

10 Day LinkedIn Challenge

STEP BY STEP INSTRUCTIONS
TO IMPROVE YOUR LINKEDIN PROFILE
GET MORE CONNECTIONS
ENGAGE WITH YOUR AUDIENCE
BE SEEN AS A THOUGHT LEADER



INTRODUCTION

If you are in business and trading with other businesses, known as B2B trading, then you really can't afford to ignore LinkedIn.

With over 260 million active users monthly worldwide, it is the number one B2B platform for building networks and connections and is the top-rated social network for lead generation.

In fact, 79% of B2B marketers see LinkedIn as an effective source of lead generation with 80% of B2B leads coming from LinkedIn compare to 13% on Twitter and 7% on Twitter*.

People may spend more time on Facebook but businesses invest more time on LinkedIn looking for content or connections that can help them solve problems.

If you are not an active user of LinkedIn then your first step is to make sure your profile is top-notch and sends out all the right messages before you start posting content.

I'm setting a 10-Day LinkedIn Challenge to liven up your LinkedIn and make sure you are making the most of your profile. We'll be looking at the top 10 things you need to do to improve your profile and ensure that it looks as professional as possible with plenty of practical suggestions and examples.

At the end of the 10 days, you will feel confident that you are presenting the right image and messages to attract attention from the right connections

Are you in?!

*10 Surprising Stats you didn't know about Marketing on LinkedIn

Day 1

Find Your Purpose

There are numerous reasons for using LinkedIn. People are very familiar with using it as a job seeker and having an online CV, but businesses can use it as a networking and relationship building tool as well as for research. It is also a great place to showcase your business and personal brand and establish yourself as a thought leader or industry expert.

Day 1 involves really thinking about why you want to use LinkedIn and create a clear plan. Is it to generate leads or is it to see what your competition is doing? Is it to find suppliers or keep in touch with people from the past?

Think carefully about the sort of business or person you want to connect with, what are their challenges, problems and objections – what is your solution, what is the 'pain' that you solve?

This will lead you to think about your ideal customer, your target market or your ideal connection on LinkedIn. A great way to get your head around your ideal customer is to think about them as a person, create an Avatar.



- What is their background, their issues, their hobbies?
- Give them a name, gender, age, marital status and children
- Where do they live and work? What job do they do?
- Think about what sort of media they read or watch.
- What are they worried about, what motivates them to find a solution to that pain?

Download my Customer Avatar template from [here](#).

Once you have a clear idea in your mind of who you want to sell to or connect with this can help you tailor your messages, language and images. Imagine speaking to the person defined in your customer avatar and your messages will have more impact and will resonate with lots of people with similar issues.

So now you have a clear plan about why you are logging into LinkedIn and who you want to be talking to. Come back tomorrow to find out the next stage.

LinkedIn Challenge

Day 2

Create Good Images

It goes without saying that you need a good profile picture, the same as you would on any social media site, but on LinkedIn it needs to be appropriate i.e. professional. LinkedIn says that you get 14 times more views if you have a profile picture. If you don't add one you have what I call 'the coat hanger'.



This is a real faux pas, LinkedIn is a person to person networking platform and you need to be honest and credible, and that starts with your picture.

Personally, I don't connect with people who send a connection request if they don't post a picture of themselves. Why would you want to business or be employed by someone that wants to be anonymous? Of my 700 contacts, only one is anonymous, someone I used to work with that clearly does not actually use LinkedIn.

I would also avoid including a Company logo, why hide behind your company logo? Save that for your company page.



So (apologies if you know any of these people), I would recommend no cartoons, no crops of the wedding or holiday pictures, nothing too dark or so small that you can't see your face. No pictures of you standing outside a pub and nothing sexual – well unless you are a glamour model I suppose.

I would recommend a professional headshot if you have one, or a close up of your face or head and shoulders against a plain background. Your picture appears on your profile and every time you post or comment on a post. So you are reinforcing this image over and over again.



