

A close-up, slightly blurred photograph of a person's hands typing on a laptop keyboard. The laptop screen is visible in the background, showing a Google Docs interface with a document titled 'Unbenanntes Dokument'. The text 'The presentation will begin momentarily' is overlaid in the center of the image in a white, sans-serif font with a subtle drop shadow. The overall color palette is cool, with blues and greys dominating the scene.

The presentation will  
begin momentarily

# Polish Your LinkedIn Profile For Success

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# Forbes



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# Polish Your LinkedIn Profile For Success

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

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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

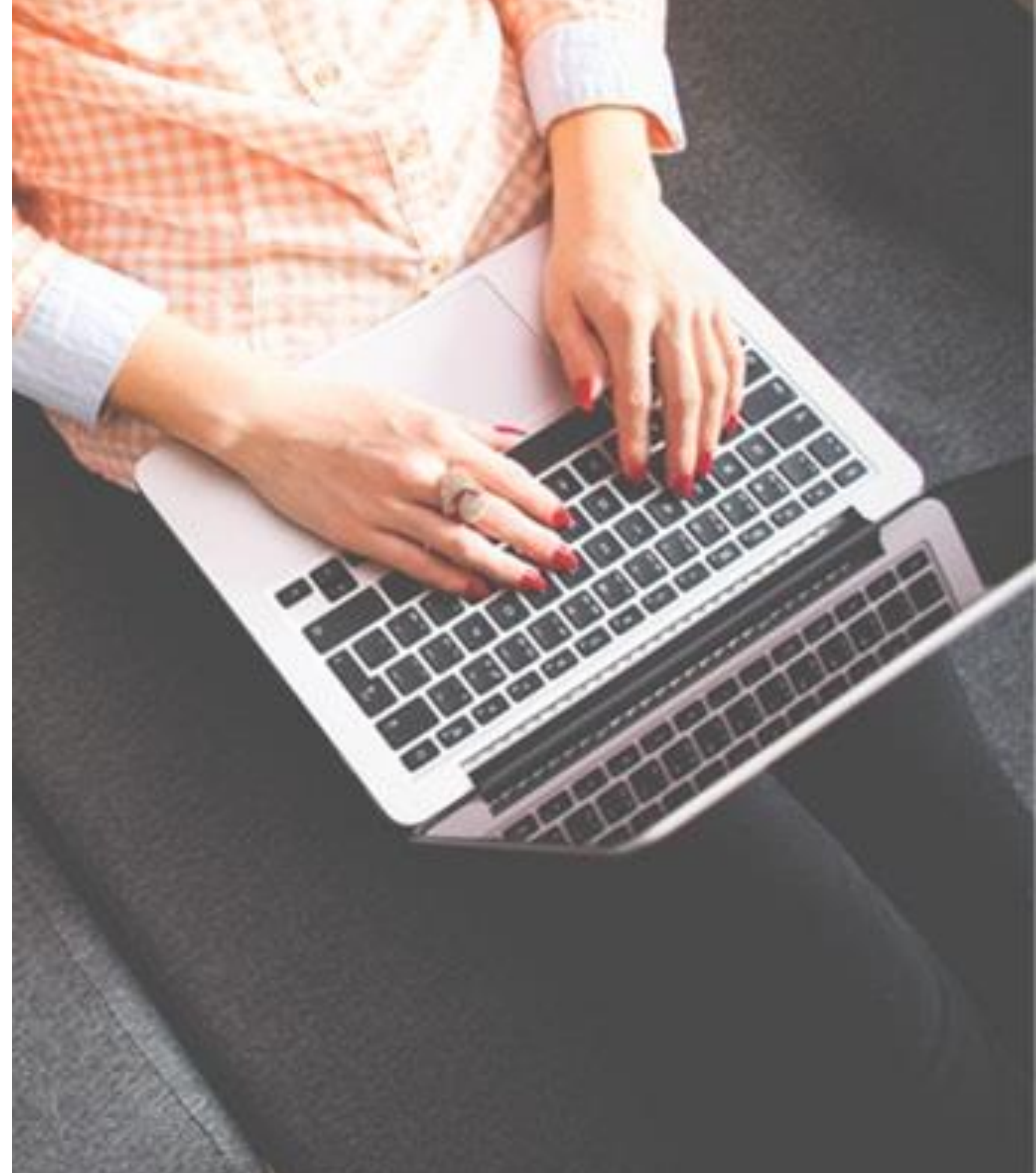
- Women tend to resist this — and research confirms why.
- Talk about why you're passionate about your work — won't feel like bragging.
- Know exactly what your special gifts and talents are.
- What's happened that given you a unique perspective?

# 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

A blurred background image on the left side of the slide shows a person's hands writing in a notebook with a pen. A tablet is also visible on the desk in front of them.

# 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



# Soar With The Eagles

- 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

# **F** 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



A man and a woman are sitting at a wooden table in a modern office. The man is on the left, wearing glasses and a blue shirt, looking at a laptop. The woman is on the right, wearing a dark dress, also looking at the laptop. They are both smiling and appear to be collaborating. The background features large windows with a grid pattern, letting in bright light. A yellow cushioned bench is visible behind them.

# 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

# **F** 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 4<sup>th</sup>

[amazingcareerproject.com](http://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/linkedin-support](https://kathycaprino.com/linkedin-support)

**SAVE 20% -  
Discount Code: "FORBES20"**





**For more information...**

**Visit:**

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**Email:**

**[info@kathycaprino.com](mailto:info@kathycaprino.com)**

**Connect on LinkedIn:**

**[linkedin.com/in/kathycaprino](https://www.linkedin.com/in/kathycaprino)**



# TAKE YOUR CAREER TO THE NEXT LEVEL

## GET A FREE ISSUE OF FORBES!



EACH ISSUE IS PACKED WITH...

- STRATEGIC INSIGHTS TO GIVE YOU AN EDGE IN BUSINESS AND CAREER ADVANCEMENT
- IN-DEPTH PROFILES ON PEOPLE WHO HAVE SUCCESSFULLY LAUNCHED A COMPANY, RESHAPED AN INDUSTRY, AND TURNED VISION INTO REALITY
- 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"

[www.forbesmagazine.com/freetrial](http://www.forbesmagazine.com/freetrial)

A blurred background image of a desk. In the foreground, a silver laptop keyboard is visible. To the right, a white cup of coffee sits on a saucer. In the center, a silver smartphone lies flat. The word "Questions?" is overlaid in the center in a white, outlined font.

Questions?

**How can my LinkedIn profile  
show that I'm job hunting?**



PREMIUM

**Kimberly Horner**

Social Media Editor &  
Engagement Manager at  
Forbes

[View profile](#)

 **Access My Premium**

**ACCOUNT**

**Settings & Privacy**

Premium subscription settings

Help Center

Language



[Back to LinkedIn.com](#)



Account

**Privacy**

Ads

Communications

How others see your profile and  
network information

How others see your LinkedIn  
activity

How LinkedIn uses your data

**Job seeking preferences**

Blocking and hiding

**Let recruiters know you're open to opportunities**

Close

Share that you're open and appear in recruiter searches matching your career  
interests

We take steps not to show your current company that you're open, but can't guarantee complete privacy.  
[Learn more](#)

Yes ☒

[Update career interests](#)

**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?**