

# Be Influential & Indispensable



*Three Steps to Building Your Brand on LinkedIn*



**Marie Zimenoff**



# Agenda

- ▶ Background
- ▶ The process
  - ▶ Context: Setting the Scene
  - ▶ Unexpected LinkedIn Advice
    - ▶ Step 1: Content
    - ▶ Step 2: Contacts
    - ▶ Step 3: Career

The background features a light blue gradient at the top and bottom, with a central white area containing faint, overlapping gear patterns. The word "Background" is prominently displayed in the center.

**Background**

# Most Profiles Don't Work!



- ▶ 'Me Too'
- ▶ Best Kept Secret
- ▶ Passive vs. Active
- ▶ No Targeting
- ▶ Binary
- ▶ Incongruent





# Setting the Scene



- ▶ Personal branding basics
- ▶ The role of your online brand
- ▶ The Three Cs of LinkedIn
  - ▶ Content
  - ▶ Contacts
  - ▶ Career



# What is a Brand?



**Unique Promise of Value**





at&t



...T...Mobile...



VISA

HSBC

Google



verizon

amazon



i'm lovin' it

ORACLE

TOYOTA

Tencent 腾讯



SAP



Alibaba Group

Microsoft

Walmart  
Save money. Live better.

facebook



vodafone

Baidu 百度  
www.baidu.com



中国移动通信  
CHINA MOBILE



ICBC (Asia)  
工銀亞洲



中国建设银行  
China Construction Bank

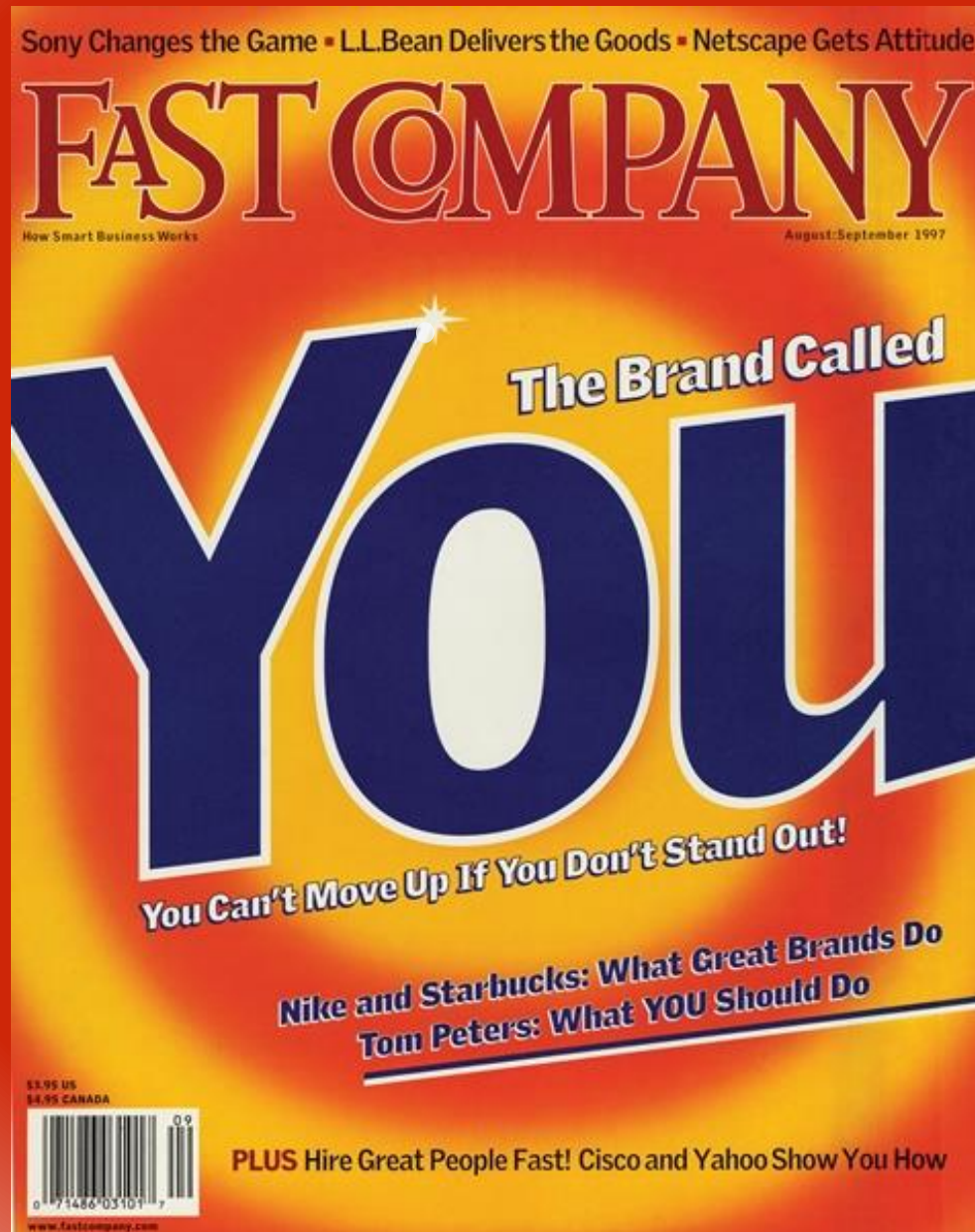


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Founded in 1981



# The History of Personal Branding

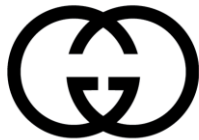




# A Corporate Talent Strategy



where branding gets personal™



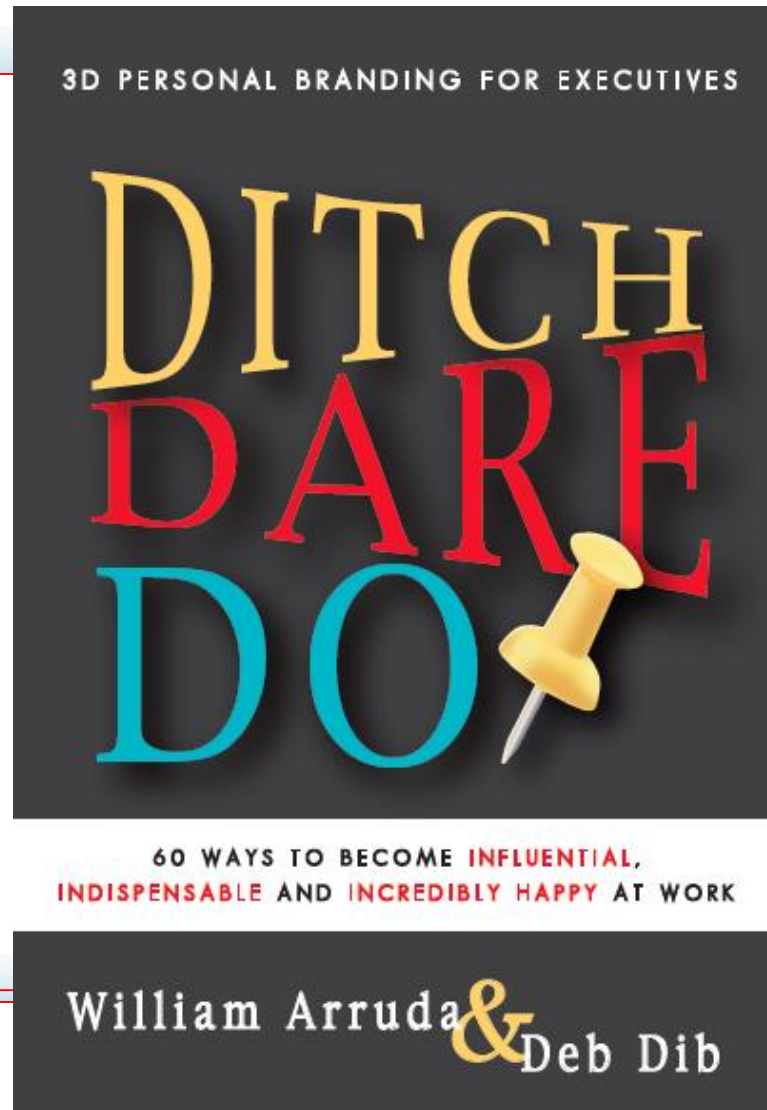
# Universities



# Why?

The world of work  
has changed  
forever!

