

How to Write a LinkedIn Profile

How to build a powerful personal brand
and generate new business from LinkedIn.



REVENUE WISE

THE SMART WAY TO GROW

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Table of Contents

Introduction4

How to Write Your Profile5

LinkedIn Profile Form15

Revenue Wise Information19

Introduction

The Goals of this Guide:

This document explains how to write your LinkedIn profile. It sets forth guidelines and best practices that will help your profile to:

1. Stand out in a crowded marketplace;
2. Be more easily found in LinkedIn and Google searches; and
3. Explain your value proposition clearly and concisely.

Each section of the LinkedIn profile has character limits. The character limits, which include white spaces, are shown at the beginning of each section.

Use Microsoft Word's "word count" feature, found under the Review tab to count the number of characters in each section before posting.

How to Write Your Profile

Develop your Headline

120 Character Limit

When someone conducts a keyword search in LinkedIn, the Headline is one of the main areas searched; thus, it is essential to include the keywords that your target clients will use when searching for a professional with your expertise.

Build Your Headline Step-By-Step:

The best overall advice, when developing a headline, is to ask yourself: “What Google search terms will my target clients use to find an attorney like me?”

1. Specify Attorney Type

Start your headline with the “Attorney type” your target clients most often associate with someone who provides your type of services. Use common terms and not jargon from your industry.

Examples:

- Corporate Attorney
- Employment Attorney
- Litigation Attorney
- Intellectual Property Litigator
- Real Estate Attorney

2. Specify Service Specialties and Industry Keywords

After your attorney type, specify your service specialties and any keywords used to describe your services or industry. Once again, use the same terms your target clients would use in a Google search. Avoid using jargon and terms unique to your industry. Think like your clients.

Service Examples:

- Trademark Prosecution
- Anti-Piracy
- Executive Compensation
- International Employment Law
- Corporate Finance
- M&A

Industry Examples:

- Retail
- Healthcare
- Small Business
- Transportation
- Hospitality

3. Optionally, Include Your “Personal Brand Message”

A personal brand message is the core message you want to communicate to your clients. It communicates the “core value” you provide to your clients.

When writing a LinkedIn profile we are always balancing readability with searchability (how easy your profile is found in Google and LinkedIn searches). The downside of just using a brand message is it may not contain terms your target clients would use to find a professional who does what you do.

Sample Brand Message:

Using the Law to Help Employers Attract, Retain and Motivate the Right Talent.

4. Final Sample Headlines

Employment Attorney | Defends employers in harassment, discrimination, wrongful termination and class action cases

Employment Attorney | Class Action, Wage & Hour, and Appellate Litigation

Patent Attorney | Medical Devices & Software | Protecting and Monetizing Patent Assets

Real Estate Attorney | Helping Clients Maximize Profits with Strategic & Smart Real Estate Transactions

Business Litigation Attorney | Trials and Appeals | Real Estate, IP, and General Business Disputes

M&A and Financing Lawyer | Mergers & Acquisitions | Private Equity & VC Financings | Corporate Advice & Counsel

Write Your Summary

2000 Character Limit

The Summary section gives you the opportunity to talk about your expertise and know-how in a way that can be different from your website bio. Your LinkedIn profile often provides more room, allows you to make use of headings and allows you to communicate in a personal style.

As you begin to write your profile, bring to mind a specific person who represents your ideal target client. Imagine you are writing your profile to appeal to this person.

1. Choose Your Writing Style

Unless your clients are very formal, write your profile in the first person.

2. Write Your Key Headings

Think like a reporter. What are the key headings you want to emphasize to your target clients?

Here are some common examples:

- Your unique approach
- Key services
- Special industry or technical expertise
- Types of clients served

Sample Profile Headings:

When writing your profile, you want to separate paragraphs with informative headings. Here are some examples:

Employment Lawyer

Seasoned Employment Litigator

Customized Approach to Litigation

Entertainment, Food & Beverage & Apparel Focus

M&A Lawyer

Seasoned And Trusted Advisor

Former Chief Legal Officer

Efficient Staffing And Execution

Patent Prosecutor

Using Patents To Grow Revenue And Limit Competitors

Helping VCs, Start-Ups And Companies With Large Portfolios

Industry Expertise, Including Medical Device And Software

Commercial Litigator

Winning Your Most Important Business Disputes

Resolving Real Estate Disputes

Resolving IP Disputes

Resolving General Business Disputes

Write the Body of Your Profile

With your headings completed, write the body of your profile. Write the elements that set you apart from others in your industry.

Sample Profile for Employment Litigator:

SEASONED EMPLOYMENT LITIGATOR

I am a seasoned employment litigator who works closely with employers to defend them in a wide range of employment litigation. These cases include harassment, discrimination, retaliation, wrongful termination, wage and hour, breach of contract, defamation and fraud claims in state and federal courts and in arbitration.

CUSTOMIZED APPROACH TO LITIGATION

Many of my clients are sophisticated in-house counsel who appreciate my professional and collaborative approach to cases. Since each of my clients' working styles vary—from very hands on to very hands off—I begin each case by determining the level of reporting needed throughout the matter.

I draw on my past litigation experience in order to maximize efficiencies, but recognize that each case has its own unique issues and challenges. I do not take a cookie cutter approach to developing case strategy; I analyze the unique legal issues to develop a global strategy, depending upon client goals, the personalities of parties and counsel, and where the case is filed.