To update your profile picture you need to navigate to Me in the toolbar, then hit View Profile and then click the blue pencil.



Then you can edit either your profile picture (your face) or your background picture by clicking the blue pencil and uploading an image from your files.



Make sure you use a high-resolution image, the sizes on LinkedIn do change from time to time; the current sizes for a profile picture are:

- Recommended size: 400px x 400px
- Minimum dimension: 130px x 130px

If you are running your own business, as opposed to being employed, I would definitely recommend that you take advantage of the background image space to create something memorable that reinforces your brand.

The problem these days is getting an image that looks OK both on mobile and PC or laptop as your profile image appears to the left on the PC and in the middle on the mobile, cutting off words or logos. For me that involves a lot of faffing about on [Canva](https://www.canva.com/) – other design packages are available!

There are many schools of thoughts as to what to have in your background image, it is perfectly acceptable to have any combination of your logo, an image, strapline and contact details.



If you have a designer that you use, a good quality LinkedIn header, like the one above, would be a good investment to make you stand out from the crowd. But do check it works on both PC and mobile, the recommended size is 1584px x 396px but Canva sizes are 1400px x 425px so you can't use all the depth, you just have to play around with it.

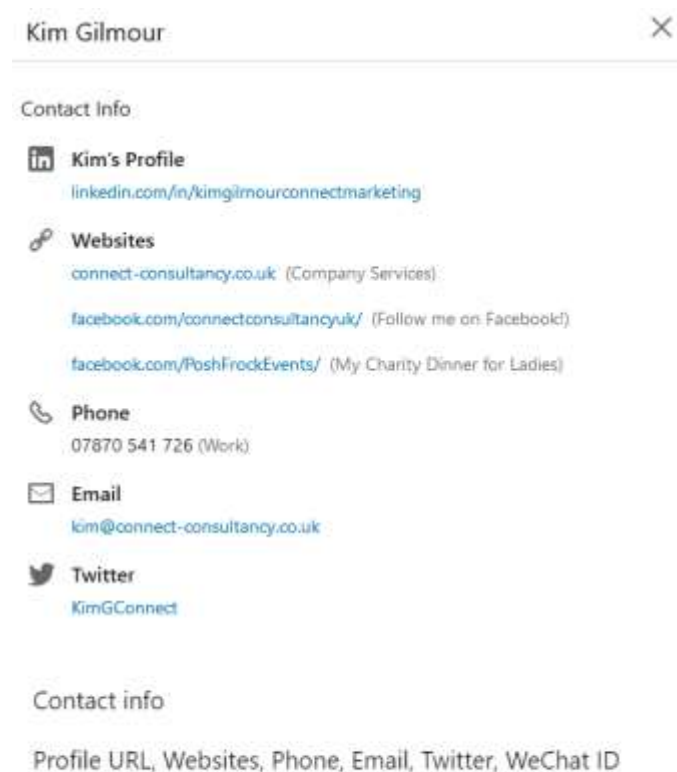
So pay attention to your images and join me tomorrow for Day 3 of our 10 day LinkedIn Challenge.

LinkedIn Challenge

Day 3

Update Your Contacts

This may seem an obvious one, but many LinkedIn pages were set up at the start of someone's career and if you don't update your contacts on a regular basis this could relate to a previous company or an old email address.



When someone views your profile a link to your contact details are shown to the right of your profile, you have to click to show more.

To update your contact details you need to navigate to Me in the toolbar then hit View Profile and then click the blue pencil, scrolling down to find Contact Info and clicking the blue pencil again.

As well as one phone number, address email address and Twitter account, you can add up to three websites. For example your company website, your Facebook business page and your blog or an alternative social media platform.

Bonus Tip: When you add a website – select 'Other' then you can add your own descriptive words which will appear in brackets after the website. If you select Company, Personal etc., those words appear in the brackets. Make sure you SAVE any changes. That's it short and sweet today!