# DITCH. DARE. DO!



# DITCH.

A mindset or habit  
you need to  
eliminate.





# DARE.

A risk you need to  
take.



# DO!

A task you must accomplish. 



# What's Your Brand?





**Brand**



**Commodity**

# The Reach 1-2-3 Success!™ Process

## 1-2-3 Success!™

The Reach Personal Branding Process



**EXTRACT**

**EXPRESS**

**EXUDE**



# Benefits



- ▶ Self understanding
- ▶ Visibility and presence
- ▶ Differentiation
- ▶ Control
- ▶ Wealth
- ▶ Achievement
- ▶ Fulfillment





# 1 Extract



# What's your Promise?

## Authenticity

- ▶ Internal Perspective
- ▶ External Perceptions

What do people think about  
**think**  
YOU?



The Personal Branding Survey



# What makes you Compelling ?

## Relevance

- ▶ Your target audience
- ▶ Decision makers and influencers

# What makes you Unique?

## Differentiation

- ▶ Know what you have in common
- ▶ Know what makes you stand out

# What's the Difference?





CAREER  
THOUGHT  
LEADERS



RESUME  
WRITING  
ACADEMY

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where branding gets personal<sup>TM</sup>

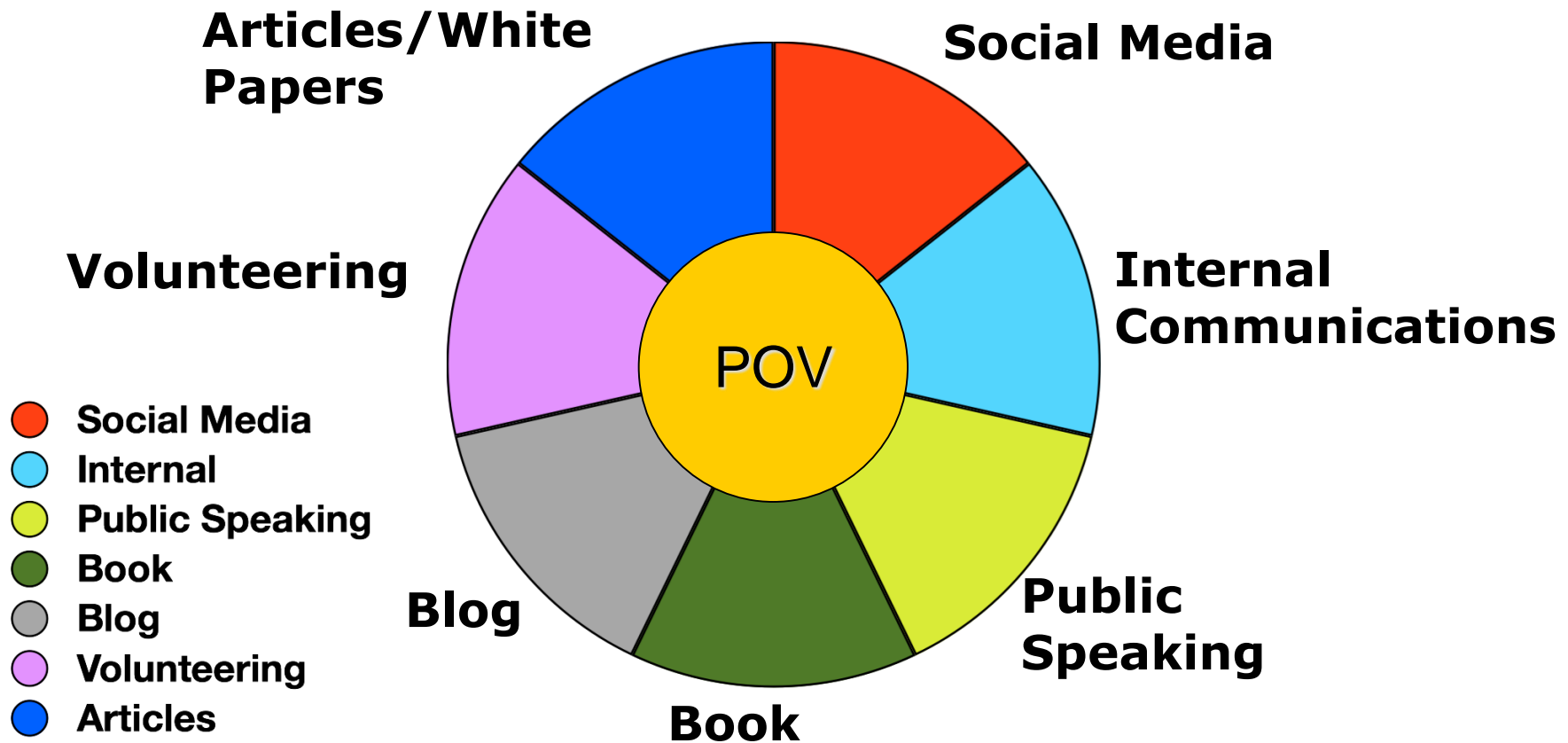
# Become Known and Get Found

- ▶ Visibility
- ▶ Credibility



- ▶ Real world
- ▶ Virtual world

# Your Communications Wheel





# The Three Cs of Branding



***“You Can’t  
Spell Brand  
Without the  
Letter C.”***

***William Arruda***



If you don't show  
up in Google,  
do you exist?



# DO!

Google yourself  
regularly. 

# Five Measures of Online Reputation



# DIGITAL

# first

CAREER  
THOUGHT  
LEADERS



RESUME  
WRITING  
ACADEMY

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where branding gets personal<sup>TM</sup>

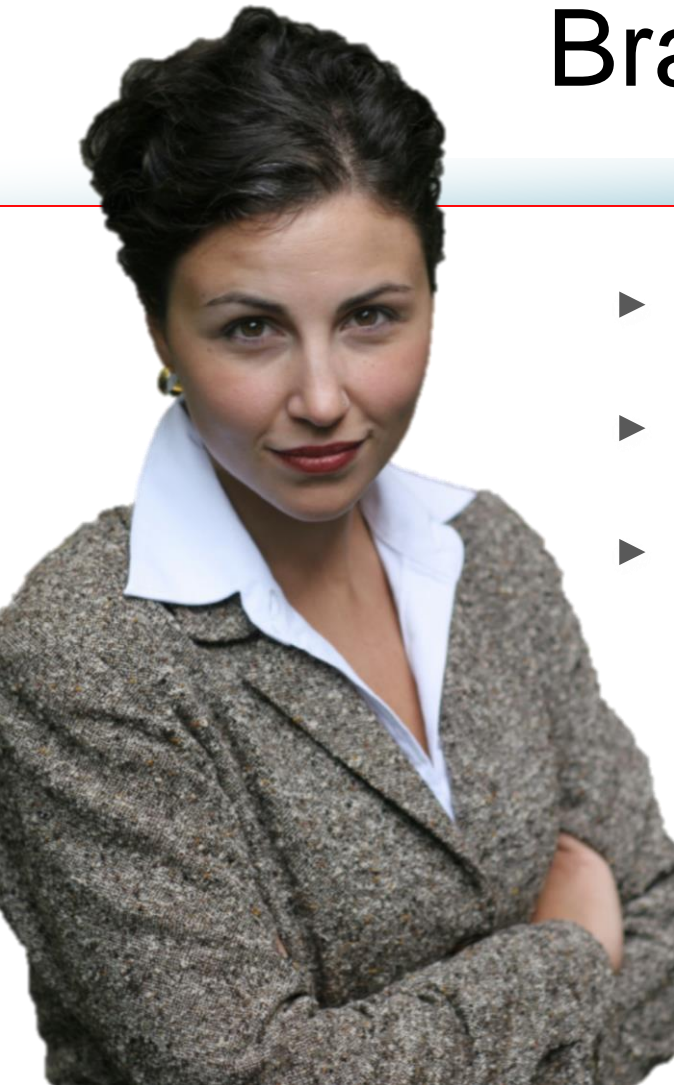
# Primacy





# Anchoring

# Branded Content



- ▶ 3D Branded bio
- ▶ Headshot
- ▶ Thought-leadership content
  - ▶ Interviews
  - ▶ Blog posts/Comments
  - ▶ Articles



