



26/06/2018  
 Now and Then Café  
 Sue Ellson +61 402 243 271  
 sueellson@sueellson.com

This sheet helps you work through and record details of where you are now and the action steps you can do now or very soon. Remember that LinkedIn is constantly changing so these choices may be at different links or other choices will be available in the future.

LinkedIn Item	Current Details at _/_/_	Future Goal or Completed Y/N
<b>What is your reason for using LinkedIn?</b> Brand, Networking, Research, Thought Leadership etc		
<b>Profile Views per 90 days</b> <a href="https://www.linkedin.com/me/profile-views">https://www.linkedin.com/me/profile-views</a>		100+ per 90 days
<b>Number of Connections</b> (max 30,000) <a href="https://www.linkedin.com/mynetwork">https://www.linkedin.com/mynetwork</a>		60+ min 500+ in time
<b>Number of Followers</b> (max unlimited) <a href="https://www.linkedin.com/feed/followers">https://www.linkedin.com/feed/followers</a>		More than Connections
<b>Number of Featured Skills and Endorsements</b> (max 50) <a href="https://www.linkedin.com/in/yoururl">https://www.linkedin.com/in/yoururl</a>		Top 3 20+ votes
<b>Number of Recommendations</b> (Given & Received) <a href="https://www.linkedin.com/in/yoururl">https://www.linkedin.com/in/yoururl</a>	Given Received	6+ Given 6+ Received
<b>Search Results for 7 days</b> <a href="https://www.linkedin.com/me/search-appearances">https://www.linkedin.com/me/search-appearances</a>		50+ per 7 days
<b>Save to PDF</b> YYYYMMDD-Your-Name-LinkedIn-Profile.pdf <a href="https://www.linkedin.com/in/yoururl">https://www.linkedin.com/in/yoururl</a>		Also save other details
<b>Download your Data</b> (the works) <a href="https://www.linkedin.com/psettings/member-data">https://www.linkedin.com/psettings/member-data</a>		6 monthly minimum
<b>Email Addresses</b> (add, don't remove, change primary) <a href="https://www.linkedin.com/psettings/email">https://www.linkedin.com/psettings/email</a>		Personal and Work
<b>Phone Numbers</b> (do NOT allow LinkedIn to sync) <a href="https://www.linkedin.com/psettings/phone">https://www.linkedin.com/psettings/phone</a>		International Format
<b>Autoplay Videos</b> (turn off for large mobile use) <a href="https://www.linkedin.com/psettings/videos">https://www.linkedin.com/psettings/videos</a>		Recommend Turn Off
<b>Who can see your Email Address and Connections</b> <a href="https://www.linkedin.com/psettings/privacy/email">https://www.linkedin.com/psettings/privacy/email</a> <a href="https://www.linkedin.com/psettings/connections-visibility">https://www.linkedin.com/psettings/connections-visibility</a>		You Choose
<b>Viewers of this Profile also viewed</b> <a href="https://www.linkedin.com/psettings/browse-map">https://www.linkedin.com/psettings/browse-map</a>		Choose No
<b>Profile Viewing Options</b> (anonymous on demand) <a href="https://www.linkedin.com/psettings/profile-visibility">https://www.linkedin.com/psettings/profile-visibility</a>		Default On
<b>Sharing Profile edits</b> (suggest No) <a href="https://www.linkedin.com/psettings/activity-broadcast">https://www.linkedin.com/psettings/activity-broadcast</a>		Yes or No You Choose
<b>Edit Public Profile and URL</b> (SEO and online visibility) <a href="https://www.linkedin.com/public-profile/settings">https://www.linkedin.com/public-profile/settings</a>		Lowercase all in one or -
<b>Edit Contact Information</b> (add three 'other' websites) <a href="https://www.linkedin.com/in/yoururl/edit/contact-info">https://www.linkedin.com/in/yoururl/edit/contact-info</a>		Also add IM but not DOB

Can include – 1) Your Website and Link 2) Professional Membership Link 3) HEC Link <a href="http://www.hawthornenterprise.com.au">http://www.hawthornenterprise.com.au</a>		
<b>Quality Profile Photo</b> (aligned with purpose) <a href="https://www.linkedin.com/in/yoururl/edit/topcard">https://www.linkedin.com/in/yoururl/edit/topcard</a>		Professional Purposeful
<b>Headline</b> (first keywords important 200+ chars on mobile) <a href="https://www.linkedin.com/in/yoururl/edit/topcard">https://www.linkedin.com/in/yoururl/edit/topcard</a>		Think search queries
<b>Summary</b> (must be aligned with purpose, dot points, story) <a href="https://www.linkedin.com/in/yoururl/edit/topcard">https://www.linkedin.com/in/yoururl/edit/topcard</a>		Complete and aligned
<b>Experience</b> (must be aligned with purpose and consistent) <a href="https://www.linkedin.com/in/yoururl/edit/position/new">https://www.linkedin.com/in/yoururl/edit/position/new</a> Describe the (including start date), tasks, achievements and sign off with a call to action and your contact details		Complete and aligned
<b>Education</b> (must be accurate and detailed – include subject transcript (and topics if relevant) <a href="https://www.linkedin.com/in/yoururl/edit/education/new">https://www.linkedin.com/in/yoururl/edit/education/new</a>		Complete and aligned
<b>Volunteer Experience</b> (be strategic, emulate Experience) <a href="https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new">https://www.linkedin.com/in/yoururl/edit/volunteer-experience/new</a>		Complete informative
<b>Endorsements</b> (top three the most important) <a href="https://www.linkedin.com/in/yoururl/detail/skills">https://www.linkedin.com/in/yoururl/detail/skills</a>		Selected and sorted
<b>Recommendations</b> (given and received) <a href="https://www.linkedin.com/in/yoururl/detail/recommendation/ask">https://www.linkedin.com/in/yoururl/detail/recommendation/ask</a>		6+ given and received
<b>Additional Sections</b> (to be completed) <i>Organizations include Professional Membership, Certifications include Professional Membership, Publications (includes Print, Audio, Video), Honors &amp; Awards, Projects, Courses, Test Scores, Patents, Languages, Follow selected Companies</i>		Complete and informative
<b>Start thinking about some of the other ways you can use LinkedIn</b> - thought leadership – finding and sharing - liking, commenting, sharing from the newsfeed (signals, behaviour, curating) - posting and/or writing search engine optimised articles - researching for content, mentoring, advice etc - networking and relationship building - business and personal brand building - jobs by location <a href="https://www.linkedin.com/jobs/career-interests">https://www.linkedin.com/jobs/career-interests</a>		Discuss

Authentic Networking on LinkedIn

<https://www.linkedin.com/pulse/20140407042716-77832--authentic-networking-on-linkedin>

Professional Social Media Photo

<https://www.linkedin.com/pulse/top-tips-professional-linkedin-social-media-profile-sue-ellson>

Benefits of LinkedIn

<https://sueellson.quora.com/The-Benefits-of-LinkedIn> <https://sueellson.quora.com/The-Benefits-of-LinkedIn>

↑  
values  
and  
ethics

nice but no action	long term success
slap	bad reputation

Be yourself and show interest / effective, empathy  
Not ask too much / not feel comfortable  
Listening and allow them to talk / seek help  
Offer ideas and information first / builds credibility  
Other people involved / feedback  
Prompt follow up / builds trust

depth of relationship and time \_\_\_\_.

Let the robots do the networking, content do the sorting and opportunity come knocking

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