LinkedIn Challenge

Day 4 Get a Public URL

A URL is a Uniform or Universal Resource Locator, or, as it is more generally known, a unique reference of a particular page or article on the internet. So, in the case of LinkedIn, your personal profile page.

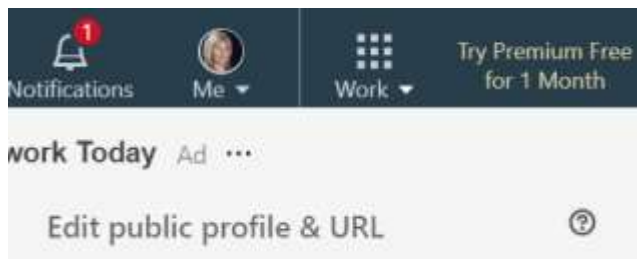
If you do not choose this you will have a string of numbers after your name – (the name is blocked out here for privacy reasons) like this:

<https://www.linkedin.com/in/xxxxxx-kxxxx-xxxxxn-62908622/>

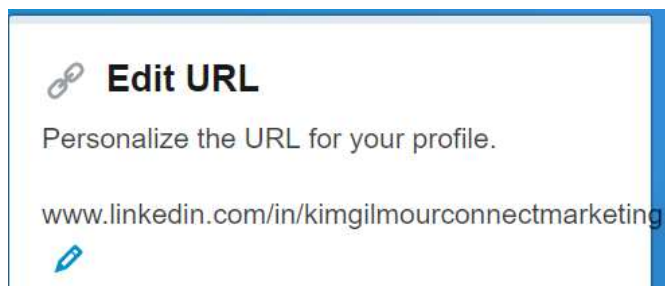
Which does not look very professional, what you need is a personal URL like this:

<https://www.linkedin.com/in/kimgilmourconnectmarketing/>

Go to Me, View Profile and once your profile is displayed in full, you will find the place to edit your public profile to the right or your full profile.



To edit click the pencil and enter your name, and or your company, in any format, but it has to be unique before LinkedIn allows you to save it.



Note: Your custom URL must contain a minimum of 3 and a maximum of 100 letters or numbers. You cannot use spaces, symbols or special characters but you can use underscores.

Once you have a more professional looking URL you can share this for example on your CV, your email sign off or any marketing material. That's it for today!

LinkedIn **Challenge**

Day 5

Create your Headline

Your Headline is what appears under your name on your profile and each time you post or comment on LinkedIn. So, it makes sense to use it to your advantage to reinforce your brand, personality and unique selling propositions.

Why put Manager or Director when you can put so much more? You don't need to include your company name as that will be displayed to the right of your name and/or in your background image.

Kim Gilmour

Seasoned Freelance Marketing Professional ★ Writing for
Business ★ Blogging ★ Social Media Marketing & Training



Telford, United Kingdom



You are only allowed 120 characters, including spaces so you need to make it interesting, memorable and include keywords that reflect your offer and skills. Make sure you use words that your audience would use and understand, not jargon or industry specific qualifications or abbreviations.


To edit your headline go to Me, View Profile and click the blue pencil to edit, scrolling down to Headline.

Edit intro ✕



Social Media Marketing
Management & Training
Blogging & Copywriting

07870 541 726



First Name *

Last Name *

[Add former name](#)

Headline *

[Save](#)

Use commas, vertical bars (|) or ★ to separate phrases, never use all uppercase letter and, you are also not permitted by LinkedIn, to use your phone number email address or a website URL as this is not what a headline is intended for.

Beware of the danger of falling into the trap of adding words like founder, expert, speaker, consultant etc. there is nothing wrong with these but it won't set you apart from the crowd.

You can have quite a traditional headline reflecting the services that you offer or you can be a lot more creative if you think that would resonate with your audience. For example:

- I can help you master social media
- Guaranteed conversion of your audience into customers
- Increasing your sales with integrated media solutions

Or you can be very daring and really push the boundaries. You have to be confident, however, that you can deliver what you promise and that you don't come over as too brash. If you want to test the boundaries, experiment by changing your headline and see which gets you more profile views or contacts.