# Volume and Relevance

## Thought-Leadership Sites

Personal Portal



Your Web Site or Blog

Social Networking Sites



# Purity

Vanity Names

Keywords



Direct People

Get High Ranking



# Diversity

Your headshot

Video



Real-time  
Content

Images

# Validation

Recommendations

Testimonials



Sharing

Google Alerts



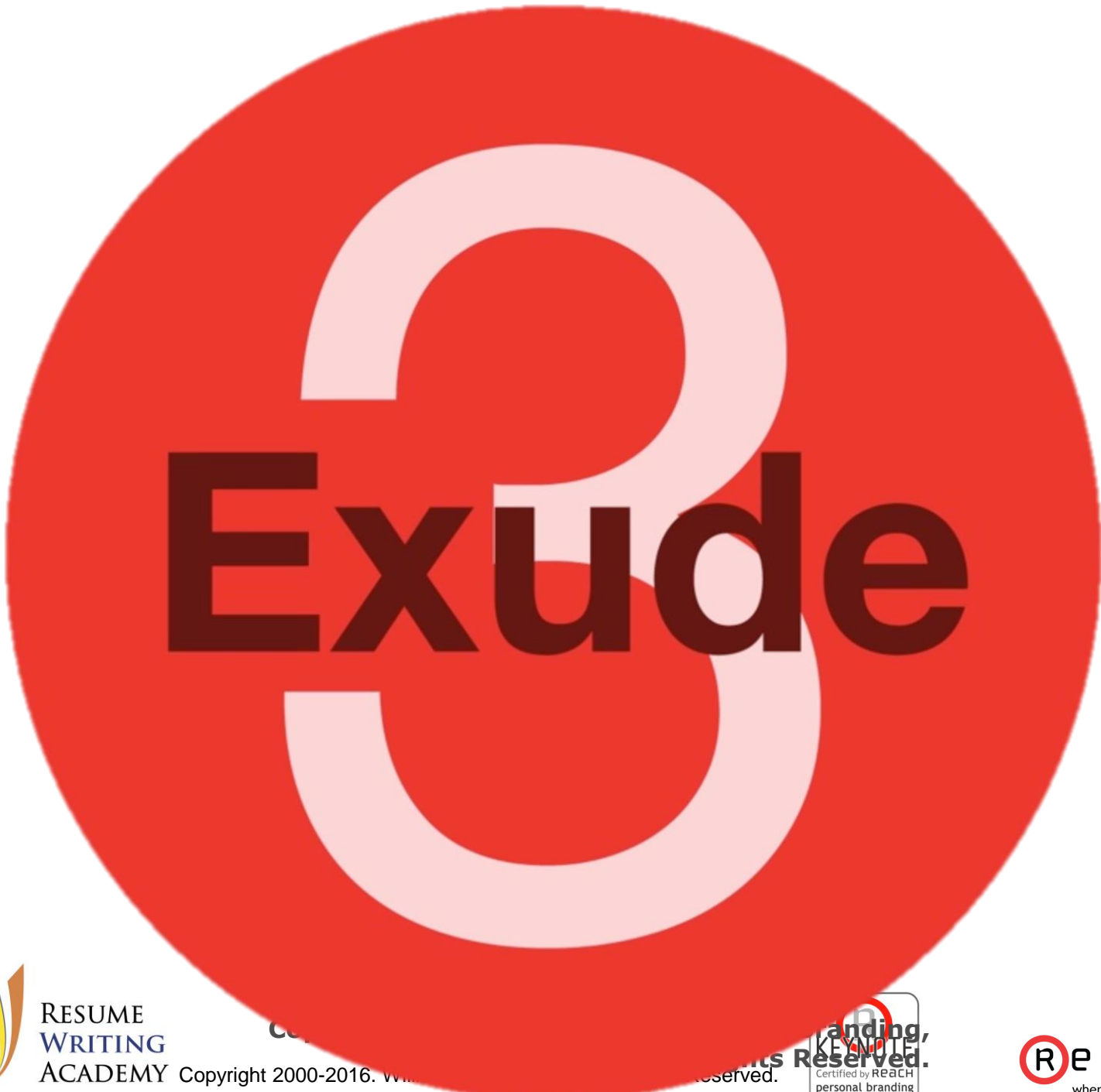


# Validation

- ▶ Recommendations
- ▶ Endorsements

**Credibility**





CAREER  
THOUGHT  
LEADERS

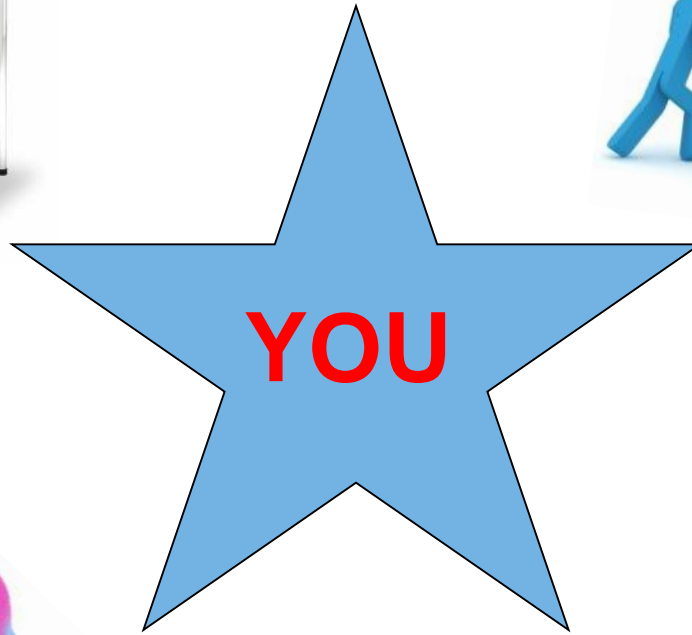


RESUME  
WRITING  
ACADEMY

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# Managing Your Brand Environment



# Linked



# Deep

# Dive



RESUME  
WRITING  
ACADEMY

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# Linked



- ▶ Over 380 million members
- ▶ Professional
- ▶ Used for research
- ▶ Shows up at the top of a Google search

# Why Your Company Needs You to Be a LinkedIn Expert

- ▶ Branding
- ▶ Visibility
- ▶ Personal Growth
- ▶ Revenue/Business Development
- ▶ Leadership

