

# Mark Amtower's LinkedIn Power Tips

**140 Proven Tactics to Maximize  
Your LinkedIn Presence**

**Mark Amtower**  
**@amtower**

A Social Media-Enabled eBook Comprised of 140 Ahas

An Aha Amplifier™ Book

# Mark Amtower on LinkedIn Power Tips

140 Proven Tactics to Maximize Your LinkedIn Presence

**By Mark Amtower**



**A Social Media-Enabled eBook  
Comprised of 140 Ahas**

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# Section I

Opening Thoughts

# 1

If you could establish a business network, create a subject matter expert position, and generate leads for free - would you do it?

@amtower

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# 2

LinkedIn is a matter of knowledge and practice. Learn and practice the basics and you can excel. @amtower

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# 3

LinkedIn has become my favorite playground, a great place to meet, greet, share and grow – and the best place for biz professionals @amtower

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# 4

R U on LI w/out being active; w/ a bare-bones profile; among those who think your customers and prospects are not on LI? U R WRONG! @amtower

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# 5

Those that wait for business to occur will be waiting a long time. Stop whining, start working smarter, get active and get found.  
@amtower

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# 6

LI is older than FB and was built w/ one idea: allow business people to connect and stay in touch. Do so- use it! @amtower

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# 7

All growth on LI- connections, attention, credibility - take time. Don't be in a hurry. It is not a race. @amtower

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## Section II: Privacy & Settings

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# Section II

## Privacy & Settings

# 8

LinkedIn provides a venue for any individual or business to truly stand out in a crowd. @amtower

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# 9

Master the “Privacy and settings” - it can help you get on the radar, stay off the radar, eliminate unwanted msgs and much more. @amtower

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# 10

Don't want job offers or business deals?  
Adjust the "contact settings" to tell people  
what you want. @amtower

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# 11

Don't want people to see your connections?  
Turn them off. You can do the same with  
your "activity". @amtower

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# 12

Tired of connection requests from people that have nothing to do with what you do? Select who can send you invitations.

@amtower

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# 13

Want to view profiles anonymously? Three choices at “Select what others see when you've viewed their profile”. @amtower

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# 14

Spend some “quality time” with the “privacy and settings” and understand what they can do. @amtower

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### Section III: Strategy/Goals

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# Section III

Strategy/Goals

# 15

A LI profile w/out a plan is like a house w/out an architect: ugly and useless. Start w/ a plan- decide what you want to do. @amtower

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# 16

What goals would like to see accomplished here on LinkedIn. Before creating your profile, define your goals. @amtower

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# 17

Enumerate your goals- what do you want to accomplish on and with LinkedIn? Multiple goals are OK, as long as they don't conflict.

@amtower

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# 18

Most LI members are in a passive mode with no strategy other than to hit 500+ connections or 99+ endorsements. Where's the beef? @amtower

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# 19

It is OK if your goals change - change is good. But when your strategy changes, adjust your profile, connections & groups.  
@amtower

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# 20

The passive approach by many on LI leaves great opportunities for those willing to learn how to leverage LinkedIn. @amtower

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# 21

Being viewed as a subject matter expert in your niche is more important now than ever.

Generalists will not make the cut.

@amtower

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# 22

Developing a social media strategy has become a “must do now” rather than a “we’ll get to it real soon” task. @amtower

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## Section IV: Profile

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# Section IV

Profile



# 23

Your LI profile should be the epicenter of your B2B social networking activity. It needs have the most current info on you anywhere @amtower

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# 24

Your LI profile is your personal advertisement to the world- make it great... and accurate. @amtower

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# 25

A profile should tell a great story- your story. It should read like a book you can't put down late at night... @amtower

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# 26

Bad profiles attract no traffic; good profiles generate connections; great profiles generate qualified leads. @amtower

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# 27

Profiles w/ minimal info require a Ouija Board or crystal ball. Don't be that guy.

@amtower

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# 28

Done well, a profile can help an individual establish, define, develop, and display an area of expertise in any market niche.

