



# LEVERAGING YOUR LINKEDIN PROFILE FOR SUCCESS

**MAXIMIZING YOUR EXPOSURE  
AND ACHIEVING VERIFIED RESULTS**

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- B&N: <http://www.barnesandnoble.com/s/9781500818104>
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## WELCOME

As a user of LinkedIn since 2003, I've enjoyed the many benefits of this social-media networking tool and have experienced great success in making professional contacts that have paid valuable dividends. The beauty of LinkedIn is that the tool is easily accessible and the benefits are available to anybody who takes the time to find and utilize them. I am confident that with a bit of time and energy, you can receive the same kind of value and exceed your expectations. It all starts with a desire to get out there and explore.

Whether you are dipping your toe into the waters of LinkedIn or you have had a long-established profile with them, the fact you are reading this means you are interested in capitalizing upon LinkedIn's capabilities for maximum effect. Congratulations—you are among the 3% of LinkedIn users who have made a conscious choice to do so! As a result, you stand to reap significant rewards for your efforts—as standing out among your peers is what LinkedIn is all about.

Over the next few pages, I will share my views on the benefits of LinkedIn's offering and how you can leverage them to your advantage. This wonderful social-media platform holds a treasure-trove of opportunities for those who understand and utilize these capabilities properly. Through a systematic breakdown of the elements in your profile, as well as an exploration of other forums and capabilities within LinkedIn, my goal is for you to have all the tools you need to take full advantage of this medium.

I look forward to sharing my insights with you and helping you to receive the same benefits I have enjoyed. What awaits you is the opportunity to make connections with like-minded individuals far beyond your current networking capabilities. Through these contacts, you can engage and interact across business barriers and cultural divides to achieve your goals. The greatest gift of technology is communication, and LinkedIn provides a unique and established way of igniting conversations. Let's keep the conversation going!

Matthew T. Fritz  
[LinkedIn.com/in/fritzmt](https://www.linkedin.com/in/fritzmt)

# 1 ABOUT LINKEDIN

LinkedIn is a professional networking site, which debuted in 2002, and went public in 2011. It has become the professional network of choice for more than 225 million members and grows by almost two new members per second. It is the professional equivalent of the old game “Six Degrees of Kevin Bacon.” For instance, you may want to work in a particular field—but don’t know anybody in this particular field. Chances are, however, that you know someone who knows someone in that particular field. Through LinkedIn, you are capable of making contact—through your professional network—with the people you want to contact. In the process, you can potentially gain the endorsement and recommendations of people

## WHY LINKEDIN?

LinkedIn is more than a social-media venue—it is a part of your professional toolbox. With so many businesses and individuals searching for faster and better ways to comprehensively scan large pools of people to find “the right fit” for their need—whether that be hiring, partnerships, mentors, customers or suppliers—LinkedIn stands out as one of the most widely-used initial screening points. For that matter, LinkedIn provides you a “foot in the door” for the next step in the conversation. Researchers take the form of CEOs, Human Resources departments, members of the media, bosses, potential customers, future partners, future neighbors and current friends. Failing to catch the attention of a researcher in their first wide-cast and initial scan can result in a degraded relationship before it even starts. This can translate into lost jobs, lost business and lost opportunities. In a world where so much information is no further than your nearest computer or tablet screen, can you afford not to take advantage of LinkedIn?

### WHAT IS IT ALL ABOUT?

Like any successful social-media platform, LinkedIn brings a variety of offerings to its customers in an attempt to satisfy a variety of needs. At the most basic level, it provides individuals the opportunity to construct a profile that tells their story. It then provides everybody the ability to search their database of individuals based upon keywords (see “About Keywords”) which fit their search criteria. However, the fun doesn’t end there—LinkedIn offers so much more. Organizations have the ability to create “Company Pages” which allow them to showcase their unique offerings and allow individuals to affiliate themselves to the organization. Through company pages, organizations can even post available job opportunities and leverage the vast network of individuals to seek good matches. Notice we haven’t really even broached the social-media aspect yet—having merely touched upon the billboard functions provided by LinkedIn.

