

Basic Principles of



Branding Yourself on LinkedIn

The Correct Way to Brand Yourself, Increase Engagement, Get Leads and Sales Using Your LinkedIn Profile



Winbrandacademy.com

Vandana Nanda

Vandananda.com

Hey there,

My name is Vandana Nanda. I'm the founder of [Winbrand Academy](#) and I've put this E-book together because I believe it will greatly help you to fast track your results by Branding you on LinkedIn.

Since LinkedIn was founded in 2002, it has grown to a community of 900 million-plus members. LinkedIn has opened new arenas of usability for professionals on the platform. Benefits of using LinkedIn extend beyond networking, increasing job opportunities, finding business leads as the platform creates several intangible benefits like creating a personal brand name and increasing credibility.

Everyone is trying to build their personal brand on LinkedIn. It's not just top level management and well established leaders, but also students, freelancers, start-up founders and hustlers. Everyone recognizes the benefits of a large following and high engagement on the platform and users want to leverage the platform to take advantage of the benefits of personal branding.

Though the platform can be leveraged to create several benefits for its users, gaining visibility and personal marketing on the platform has become increasingly challenging. The most common tips given by personal branding experts include posting a professional personal profile picture on the platform, updating skills, education and work, and posting regularly and commenting.

Traffic is the lifeblood of any business. Without quality traffic you will not generate any leads or sales. Paid traffic can be very expensive.

Using LinkedIn marketing is a fantastic way to generate free traffic to your website or business opportunity, thus getting leads and sales for yourself online. It's also one of the fastest ways to make commissions.

So why LinkedIn marketing?

- ❖ **You can get FREE targeted traffic.**
- ❖ **You can avoid costly mistakes of paid traffic**
- ❖ **You build a responsive list of subscribers**
- ❖ **You can start promoting almost immediately**
- ❖ **You can make money by following your passion**

Just to name a few!

Just by Branding yourself and setting your profile correctly on LinkedIn you can get more people to connect and interact with you.

After a long corporate career of over two decades, at the time of writing this, I've been marketing online for a couple of years and have experienced the success of creating an income online using affiliate marketing and LinkedIn as a source of traffic to get sales.

I respect your time so I will keep this E-book short, but I promise I will deliver as much value as possible.

The strategies and steps I share with you here in this E-book will absolutely help you create faster and better results using free LinkedIn traffic, so take them seriously.

Read it to the end and **apply what you learn.**



Principle #1 – Setting Up Your Profile Correctly

The LinkedIn profile page is the foundation for your personal branding. Read this Blog Post to learn how you can [create a Branded Banner Image for your LinkedIn Profile](#) using a Free Tool.

If you haven't checked your profile page recently, you might well find new ways to build your personal brand. Here are 10 guidelines for setting up your Profile correctly

1. Choose the right profile picture for LinkedIn

Your profile picture is your calling card on LinkedIn – it's how people are introduced to you and (visual beings that we are) it governs their impressions from the start. Make sure the picture is recent and looks like you, make up your face takes up around 60% of it (long-distance shots don't stand out), wear what you would like to wear to work, and smile with your eyes!

2. Add a background photo

Your background photo is the second visual element at the top of your profile page. It grabs people's attention, sets the context and shows a little more about what matters to you. More than anything, the right background photo helps your page stand out, engage attention and stay memorable.

3. Make your headline more than just a job title

There's no rule that says the description at the top of your profile page has to be just a job title. Use the headline field to say a bit more about how you see your role, why you do what you do, and what makes you tick. If you've got sales reps at your company who are on the ball with social selling, then take a quick look at their profile page headlines for inspiration. They will almost certainly have more than their job titles in there.

4. Turn your summary into your story

The first thing to say about your LinkedIn summary is – make sure you have one! It's amazing how many people still leave this field blank when creating their LinkedIn profile. Your summary is your chance to tell your own story – so don't just use it to list your skills or the job titles you've had. Try to bring to life why those skills matter – and the difference they can make to the people you work with. Don't be afraid to invest some time, try a few drafts, and run your summary past people you know. This is your most personal piece of content marketing – and it's worth the effort.

5. List your relevant skills

It's one of the quickest of quick wins on LinkedIn – scroll through the list of skills and identify those that are relevant to you. Doing so helps to substantiate the description in your Headline and Summary, and provides a platform for others to endorse you. However, the key here is staying relevant. A long list of skills that aren't really core to who you are and what you do, can start to feel unwieldy. Take time for a spring clean of your skills list every now and then.