@amtower

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# 29

When someone opens your profile, you have 3- 5 seconds to engage them, to entice them to read more. Photo & headline are crucial. @amtowerr

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# 30

If you are an expert or leading authority, say so in your headline and back it up in your summary and experience. @amtower

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# 31

Use the jargon of your industry niche- that's what your prospects will be searching on. @amtower

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# 32

ABOVE THE FOLD: When someone opens your profile on LI, they should see a picture, your name a headline. Make a big 1st impression. @amtower

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# 33

The specialties in your summary should be reinforced by your endorsements. Limit your endorsement to things you do well. @amtower

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# 34

Endorsement should include industry jargon, so feel free to create your own endorsement categories. @amtower

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# 35

For your name, use just your name- no acronyms or degrees. Think Dragnet- the name, just the name- how you are known in your niche. @amtower

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# 36

The headline is a valuable piece of real estate. The default for the headline is your current job title. Develop a strong headline.

@amtower

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# 37

Incorporate your main skill(s) into your headline. @amtower

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# 38

I have seen profile pictures that should come with theme music from horror and sex movies - use a professional head shot. @amtower

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# 39

Photo: no family, pet, boat, group shot, cartoon, company logo- just you, smiling.

@amtower

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# 40

Specialties should support your areas of expertise via industry jargon and SEO terms. Do not stretch the bounds of credibility. @amtower

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# 41

Read each portion of your profile aloud to see how it sounds and make certain that it resonates with the audience you want to reach @amtower

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# 42

Summaries written in 3rd person are BORING - tell your story in 1st person, make it easy to read - short paragraphs and white space @amtower

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# 43

A LinkedIn profile is always a work in progress- if it stops changing, it becomes a tombstone. @amtower

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# 44

Develop credibility in your market, then build your visibility. Visibility without credibility has negative value. @amtower

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# 45

Use your customized LinkedIn profile url in your email signature, in your presentations and everywhere you face the public.  
@amtower

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# 46

A good profile can be the main way you are found on the web. Use SEO rich terms and industry jargon to enhance your findability.

@amtower

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# 47

Your LinkedIn profile also needs to establish your credibility. Do not make assertions that cannot be substantiated.

@amtower

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# 48

Building your profile does not mean cutting and pasting your resume. Resumes are boring, and generally absolutely no fun to read. @amtower

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# 49

Step 1 is to look at many profiles before you start revising your own. See what others have done to make their profiles interesting @amtower

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# 50

Your profile must be fun, informative, and magnetic. You want people who are in your niche to want to reach out to connect to you.

@amtower

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# 51

You want companies that could use your service to reach out to you, potential business partners to find you and reach out to you. @amtower

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# 52

Nothing happens if your profile does not encourage action. @amtower

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# 53

Your profile requires a “call to action”- what do you want your reader to do? @amtower

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# 54

Write profiles in first person, not third person; be conversational in tone; use short paragraphs; write with the reader in mind.  
@amtower

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# 55

Plenty of white space is required to make certain the profile is readable. @amtower

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# 56

Key profile elements are the name, headline, picture, summary, specialties, experience, groups and associations, and skills.  
@amtower

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# 57

The summary is where you explain who U R, what U do, who U do it for, and why people should be interested who U are and what U do. @amtower

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# 58

The summary is a conversation with your reader. Read it aloud to make sure it sounds like you want it to sound. @amtower

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# 59

Keep paragraphs short and explain how you can help others, and what you look for in return. Be very clear. @amtower

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# 60

Recommendations trump endorsements—they are real personal testimonials. Give recommendations to get them. @amtower

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# 61

Find people in your network who have legitimately helped you and give them a recommendation. @amtower

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# 62

For each job (part 1): What does the company do; who do they do it for; where do they operate; what was your role? @amtower

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# 63

For each job (part 2): What made you special; what did you learn that will serve your client better? Details and white space! @amtower

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# 64

Keep in mind that LinkedIn is changing and you need to monitor how that impacts your profile and your overall presence.

@amtower

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# 65

Goal 1 of your profile is to create gravitational pull in your specialty area: your name needs to come up in every search. @amtower

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## Section V: Connecting

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# Section V

Connecting

# 66

You are known by the company you keep, so choose and accept your connections wisely. Have a reason for each & every one.