Each of your current and previous positions will have a headline, so take the opportunity to go back over your previous jobs and change headlines to reflect the value you brought to a role rather than simply your job title and company.

We are now halfway through the challenge! Join me tomorrow for more LinkedIn tips!

LinkedIn Challenge

Day 6

Improve your Summary

Your summary is your statement about you as a person, your professional background and brand. Only three lines are shown when you first view a profile, so you need to work hard to capture the attention of decision-makers or recruiters, right from the beginning – like this one from Neil Patel.

I am a New York Times bestselling author. The Wall Street Journal calls me a top influencer on the web, Forbes says I am one of the top 10 marketers, and Entrepreneur Magazine says I created one of the 100 most brilliant companies. I was recognized as a top 100 entrepreneur under the age of 30 by President ...

Like any good content, you need to make it engaging, interesting, authentic and memorable. It goes without saying it should be up to date and relevant, when was the last time you updated yours?

Give the reader a clear idea of who you are, your expertise, skills and experience. Show your passion and purpose, how you can help others and what sets you apart. Explain what type of work you do, who you want to work with and finish with how people can get in touch with you.

Think of it as a longer elevator (60 second) pitch. This Summary from Brian Halligan of HubSpot is only three lines long but it is very powerful.

Passionate about turning Startups into Scaleups; Passionate Inbound Marketing & Inbound Sales;
Passionate about having as positive an impact as possible on HubSpot customers, HubSpot partners,
HubSpot employees, HubSpot alumni, and HubSpot investors.

Your total summary is 2,000 characters, including spaces, so make it easy to read, use short sentences and avoid jargon. Personally, as a small business, I think it is better written in the first person, but, if you are a larger business, or if you want to appear as a larger business, write it in the third person.

People buy and connect with people they like and trust, so above all be authentic. In your summary you could:

- Share your business journey - how and why you got into business
- Share your accomplishments - your key achievements
- Share your values and passion - what motivates you to get up in the morning?
- Things you do better than others – what is your USP, why do people want to work with you?
- Share the benefits you bring to people that work with you or employ you
- Include facts, figures and statistics, awards or articles

Your summary is best drafted in a word document first and then spell checked and run through a grammar checker like [Grammarly](#). Avoid the use of buzzwords such as motivated, passionate, creative, driven, strategic, track record or guru. However, you can make it quirky or funny, just ensure it is authentic and appropriate for your audience.

Use keywords and phrases that people use in any internet search. You may find a LinkedIn profile appears in a Google search ahead of an actual website so make your summary (and headlines) really count with good use of [keywords](#).

To edit, go to Me, View Profile, Edit Profile and click on the pencil.

Once your summary is complete you can bring it to life by adding 'media' (click the media button and upload files from your computer).

Media

Add or link to external documents, photos, sites, videos, and presentations.



This allows you to add pictures, videos, pdf's, PowerPoint presentations, or create links to a video on YouTube, your blog or a page on your website.

We are now more than halfway through the challenge and your profile should be looking a lot more professional!

LinkedIn Challenge

Day 7

Add Sections

Now that you have your images, headline and summary sorted you need to go through the rest of the sections of your profile. LinkedIn is changing all the time, there was a massive change in [February 2017](#).

Your profile will now show your work experience in chronological order followed by your education, volunteer experience, skills and endorsements, recommendations and accomplishments.

We will be looking at skills, endorsements and recommendations in Days 8 and 9 so let's whip through the most important of the other sections.

If you don't have any sections go to Add Profile Section

Kim Gilmour

Seasoned Freelance Marketing Professional ★ Writing for Business ★ Blogging ★ Social Media Marketing & Training

Telford, United Kingdom

Add profile section ▼

More...

Your summary is about you, your background, your personality and brand. Your current role or company shows as the first entry in 'Experience'. So you should really make this different from your summary.