Individuals have the ability to communicate via LinkedIn’s networking system. Networking starts when an individual selects another individual and makes an offer for a connection. The receiving individual has the option to accept that request from the sender to join their network, thereby establishing a 1st-degree connection relationship. Once two individuals are connected, they can view the members of each other’s networks and attempt to make network connections with them. Making a connection with a member of a 1st-degree connection’s network would be called a 2nd-degree connection. Once contact is made with a 2nd-degree network member and they accept the networking request, they are directly connected and become a 1st-degree connection, just as the original member through with the connection is made.

The real power of LinkedIn comes in the form of 3rd-degree network connections. Reaching out to a 3rd-degree connection—that is, someone who is not directly connected to you or to your direct 1st-degree connections—requires use of a special capability within LinkedIn called an introduction. Through an introduction, you make a request to “meet” or be “introduced” to an individual who isn’t currently in reach. Much like real life, the person you contact for an introduction has the option to help or not—and if they do help, they are essentially vouching for you in the process. Another way to make this connection would be through an “InMail,” which is LinkedIn’s special way of circumventing the introduction process for those individuals you want to contact directly who may be either completely out of your network, or only tangential, at best. In LinkedIn’s own words, an InMail is a professional, credible outreach with your profile attached that doesn’t require an introduction.

Now the business model comes into play. LinkedIn only allows so many introductions and InMails per user and how many you have available to you depends upon your membership level. LinkedIn offers premium

subscription plans for job seekers, businesses, and recruiters, which allow introductions in excess of the five offered to basic (free) members. As well, premium users are allowed to view open profiles, receive InMail bonuses, and access premium search features. Another interesting feature offered to premium members is the ability to see who has looked at them in a level of detail much higher than basic (free) members. This can be useful when making reverse-connections with folks who may have peeked, but not taken the opportunity reach out and make the connection with you themselves. At the time of writing, LinkedIn Premium plans start at \$19.99/month billed annually for basic job-seekers and sales-professionals and rise as high as \$719.95/month for corporate recruiters. In many cases, after some time and at a point of advanced profile building, basic members will receive an enticing email from LinkedIn offering a free 30-day trial of premium membership to experiment with features and decide whether a longer-term premium membership is right for them.

On top of all of these capabilities, LinkedIn also offers other connection opportunities through an organic messaging system, interesting articles you can read and interact through, endorsements, and invitations. All of this is made available based upon the highly customizable privacy settings built into each user's control panel. In essence, you can share as much as you like and allow as much contact as you are comfortable with. In the end, using LinkedIn effectively is about maximizing your exposure within the confines of your personal tastes and expectations.

## 2 STARTING OUT WITH LINKEDIN

Ready to roll? Break out your computer and push that power-button, it's Go-Time! Unlike many social media platforms, LinkedIn can be somewhat intimidating at first because of the professional nature it encompasses. Fear not, it's a great platform for engaging, learning, sharing and collaborating—the key is to be in it. As with so many opportunities, you cannot play if you are not a member.

### SIGNING UP FOR AN ACCOUNT

So you're excited and determined to make this happen, right? Well it doesn't get any simpler than this: point your browser to <http://www.Linkedin.com> and be prepared to spend less than two-minutes registering. Signing up is actually no more than the most basic process of entering the foundational elements of your profile, then securing it with your email address and password. Simply enter your first and last name, followed by your email address and a password consisting of six or more characters. Clicking the big, yellow "Join Now" starts you on your new journey.

LinkedIn

Email address  Password  [Forgot your password?](#)

## Be great at what you do.

**Get started – it's free.**  
Registration takes less than 2 minutes.

By clicking Join Now, you agree to LinkedIn's [User Agreement](#), [Privacy Policy](#) and [Cookie Policy](#).

