20-30 words of your About are now critical. It has to be compelling enough to make a viewer of your profile click on the See More link. Otherwise they are just going to scroll.

Make sure you add visual media to your profile, in both the About AND Experience sections, this will impact how your professional presence is perceived.

See below for an example About

# ABOUT

## EXAMPLE

**NEW YORK TIMES BEST SELLING AUTHOR**  
Keith Ferrazzi said “If you want more advice on personal branding, since I dismissed it and said read my book, go talk to Paul”

**DESCRIBED BY FORBES** as "One of the leading personal brand strategists, globally"

**WHAT WE DO:** We stop you from feeling invisible. We help a variety of clients in both professional, executive and self-employed areas identify and communicate their uniqueness so that they can stand out from others that do exactly what they do.

This drives more business, greater career success and ultimately connects who you are to what you do.

**WHY IT MATTERS:** 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.

**WHY IT WORKS:** Personal branding is the ultimate opportunity to be yourself NOT an opportunity to create something you are not. It empowers authenticity.

**NEXT STEPS:** Let's chat about where your brand is right now and where you want it to be. Connect here on LinkedIn. You can visit my website [www.paulcopcutt.com](http://www.paulcopcutt.com) or you can email me paul@paulcopcutt.com.



# WHAT NEXT?

So if you do all that is recommended, is it enough?

Simple answer NO.

Now you have to be involved in the platform, you have to what LinkedIn calls "Raise Your Interest Factor".

- Connect
- Curate
- Create
- Collaborate

Have a plan, know what to expect, Invest time in the platform, Don't sell, become a professional problem solver. 5 minutes a day is enough as people are not here all the time, even not every day.

I encourage you that if you are excited about what you do, reflect it in your profile with personality.

I would love to help you do.

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

Hopefully, this report has highlighted for you areas on your profile that needs 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 go to;

LinkedIn

[paulcopcutt.com/linkedin/](http://paulcopcutt.com/linkedin/)

Personal Branding Consulting

[paulcopcutt.com/services/consulting/](http://paulcopcutt.com/services/consulting/)

# ABOUT

## PAUL COPCUTT - PERSONAL BRAND SPEAKER AND CONSULTANT

One of the worlds leading personal brand speakers and consultants, Paul's own specialty is to combine his clients and personal experiences with his unique communication skills to inspire corporate employees and service professionals to find their rebel voice as they build their personal brands.

Recognized by Forbes as one of the top personal brand strategists he is a much sought-after speaker, delivering inspiring and informative talks to a variety of Fortune 1000 corporate clients, professional organizations and international conferences.

His own corporate rebel career started in banking and ended in biotech, two subjects he failed at school. He still listens to early 80's punk music before he speaks.

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