The presentation will begin momentarily
Polish Your LinkedIn Profile For Success

Forbes
Polish Your LinkedIn Profile For Success

The most critical info on how to present yourself and engage powerfully on LinkedIn.

Learn key tips and strategies to connect with important colleagues and mentors, stand out from the crowd, and attract exciting new opportunities.
Why Spend Time & Energy to Leverage LinkedIn?
Your Digital Footprint

- 540 million users
- It’s the first place people go to find you.
- Typically appears in top 3 Google search results.
- Expresses your amazing personal brand, for FREE!
What It Says If You Don’t Present Yourself Engagingly
What LinkedIn Reveals

“How you do LinkedIn is how you do your career.” —Kathy Caprino

Are you:
• Engaged?
• Passionate?
• Collaborative?
• Inspired?
• Growing?
• Connected?
• Of value in the workforce?
• A true leader?
Top 3 Mistakes on LinkedIn
Top 3 Mistakes

#1: Your summary doesn't tell a cohesive, compelling story that holds together or inspires
Top 3 Mistakes

#2: You’re sharing “tasks” not critical outcomes and contributions
Top 3 Mistakes

#3: You’re going it alone, without building a community
What Your Headline Needs To Do (That Most Fail To Do)
What You’re Revealing

• Your headline should NOT be your job. You’re more than your job.

• Follow this formula: What do I do, for whom, and for what key purpose

• Describe the over-arching focus of your career
Presenting The Highest Version Of You

• Brainstorm the “20 facts of you” — what you’ve done that’s made a true difference.

• Make it verifiable, with stats and measurable accomplishments.

• Show how you’ve moved the needle and why that matters.

• Talk about the work you LOVE to do.
Speaking Powerfully About Yourself

- Women tend to resist this — and research confirms why.

- Talk about why you’re passionate about your work — won’t feel like bragging.

- Know exactly what your special gifts and talents are.

- What’s happened that given you a unique perspective?
Building A Stand-Out Summary
Writing a Compelling Summary

• **Who**: Know exactly who you are and who you want to reach

• **What**: Talk about what you’ve loved to do and want to do more of (not what you disliked)

• **Why**: Share the most exciting things you’ve achieved and why that’s of value
Key Ingredients

- Stand-out accomplishments
- Passions, values and deep interests
- The things you do better than anyone else (it’s ok to think so!)
- Metrics for validation
- What has shaped you
How To Talk About Specific Roles

• Add one-sentence overview

• Not tasks (oversaw X, compiled Y, researched Z), outcomes — with metrics and measurable accomplishments

• How did these roles help people or the organization thrive?
What Else To Include:

- Professional, happy headshot
- Cover photo that represents you
- Groups you’re interested in
- Skills list — what you care about doing
- Endorsements (given/received)
- Updates with powerful shares
- Demonstrate thought leadership — start publishing
Build A True Community
Be Social And Generous

- Come from a place of service — how can you help others?
- What can you add to a collaborative relationship?
- Reach out to inspiring people and ask to connect (give them a reason)
- Share others’ great content
Identify thought leaders and influencers you admire, and reach out

Share other people’s work that inspires you

Be creative — Ex: create a photo quote with words from another that enliven you
Some key “DON’Ts”

DON’T:

• Ask a stranger to be your mentor

• Hawk your wares and “sell hard” immediately after connecting

• Request an introduction from someone you’ve never connected with

• Be negative, snarky and rude (ever)

• Use canned language
Connect

• Use your community to help you.

• Ask for endorsements, recommendations, and introductions.

• Embrace that it’s challenging to ask for help and do it anyway.

• Reach out to 50 colleagues you love and connect. Get to 500+
Take Control Of How You
Show Up In the World
Finally, take control

• Share and shine. Show the world that you love your work. (And if you don’t love it, you need to change your job or your career.)

• Focus on building an amazing, inspiring community.

• Take control of the trajectory of your life.
Resources from Kathy Caprino:

AMAZING CAREER PROJECT

16-week Career Growth Online Course for Women
Starts June 4th

amazingcareerproject.com

Save 20% — Discount Code: “FORBES20”
(Save total of $1,199 off full price by May 29!)
Resources from Kathy Caprino:

POWER UP YOUR LINKEDIN PRESENCE

2- session online private coaching program with Kathy

kathycaprino.com/linkedinsupport

SAVE 20% - Discount Code: “FORBES20”
For more information…

Visit:  
[kathycaprino.com](kathycaprino.com)

Email:  
[info@kathycaprino.com](info@kathycaprino.com)

Connect on LinkedIn:  
[linkedin.com/in/kathycaprino](linkedin.com/in/kathycaprino)
TAKE YOUR CAREER TO THE NEXT LEVEL

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- TIPS AND TRICKS ON HOW TO BUILD YOUR PROSPEROUS FINANCIAL FUTURE

- FORBES MUST-READ LISTS SUCH AS "30 UNDER 30", "WORLD'S MOST POWERFUL PEOPLE" AND "WORLD'S BILLIONAIRES"

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Questions?
How can my LinkedIn profile show that I’m job hunting?
How many LinkedIn connections should I have? Should I only accept people I know in real life?
What is one thing you should not be posting on LinkedIn?
I stayed just 3 months at a job, do I still need to include it on my LinkedIn profile?
What are some tips for managing a company page?