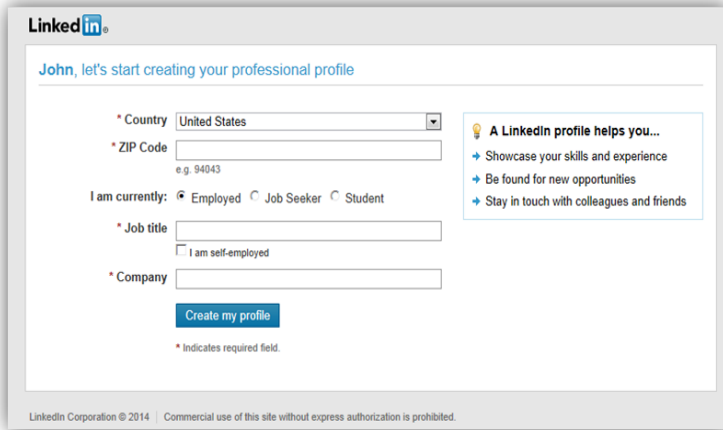
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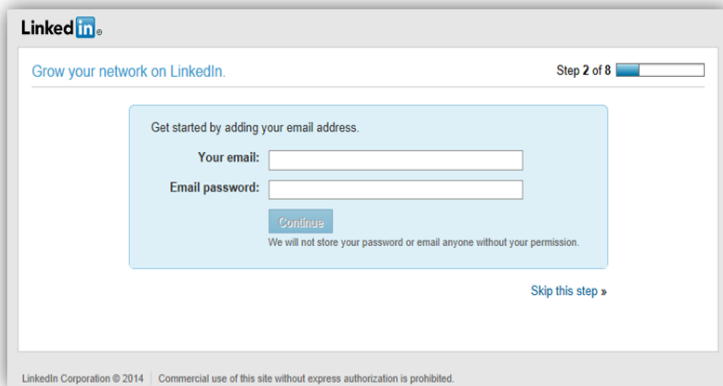


From here, the newly registered user is asked to answer a few more demographic questions to establish their account and create their new profile:



The screenshot shows the LinkedIn profile creation interface. At the top, it says "John, let's start creating your professional profile". The form includes fields for Country (set to United States), ZIP Code (with an example of 94043), Job title, and Company. There are radio buttons for "I am currently:" with options for Employed, Job Seeker, and Student. A checkbox for "I am self-employed" is also present. A "Create my profile" button is at the bottom. A callout box on the right lists benefits of a LinkedIn profile: showcasing skills, being found for opportunities, and staying in touch with friends. A footer note indicates that an asterisk denotes a required field.

LinkedIn now offers you the opportunity to start growing your network right out of the gates by reaching out to the people you already know. Perhaps many of your contacts are already on LinkedIn. If so, the routine depicted below will allow you to synchronize with your address book (if supported) and start mining it for connections who can start building out your current network:



The screenshot shows the "Grow your network on LinkedIn" step, which is Step 2 of 8. The instruction is "Get started by adding your email address." There are input fields for "Your email:" and "Email password:". A "Continue" button is below the fields. A disclaimer states, "We will not store your password or email anyone without your permission." A "Skip this step" link is at the bottom right. The footer contains the same copyright and prohibition notice as the previous screenshot.

The rest of the process is self-explanatory. A confirmation email will be sent to the email account you registered from in order to establish that you are who you say you are. At this point, it is time to start building out your profile.

For The Rest Of This Book, See The Following Links:

- AMAZON: <http://amzn.com/B00M2OII3I>
- B&N: <http://www.barnesandnoble.com/s/9781500818104>
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## ABOUT THE AUTHOR

Matthew T Fritz is a leader and mentor in the field of complex organizational change, emotional intelligence, and organization strategy. A successful DoD senior-acquisition program manager and test leader, Matt has earned documented success in the areas of test and evaluation, assessment, technology development and flight operations. He has specialized experience in cost, schedule and performance management and is an active duty Field-Grade Officer with command-experience in the United States Air Force. Matt is also a certified acquisition professional, as well as a certified Emotional Intelligence Trainer/Practitioner. He and his wife, Stacy, enjoy life with their daughter and son in New Mexico.

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