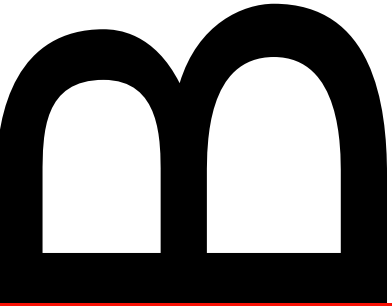
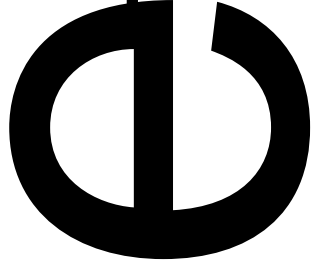


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**Step 1**

**Content**

# Update Your Profile in Private



SECRETIVE



Why?

- ▶ Update your profile in private
- ▶ Don't alert your contacts to every little change you make



# Under Account/Settings > Privacy Settings

## Under settings:

### Privacy Controls

Turn on/off your activity broadcasts

Select who can see your activity feed

Select what others see when you've viewed their profile

Turn on/off How You Rank

Select who can see your connections

Choose who can follow your updates

Change your profile photo & visibility >

Show/hide "Viewers of this profile also viewed" box

Manage who you're blocking >

## On the right side of your profile:

### Who's Viewed Your Profile

**53** Your profile has been viewed by 53 people in the past 1 day.

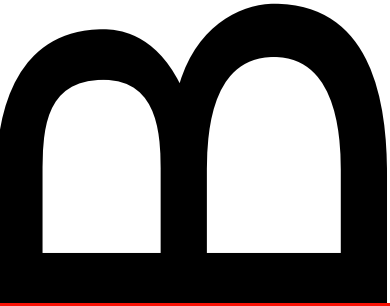
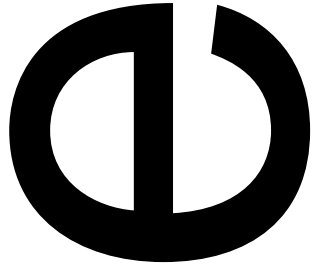
Your rank for profile views held steady