6. Spotlight the services you offer

Services is a new LinkedIn feature that helps consultants, freelancers and those working for smaller businesses to showcase the range of services that they offer. Filling out the Services section of your profile can boost your visibility in search results.

7. Request recommendations

Endorsements give people viewing your profile a quick, visual sense of what you're valued for. Recommendations take things a step further. They are personal testimonials written to illustrate the experience of working with you. There's a handy drop-down menu in the Recommendations section of your profile that makes it easy to reach out to specific contacts and request recommendations. Take the time to think about who you would most value a recommendation from – and personalise your request. It's worth the extra effort.

8. Share media and marketing collateral

The marketing collateral that you produce for your business can add an extra dimension to your own profile as well. Sharing case studies, white papers and other brand content helps to show what the business you work for is all about – and helps people understand what makes you tick. It demonstrates passion and commitment as well.

9. Get credit for your thought-leadership with Publications

The Publications section is one of the most under-used elements in LinkedIn profiles – and that means that you can really stand out from the crowd when you use this feature to draw attention to existing thought-leadership content. Have you helped to write an eBook or a White Paper? Or written a post on your company's blog? The Publications section links your profile to these assets.

10. Share relevant content from your LinkedIn feed

It's one thing to have a network of connections on LinkedIn – it's far better to have an active role in that network, appearing in your connections' LinkedIn feeds in a way that adds value for them. Sharing relevant content with your network is one of the most accessible ways of doing this.



Principle #2 – Growing Your Audience

The more active connections on your list will give you a better opportunity to get leads and sales from your LinkedIn marketing efforts. As a result, you want to grow your list of connections with people who are like-minded.

These 10 tips can help you grow your network and get results that support your professional success:

1. Personalize connection requests
2. Follow up on in-person networking opportunities
3. Break growth goals down into achievable chunks
4. Invite engagement by posting often
5. Explore LinkedIn Groups
6. Grab attention with visual content
7. Engage with existing connections
8. Promote your LinkedIn URL
9. Leverage keywords in your profile
10. Write and publish articles demonstrating expertise



Principle #3 – What and When to Post

Wondering what to post?

LinkedIn's focus on business often leaves newcomers unsure of how to post and interact on the platform.

Here are the 6 types of content you should be sharing on LinkedIn.

1. Blog Posts

Sharing your blog posts on LinkedIn is a great way to increase your reach, build brand awareness, and spark engagement.

When sharing blog content to LinkedIn, be sure to:

- Introduce the post with a personal comment.
- Shorten the URL with Bitly or a similar app.
- Check to be sure the thumbnail looks great.

Amplify the reach of your blog by promoting articles on LinkedIn.

2. Industry News and Research

LinkedIn is a business-to-business platform whose users are actively looking for content related to their industry. This makes it an ideal platform for sharing research-based case studies, reports, and whitepapers.

LinkedIn users are often looking for industry updates and news. By sharing them, your business's LinkedIn page can become a go-to source for that information.

3. In-Depth How-To and List-Style Posts

Publishing content directly to LinkedIn bypasses your blog and website, but offers more visibility on the social channel. Consider publishing how-to and list-style posts exclusively on LinkedIn. According to a recent study, LinkedIn posts between 1,900 and 2,000 words in length perform best and gain the greatest number of views, likes, comments, and shares.

The same study found that how-to and list-style posts receive the most attention.

4. Quick Tips

Simple posts that include leadership tips and tricks do well on LinkedIn. Since it's a professional network, keep your topics to subjects that encourage productivity, leadership, and professional success.

5. Photo Updates

Sharing a photo is a great way to show off your company's personality. Attractive and compelling photos taken at business events or at your offices can gain a lot of attention on LinkedIn.

Posting photos of your company's employees and activities adds a human element to your LinkedIn posts.

6. Company Updates

If you can find a way to make company news visual and interesting, then it's a great fit for LinkedIn.

When to Post

According to Research, the best days to post content on LinkedIn are between Tuesday and Thursday, either early in the morning, lunchtime or early evening, with an additional, bonus sweet spot between 10am and 11am on Tuesday.

Principle #4 – How to Increase Engagement on Your Posts

1. Give engagement to people in your network-Like any social network, you have to give in order to receive. So, give other people engagement, give them your attention, and comment on their posts. It will come back to you.