ENTERTAINMENT, FOOD & BEVERAGE & APPAREL FOCUS

I have deep and extensive experience serving clients in the entertainment industry, including film and television studios, production companies and new media. I also work closely with companies in the food and beverage and apparel industries.

ADMINISTRATIVE CLAIMS

In addition to my litigation work, I investigate and respond to charges of discrimination, harassment and retaliation filed with the EEOC, DFEH, and other state and federal administrative agencies. I also represent employers at hearings and settlement conferences in wage and hour claims filed with the California Labor Commissioner.

ADVISES EMPLOYERS

Lastly, I provide day-to-day employment advice to my clients and conduct training regarding compliance with state and federal law, personnel policies and manuals and employment agreements.

Enter Your Skills

500 Character Limit

We like to think of this section as the “how do I serve my clients” section. Ensure you list specialties and/or skills that your target clients are looking for and that can trigger a quick response when spotted.

Complete the Skills Section

List the specific services that you offer:

When filling out this section, repeat keywords. This will help your search ranking. Think of all the skills potential clients will be looking for. If they are not in the LinkedIn database, you can enter your own terms.

List the Industries that you Serve:

If you serve specific industries, list them in this section as well.

Position (Experience/Results)

2000 Characters per Position

When people search LinkedIn using keywords, Job Titles are one of the main sections searched. This is why you want to use descriptive titles (e.g. Leadership Coach, rather than coach). You can also include other keyword text in your title separated by the pipe | symbol.

Build Your Positions Step-By-Step:

1. **Write Your Titles.** Include your professional type (e.g. employment attorney, leadership coach, accountant) and some of your essential services.
2. **Write Your Results.** Rather than reiterating what you do, use this section to profile three or so big wins or results. You can also use this section to create a more detailed list of the services you offer.
3. **Past Job Descriptions.** If you have no relevant results at your past jobs, simply provide a brief description of your duties.

LAWYER SAMPLE:

Law Firm Name

January 2011 – Present (2 years 9 months) Greater Los Angeles Area

Employment Attorney | Partner | harassment, discrimination and class action defense

LITIGATION SUCCESSES:

- Obtained summary judgment and award of costs in favor of film production company in sexual harassment and wrongful termination lawsuit.
- Prevailed at arbitration on behalf of television/media company on claims by former employee for fraud and misrepresentation.
- Reduced a 10-count complaint alleging various tort and contract claims to a single count of breach of contract, and then prevailed at arbitration on the single remaining claim.
- Prevailed in arbitration for aerospace company on claims by former employee for race discrimination, wrongful termination and other tort claims; obtained award for employer resulting in dismissal of all claims.
- Obtained award at arbitration on behalf of multiple defendants in case alleging misappropriation of client lists, breach of duties, and interference with prospective business relations.
- Defeated class certification in wage and hour cases filed in state and federal court.
- Successfully represented employers in DFEH and EEOC investigations and obtained dismissals and favorable settlements of charges of discrimination, harassment and retaliation through mediation and negotiation.

Honors and Awards

If you have any relevant honors or awards, you will want to post them on your profile. Include both professional recognition or personal recognition that you have received from the community and volunteer work, as you never know what may “connect” with a visitor to your profile.

Organizations

LinkedIn uses past jobs, schools, and other sections to find people you may know and want to connect with. It also uses Organizations.

Post organizations that you belong to. One caveat: if you belong to any organizations likely to alienate your target clients, think twice before posting them.

Education

The education section is one of the primary ways LinkedIn matches you to others that you know. List all of your education information and the corresponding dates.

Posting Articles

255 Characters per title/2000 characters per publication summary

Posting articles inside LinkedIn is a powerful adjunct to your profile. When people search LinkedIn using keywords, they will find not only your job titles and work experience, but will also see you are an active content publisher. This is why you want to use descriptive titles for your articles, as well as the direct links back your webpage where the article is being stored. Again, this is another way to “connect” with your target audience, and showcase your unique profile and capabilities.

Twitter & Blog Links

If you have a Twitter account or a blog, you can add the links to your LinkedIn profile.

LinkedIn Profile Form

Introduction

Use this document to capture your LinkedIn profile elements. The character counts include white spaces. Use Word's "word count" feature to count the number of characters in each section before posting.

Key Words

Headline

120 Character Limit

Summary

2000 Character Limit

Skills

500 Character Limit

Position (Experience/Results)

2000 Characters per Position

Revenue Wise Information

David Adams



David Adams is a seasoned coach, author and speaker. He brings over 20 years of experience to his role of helping attorneys and firm leaders improve their business development and leadership skills. David is expert in helping lawyers, working individually and in practice groups, develop the necessary attitudes, behaviors and capabilities to succeed. He is committed to helping attorneys achieve that ideal combination of professional success and personal fulfillment.

Revenue Wise

Revenue Wise is a full service firm that specializes in helping law firms grow revenue. We use a combination of coaching, training, and consulting to help lawyers, practice groups, and ultimately, law firms become more successful. We also license our materials, so your in-house marketing and business development staff can deliver the programs.

We have been serving law firms for over 20 years and count some of the nation's top firms as our clients, including Latham, Orrick, Littler Mendelson, Fenwick & West, Kecker & Van Nest, Kilpatrick Townsend & Stockton, Holland & Hart, Lindquist & Vennun and many other firms.

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