### Notify your network?

**Yes**, publish an update to my network about my profile changes.

Yes

# Make Your Headline Compelling and Use Keywords



HEADSTRONG



Why?

- ▶ It's the first thing viewers see
- ▶ It helps you get found

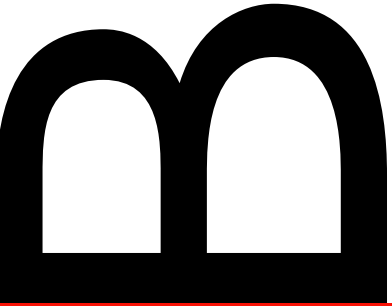
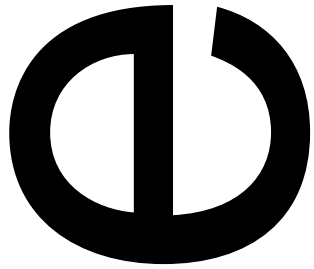


# Your Headline

Title + Keywords + Zing



# Express Your POV to Stand Out



# OPINIONATED



Why?

- ▶ People are interested in people with a point of view
- ▶ If you try to please all the people, you usually appeal to none



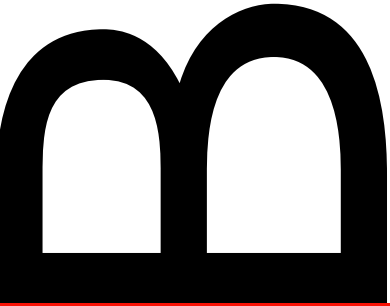
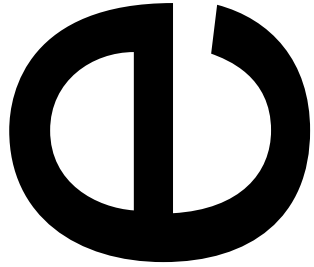
# DARE.

Take a stand. 





# Face Front or Into Your Content



IN THEIR FACE



## Why?

- ▶ Your headshot helps people connect with you
- ▶ Looking away from your content sends a subtle message that you don't endorse it

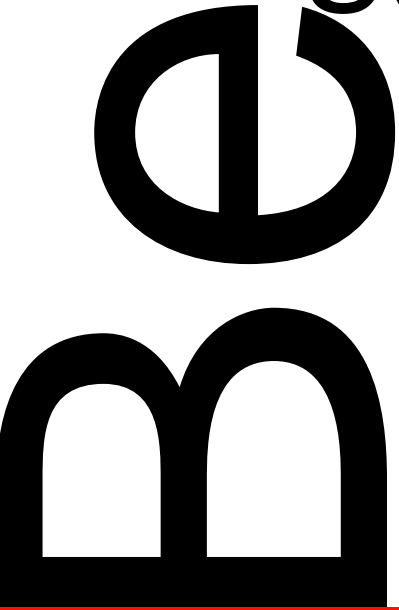
# Branding Your Summary



- ▶ 1<sup>st</sup> or 3<sup>rd</sup> person?
- ▶ What to include?
- ▶ 3D



# Use Every Bit of Space



GREEDY



Why?

- ▶ Convey a complete brand picture
- ▶ You need to repeat keywords as much as possible so you can be found



# DITCH.

Ditch the resume  
mindset.



CAREER  
THOUGHT  
LEADERS



RESUME  
WRITING  
ACADEMY

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# Make it Easy for People to Find You

W

m

AN IMPOSTER



Why?

- ▶ Make sure you're found when people are looking for you
- ▶ Not everyone knows how to spell your name



personal branding guru," crediting Reach with turning personal branding into a global industry.