You can have more than one current role, for example, if you have two businesses or want to display a volunteer role too.

As your business grows, or as your priorities change you should ensure that your past experience reflects what you want people to know about you now. So, you might want to go back on your previous roles and highlight the skills or experiences which are more important.

Don't forget to change the headlines too, these should reflect your roles and responsibilities rather than just your title as this is the only thing that will show when your profile is viewed.

You can also add media (images, videos, pdf's, presentations) to any of your previous roles.



Marketing Manager | Business Development | Events | Wolverhampton Telford
Technology Corridor (WTTC)
University of Wolverhampton

You will find that as you type in any organisation, LinkedIn will make suggestions, providing they have a Company Page on LinkedIn. Linking to a company enhances your credibility and helps past colleagues to find you. Select the right one (bearing in mind it is worldwide and many companies share the same name). This will show as a logo (and a link) on your profile.

Bonus Tip: You can go back and delete and re-enter a company name if you have not linked previously.

If you want your own company logo to appear you will have to create a Company Page for your business if you have not already done so.



Freelance Social Media, Blogging & Marketing Consultant | | Supporter of Local & Small Business |

It

is always a good idea to do this, although I would recommend that if you are a small company that you post your updates on your personal page, as LinkedIn is about connections. Post on your Company Page too but any followers you get will be a bonus.



To create a page, go to the Work section, click the arrow and then Create a Company Page at the bottom. Fill in the sections and upload your logo.

You must have a company email address so LinkedIn can verify that you can legitimately set up a company page, a Gmail or Hotmail account wouldn't be acceptable.

Once it is set up you can manage it from the drop-down section under Me in the toolbar



Kim Gilmour
Seasoned Freelance Marketing Professional ★ Writing for Business ★ Blogging ★ Social Media Marketing & Training

[View profile](#)

ACCOUNT

[Settings & Privacy](#)

[Language](#)

NEED HELP?

[Open Quick Help](#)

MANAGE

[Posts & Activity](#)

[Job postings](#)

[Company: Connect Marketing](#)

The **Education** section is geared to degree level qualifications so if you have anything like this it makes sense to add this in. You can link it to a University in the same way you can link to a company (but it can take some time to find the right course). You can add other courses or colleges, schools etc. although you won't be able to link unless they have a LinkedIn page – but it might help you find people you studied with!

Volunteer Experience, either current or past, can be added in the same way as experience so enter your headline, the organisation (link if it has a LinkedIn page), dates and a little bit about what you do or did. Maybe you think this is more useful as part of your online CV – but it can also demonstrate other skills or how you put something back into society.

Publication

Certification

Patent

Course

Project

Honor and Award

Test Score

Language

Organization

Accomplishments are where LinkedIn has drawn together other lots of other areas and appears towards the bottom.

The most useful in my opinion is certification where you can enter additional qualifications such as vocational ones. You can add networking groups and professional associations to the organisation section. You can also add courses and projects, awards, publications.

Again, if any of these organisations exist on LinkedIn you can link to them.

If you have not started the Accomplishments section yet, don't forget to Add a Section, scroll down to Accomplishments and use the blue + sign to add one or more. If you need to edit these click the blue arrow on the right to edit and then click the blue pencil.



The only other section that appears at the end is **Interests** this is populated as you follow people, join groups or link to companies.

That's the end of other Sections – we are covering Skills and Endorsements and Recommendations later.


LinkedIn Challenge

Day 8


Add Skills


‘Skills and Endorsements’ is an important section for people that don’t know you. The more skills you list and more endorsements you have, the better it can be for searches whether it’s looking for people matching your skills or viewing your profile for the first time.

You can add up to 50 skills but they only become endorsements when other people endorse you. Only the top three skills are displayed on your full profile although you can click View More to see the others.