2. Post to attract comments and respond to each comment you receive-Anyone who takes the time to comment on your post deserves your attention. Respond to each and every comment. Show people you are listening. This is the path to real ROI from your investment in social networking.

3. Post consistently, no more than 20 times per month, but no less than once a week-Consistency has long been the rule in social networks. Your network needs to consistently see you and see the value you offer. Avoid long gaps between posts, but don't do too many in a short time span. If you are going to post multiple times per day, space out your posts evenly through the day.

4. Don't include links to off-site content in LinkedIn posts -Add the link you are sharing as the first comment, after the post. LinkedIn likes people to stay on LinkedIn and comment on LinkedIn. Sharing external links in the body of the post is likely interpreted negatively by the algorithm.

5. Hashtags, hashtags, HASHTAGS! (But no more than 3 per post.) You can make up any hashtag you want, but it's better to find the ones people are using and leverage those audiences. Here's a handy list of [highly subscribed hashtags](#).

6. Tagging relevant people on LinkedIn makes sense to increase engagement, but avoid tag stuffing-Tagging is always good. but be mindful that just stuffing tags of irrelevant people into your posts to get more eyeballs because it may send negative signals to the LinkedIn algorithm.

Principle #5 – The Correct Way to Pitch Your Business to Your Connections

LinkedIn is so effective because it is the ultimate relationship-building platform. With such a large number of professionals, business owners and c-level executives using the platform, LinkedIn gives you un-gated access to your target market. It also provides you with the tools to find, connect and then build a relationship with them. This dramatically increases the effectiveness of your sales efforts and shortens the length of your sales cycle.

With a complete, professional looking profile and a daily LinkedIn lead generation plan in hand, in as little as 15 minutes a day (depending on your industry and goals), you could begin to fill your sales funnel with your ideal clients.

Here are six steps to help you start attracting more clients on LinkedIn today..

1. Identify Prospects

Lead generation on LinkedIn requires you to have a clear grasp of your target market, so begin by thinking of common titles your market would use to describe themselves. This will be a crucial part of finding prospects to connect with online. These titles relate to their vocation. For example: CEO, Accountant, VP Sales, HR Specialist, etc.

Once you have a few titles that you want to specifically target for new prospects, you can easily find them using two separate methods:

LinkedIn Advanced Search
LinkedIn Groups

2. Send a Thank You Message

When you receive a notification that someone has accepted your connection request on LinkedIn, reach out with a personalized “thank you” message. Don’t pitch your services or self-promote in any way other than adding the URL to your website in your signature.

3. Send Relationship Building Messages

Set a reminder to reach out to your new connection in a week with what I like to call a “Relationship Building” message. The sole purpose of this message is to provide something of value to that person with no ulterior motive. Giving without the expectation of receiving is a critical part of building authentic relationships with people.

4. Engage With Them on Shared LinkedIn Groups

Take a peek at the groups your prospects have joined. If you aren’t already a member of groups that your prospects are part of, start joining the most relevant ones that fit the target audience you are looking for. You can join up to 50 groups.

Not everyone is active on LinkedIn Groups but when you find a prospect that is, it provides an excellent opportunity to get on their radar in a way that’s demonstrating your expertise and credibility.

5. Move Relationships Offline

This is the most critical step where most people fall short. Without this final step, there’s a whole lot of social without any selling. Once you’ve built enough rapport and established your credibility you have to make the transition to an offline conversation.

Remember it is offline that you convert a prospect to a client. Don’t try to sell or pitch anything without having a conversation and getting to know what the problems are your prospect is dealing with. Only then can you offer a solution.

Conclusion

If you made it this far, I commend you. You're already investing in yourself which is a key factor in creating success. It's sad that most people these days won't even take the time to read an E-book that has the potential to change their lives, but thankfully that's not you, so seriously, You Rock!

Implement what you have learned immediately. Then on a daily basis develop a routine of making a valuable post, liking and commenting on other people's posts and adding new connections.

LinkedIn is a professional site first, therefore treat it as such and discreetly promote your offer on the "backend".

Once you follow the 5 principles in your LinkedIn marketing, you will experience more success on LinkedIn. I trust that this free guide has been useful to you.



Vandana Nanda

Connect With Me:

Email: connect@winbrandacademy.com

Blog: VandanaNanda.com

Academy: Winbrandacademy.com

Social Media:

