

# Make LinkedIn Work for You

**L**inkedIn, launched in 2003, has over 100 million registered users in over 200 countries and territories. This social media site can be a very effective marketing tool for your speaking business if you follow these basic steps:

**Develop a client-focused profile.** Create a profile that lets people know who you are, what you can provide and what you are seeking. Generate interest in your profile by focusing on your specific accomplishments and by describing what your clients are able to do because of you.

**Add a professional photograph.** Your profile will be far more appealing if readers can see you. Past associates are more likely to find you if you post your picture. Build your brand by using the same professional headshot on all of your social media sites.

**Write a descriptive professional headline.** Your headline communicates your brand succinctly. It should grab people's attention and motivate them to learn more about you.

**Label your website and blog links.** People are more likely to visit your website and blog site if you use formal titles instead of URLs. Using titles can increase your chances of being found during searches.

**Customize your LinkedIn URL.** LinkedIn will provide you with a randomly generated URL address for your public profile. Replace this with a customized URL that communicates your brand. For most speakers, using your name will be an effective way to direct traffic to your profile. You also can use a keyword-based URL such as "fitness-speaker."



**Ask for recommendations.** They are an excellent way to demonstrate your expertise and the quality of your work. Get in the habit of requesting recommendations from clients. Offer to provide recommendations for your business connections.

**Invite people to connect.** The primary purpose of LinkedIn is to provide you with an opportunity to develop a network of business connections. You can only do this by regularly inviting people to connect with you. As you meet people, check to see if they are on LinkedIn and, if so, invite them to connect. Encourage others to invite you to connect.

**Post your events and activities.** Let your network know about your seminars, webinars, keynotes, presentations and events you will be attending.

**Start or join user groups.** Become active in groups related to your brand and market niche to increase your exposure and perceived expertise.

**Use applications effectively.** Use LinkedIn applications to post your publications, connect your blog posts to your

profile, display recent Tweets, add presentations to your profile, facilitate polls of LinkedIn members, and much more.

**Answer questions.** Responding to member questions is an excellent way to demonstrate your expertise, help your connections and share your knowledge.

**Use the search function.** Search for people, companies, jobs, specific skill sets, subject matter experts, and job and business references.

**Update your status.** Post updates regularly to inform people in your network what you are doing in your professional life without being a pest.



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