Skills & EndorsementsAdd a new skill 

Marketing · 46


 Endorsed by Elaine Nester, who is highly skilled at this

 Endorsed by 7 of Kim's colleagues at University of Wolverhampton

Social Media · 28

 Endorsed by 5 of Kim's colleagues at University of Wolverhampton

Marketing Strategy · 26

 Endorsed by 4 of Kim's colleagues at University of Wolverhampton

To find the section, go to Me, View Profile and then you have to scroll quite a long way down. To add a new skill click Add New Skill, not the blue pencil this time, which is for re-ordering your skills.

As you start typing LinkedIn will suggest some skills and also suggest some based on your profile, just click on the ones you want and click Add at the bottom. Don’t forget to use keywords – so I might use copywriting whereas people may search for editorial or promotional material.

To manage your skills (i.e. delete or re-order) click on the blue pencil. Delete those that are not relevant. Re-ordering is great if you have changed your focus over the years as you need to have the three most relevant skills at the top rather than the 3 with the most endorsements.

☰ Bonus Tip: Anywhere you see this symbol (four lines), for example in WordPress, it means you can click and drag. Hover over lines and click and drag your skills into the order that you want, pinning the top three which are then visible in your profile.

☰ LinkedIn also group your skills into Industry, Interpersonal or Other skills – unfortunately, you cannot move skills between sections!

It used to be easy for people to endorse (validate) skills as they popped up each time you logged onto LinkedIn. These days you have to actively go to someone's profile. LinkedIn will suggest skills similar to your own which you can quickly skip or endorse.

If you want to actually endorse the skills of a connection, scroll down to their Skills & Endorsements section and hit the blue + or click Show More to find more skills. You then get a pop-up box asking for more information.

LinkedIn assures you that your connection won't be notified of the level, skill or the relationship, but if you click on any skill on any profile you will see who has endorsed that person or indeed yourself. This is where you can remove an endorsement too if you scroll to the bottom.

Bonus Tip: If you need to build your endorsements, there is no way of requesting these via LinkedIn other than by messaging a connection or asking them some other way. Don't be shy, most people will take the time to do this if asked.

LinkedIn Challenge

Day 9

Get Recommendations

LinkedIn says profiles with recommendations are three times more likely to get enquiries. Recommendations are more personal and specific than endorsements and a good way to showcase your expertise.

There is no limit to the number you can give or receive – but you can only one have from each of your connections per role. The Recommendations sections is beneath Skills and your recommendations appear in chronological order. They can be managed by clicking the blue pencil.

Recommendations

Ask for a recommendation 

Received (23)

Given (15)



Carol Saunders

Bookkeeping for Small Businesses | Payroll & Construction Industry Scheme Processing | VAT Returns | QuickBooks Expert

January 16, 2019, Carol was a client of Kim's

We've used Kim to help us with both LinkedIn & Facebook training. She has done a great job of explaining and getting us set up correctly with our business profiles and connections. She gives us some good suggestions and pointers to embracing these networking platforms that we weren't understanding pr... [See more](#)

Ask for revision

Show




With your received recommendations you get the chance to ask for a revision and show or hide it on your page.

You also get a chance to revise or delete your given recommendations

To ask for a recommendation, Hit the 'Ask for a recommendation' next to the pencil and you will be taken through a series of questions; simply follow the steps and personalise the message at the end before hitting the send button.

Ask Jan to recommend you

Include a personalized message with your request


Jan Park
You were a client of Jan's

Hi Jan it would be great if you could write me a short recommendation for my work with the Shifnal Business Forum and the Love Shifnal Campaign

Send



Mary Thomas • 1st
Social Media and Digital Marketing Training and Accreditation
Faringdon, Oxfordshire, United Kingdom


Message More...

- Share Profile
- Save to PDF
- Remove Connection
- Report / Block
- Unfollow
- Request a Recommendation
- Recommend
- Give Kudos


To give a recommendation (or another way to ask) is to go to your connection and click the 'More' box which will show a drop-down menu with similar steps to the process above.


So just fill in the relationship boxes and personalise the message in the same way.