@amtower

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# 67

Growth in any market niche is predicated on building relationships with key influencers in that niche, and then becoming one. @amtower

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# 68

Connecting with mavens- look up those you read about, meet at events, and see speaking. Send an InMail with a personal note. @amtower

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# 69

Look for those you see on a regular basis, your current contacts, people you work with and speak with regularly. @amtower

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# 70

Look for current and former coworkers; most of those people will be opened connecting. @amtower

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# 71

Look at the people your contacts are connected to. Most people have their connections open for viewing. Some people do not. @amtower

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# 72

Browse through the connections of those who are more active in your business niche. See if there are people you need to know. @amtower

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# 73

A great place to find valuable connections is the membership of any niche group. Look for the active members first. @amtower

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# 74

If you have a paid membership, you can see more of those who are viewing your profile. These can be good connections. @amtower

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# 75

LinkedIn also recommends “people you may know” and these can also be potential connections. @amtower

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# 76

NEVER send the LI connecting “form letter”- ALWAYS offer a reason you’d like to connect. This makes you memorable immediately. @amtower

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# 77

Consider sending a quick “thank you” note to those who connect. 99%+ don’t do this, so it will help you stand out. @amtower

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# 78

Look up people you read about in trade publications, the people who quoted and the people who write. Both may be key connections. @amtower

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# 79

When someone reaches out to connect & they don't look like a good fit, ask them why they want to connect. Sometimes they are good. @amtower

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# 80

If you use InMail to reach out, read the preferences for types of messages they want to receive. Keep it short & on target.

@amtower

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# 81

People also viewed is fertile ground for new connections. When looking at other profiles, always check this out. @amtower

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# 82

Come back from meetings & events with business cards? Look them up & reach out within 48 hours & remind them where you met. @amtower

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## Section VI: Groups & Participation

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# Section VI

## Groups & Participation

# 83

Step1 for groups: read the group rules if they exist. Not all rules are the same, so stay “in-bounds” for each group you join.

@amtower

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# 84

Groups are Communities of professionals who have identified their primary business interests. @amtower

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# 85

Find the groups where those in your niche congregate and get involved. @amtower

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# 86

Select groups predicated on your goals; will you meet the right people, share info, make connections and gain visibility? @amtower

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# 87

When in doubt, read the group profile and check out the group statistics. Read these even if you have no doubt. @amtower

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# 88

The group statistics will give you a great statistical overview of the group. @amtower

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# 89

First, do no harm. Don't be mean. Take no cheap shots in groups discussions- it only makes you look bad. @amtower

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# 90

Visibility is predicated on activity; credibility by adding value. Gain both by posting good content and making great comments. @amtower

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# 91

Daily group emails make it easy to find discussions you should comment on- read them and comment! @amtower

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# 92

Credibility is developed by being good at what you do, always working at getting better, and adding value to your community.

@amtower

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# 93

Then you find ways to share some of your knowledge and opinions with others. There are groups for everything. @amtower

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# 94

The “Share” button is on blog & publications sites for a reason- USE IT & share pertinent articles in your groups. @amtower

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# 95

Ask questions; do research; leverage your network & peers! @amtower

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# 96

Always take the time to comment on anyone who responds to one of your discussions. Accessibility adds to credibility.

@amtower

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# 97

It's not the amount that you share, it's the quality. @amtower

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# 98

Use the “share” function to get others involved in a discussion. Bring in “outside experts” for discussions in Open Groups. @amtower

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# 99

Always be on the lookout for ways to share with others who would be interested- “share” groups discussions with others.

@amtower

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# 100

Unwarranted assertions will destroy, not enhance, your credibility. @amtower

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# 101

Your credibility is enhanced by adding value to your business community on a regular basis. @amtower

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# 102

So one of the best ways to find groups? Look at the groups of industry & thought leaders and other influencers. @amtower

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# 103

Need to get on the radar of an editor of an important magazine? Start posting their articles in your groups and commenting on them. @amtower

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# 104

Look at the groups that trade publication editors and reporters belong to and join a few. @amtower

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# 105

Use the search bar to find groups: enter key words and phrases and review the results.  
@amtower

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# 106

Look at the groups your first degree connections belong to. @amtower

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# 107

Too much self-promotion destroys credibility. Develop a good ratio for what you post & include a healthy dose from other sources. @amtower

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# 108

Start topical discussions, comment on the other discussions, post links to pertinent articles, blogs, and ask and answer questions. @amtower

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# 109

You don't have to participate daily, but participation at least weekly in any raises your visibility to that community. @amtower

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# 110

Social media experts leverage the groups for market research. While it may not be scientific, the results are nonetheless revealing @amtower

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# 111

Is 50 groups too much? It is the max allowed, but for some 50 is OK. You can join up to 50 groups and 20 subgroups.

@amtower

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# 112

Groups are only good if you participate- make your presence felt - get on the radar and stay there! @amtower

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# 113

Can't find the right group? Consider starting your own - but remember, it takes time & effort to manage a good group.

@amtower

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# 114

With your own group, it is not quantity, but quality that counts. @amtower

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## Section VII: Research

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# Section VII

Research

# 115

There were 5.7 billion searches inside LinkedIn in 2012 - people are using LI for all types of research. @amtower

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# 116

Contacted by someone or some company you never heard of? Step 1: look them up on LinkedIn. @amtower

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# 117

Looking for a job, competitor, possible company partner? Look up the company on LI. Are they active & do they retain employees? @amtower

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# 118

If you are a paid member, “advanced search” has some great functions. @amtower

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# 119

Apps enhance profiles by adding more content, visual appeal and keeping the viewer’s attention. Learn to use the apps. @amtower

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# 120

You can add video to your profile with a simple link. Develop some short videos to include. @amtower

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# 121

Any pertinent visual enhancement makes your profile more attractive and readable. @amtower

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## Section VIII: Final Thoughts

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# Section VIII

Final Thoughts



# 122

Social networking allows you to exponentially expand your relationship reach. @amtower

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# 123

How effectively are you using LinkedIn to position your company or yourself as a thought leader in this hyper-competitive market? @amtower

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# 124

Developing a social media strategy has become a “must do now” rather than a “we’ll get to it real soon” task. @amtower

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# 125

Companies growing faster are more engaged in social networking than slower growing companies. @amtower

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# 126

Add value with every touch - people will start looking for your posts. @amtower

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# 127

Many are “members” of LinkedIn, but they are doing absolutely nothing to participate and become noticed. Do not emulate.  
@amtower

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# 128

LinkedIn has become a primary tool for  
developing credibility and visibility.  
@amtower

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# 129

In other words, LinkedIn has become the foremost marketing tool for any business in any market niche. @amtower

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# 130

LinkedIn can become your best marketing tool, the best way to stay in touch with your developing network. @amtower

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# 131

LinkedIn allows other business professionals to find you in the most used business network available. @amtower

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# 132

LinkedIn provides a platform for tracking partners, a venue for prospecting for new clients. @amtower

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# 133

Your goals determine all- connections, groups, info you share. Your goals may change, and when they do, the rest should follow. @amtower

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# 134

Be good at what you do and work hard at staying good; then share on LinkedIn.  
@amtower

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# 135

It can be easier for a small company to claim and justify a niche than a big company. Highlight your core skill.

@amtower

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# 136

Do you still think social networking is a fad or waste of time? @amtower

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# 137

Your ability to be found by potential partners and customers, to stand out as an expert in your niche, is the key to growth.  
@amtower

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# 138

If LinkedIn is your preferred social network- say so on other social networks. @amtower

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# 139

Reach out and touch someone- intelligently. The do it again, and again, and again. A network is born. @amtower

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# 140

Final thought: A good LinkedIn profile can generate leads. A great LinkedIn profile can close sales. @amtower

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# About the Author



Mark Amtower is a true LinkedIn pioneer, having joined on February 11, 2004 as member 222,445. He has been speaking about and advising companies and individuals on using LinkedIn since 2008. A nationally recognized authority on using LinkedIn, he has been quoted in numerous business publications on this topic and has presented to over 75 professional groups on using LinkedIn effectively. His keynotes, lunch speeches and breakout sessions on social media have been a popular addition at over 50 events around the country.

*2008 Who's Who in BtoB Marketing (BtoB Magazine award)*

<http://www.btobonline.com/apps/pbcs.dll/section?category=whoswho>

*2009 Rock the World Best LinkedIn Profile winner (#3 of the top 7 on LinkedIn)*

<http://www.rocktheworldbook.com/contest>

*2012 Top 1% of "viewed profiles" in LinkedIn.*

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# About the Aha Amplifier™



Books in the Aha Amplifier are social media enabled eBooks comprised of 140 Ahas.

The Aha Amplifier helps you increase your influence by amplifying quality “Aha” moments! Each Aha is sharable via Twitter, LinkedIn, Facebook, and Google+, so you can easily share an important idea or statement with thousands (if not millions) of people. It’s a win-win-win: you benefit, your network benefits, the Aha author benefits.

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