Mary Thomas
Mobile • 2m ago


Kim Gilmour • 10:47 AM
Kim sent you a recommendation


Review Recommendation:
<https://www.linkedin.com/recs/received?senderid=kimgilmourconnectmarketing>


LinkedIn
linkedin.com


Mary Thomas • 11:10 AM
Thanks so much Kim :-))

Write Mary a recommendation

The recommendation will appear on Mary Thomas' profile


Mary Thomas
You were a client of Mary's

Mary is an excellent trainer, having done a social media course online, I found her support was excellent either on the phone or via email. She answered all my questions and motivated me to carry on and complete the course which has had a fantastic impact on my business

Send

In either case, you or your connection will receive a message and a link, click to add the recommendation to the profile or to ask for an amendment.

Bonus Tip: Always thank someone who gives you a recommendation. If someone has given you a positive review on another platform, there is nothing wrong with copying it into a message and asking them to go to your profile, click recommend and paste it into the text box. Most people will do this for you.

LinkedIn Challenge

Day 10

Developing Connections

You are probably aware that you have 1st, 2nd and 3rd Degree connections. Anyone outside of these is not in your network.



1st Degree Connections – these are anyone you’ve added to your network, you can message them directly

Steve Bellerby • 2nd
Consultant at Stripey Pig Limited
Newport, Shropshire, United Kingdom

Connect



Message

More...

2nd Degree Connections - anyone your 1st Degree connections knows plus any connections in groups you have joined.

Bonus Tip: It appears you can either Connect or Message 2nd Degree connections – but a message is the Premium (paid for) option. Why do that when you can connect with them? This is as simple as hitting the Connect button and sending them a message.

You can customize this invitation

LinkedIn members are more likely to accept invitations that include a personal note.

Add a note

Send now

✕ Always use your option to customise a message and remind people where you have met or if you know people in common. It should be about quality, not

quantity!



John Maeda • 3rd
Global Head of Design at At
Greater Boston Area



3rd Degree connections are anyone your 2nd Degree connections know, you can follow them, whereby you get notifications of their posts.

However, if you click the three dots you also get the option to connect which you can do via a personalised message

You cannot see the profiles of anyone outside of your network unless you go for the Premium option which is £39.99 a month when billed annually.



LinkedIn Member

Account Manager at Smith Bellerby Ltd
Telford, United Kingdom



Richard Branson • 3rd
Founder at Virgin Group
Virgin Islands (British)



There are some people who you can only connect with via email, such as Richard Branson.

This can be amended in your privacy sections if you too want to limit your connections to people who know your email address....anyone know Richard's email address??!! If not you can always follow him.

Connection requests are shown in your notifications. To accept click connect. To connect with someone go their profile and click Connect.

When you go to My Network in the toolbar, LinkedIn will suggest people you might know mainly based on your mutual connections. Or, you want to find more connections, use the search facility.

Bonus Tip: If using the search facility you can select People, Jobs or Content (posts) or at the second stage you can select other options or apply filters such as job title and location.



Visibility

Your connections are visible to all of your 1st Degree contacts unless you hide them. This may or may not be important for you depending, for example, if you are connected to a lot of your customers.

If you **don't** want people to see your connections change in your privacy settings. Go to Me /Settings & Privacy.

Bonus Tip: If your connection has hidden his/her connections (greyed out and you can't click on them to open the list), you can still see any shared connections further down in that person's profile.

Other Tricks

To remove, block or unfollow a connection, go to their profile and click on the three dots – your connection does not get notified



To find more connections you can synch your contacts i.e. upload your address book.

This is good if you are starting or revitalising your account or if you've got a lot of work connections on your email, however, this does allow LinkedIn access to your data and find contacts where the emails match.

Go to My Network and in the box on the left select more options and follow the steps.

Well that's it 10 top tips to improve your LinkedIn profile – equivalent to around two hours training – all for free. If I can help you with any blogs, articles or content on what to post on LinkedIn get in touch!

Kim@connect-consultancy.co.uk www.connect-consultancy.co.uk