Now, I routinely traverse the globe, happily delivering keynotes and workshops to organizations that want to engage, motivate and retain their best talent. In fact, I've delivered more personal branding presentations to more people in more places than anyone on earth.

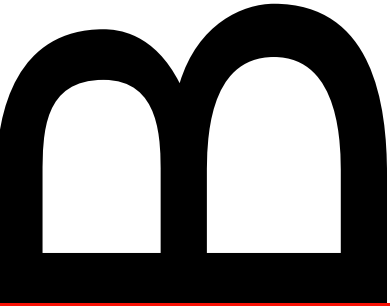
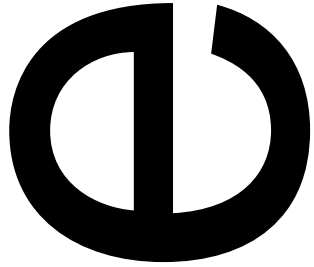
More: [www.reachpersonalbranding.com](http://www.reachpersonalbranding.com) & [www.williamarruda.com](http://www.williamarruda.com)

AKA/Misspellings: Bill Arruda, William Aruda

Specialties: Personal branding, social media, LinkedIn, Public speaking, motivational, talent development, leadership



# Don't Limit Yourself to One Description per Job



A CLONE



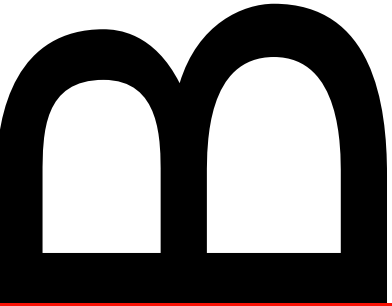
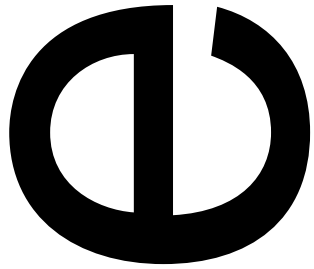
Why?

▶ Get more space to talk about your accomplishments





# Know What You Want to Be Known for



LIMITED



Why?

- ▶ Personal branding requires focus
- ▶ Being a jack-of-all-trades is the opposite of branding



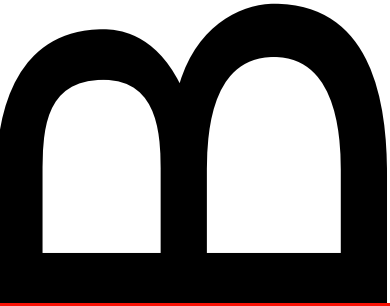
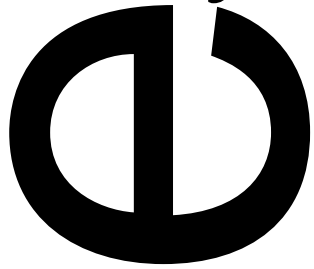
# DO!

Know your keywords  
and use them  
repeatedly.



# Validate

# Only Accept Endorsements for Key Skills



UNGRATEFUL




Why?

- ▶ You want to be known for a few things not a hundred
- ▶ The fewer skills for which you're endorsed, the stronger your brand

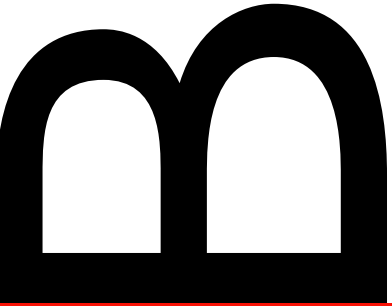
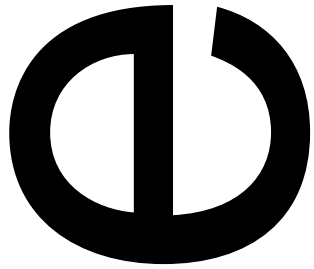


# DARE.

Have the courage to  
delete  
endorsements. 



# Get Recommendations for Respected Leaders



## A SOCIAL CLIMBER



Why?

► Brand association

# DARE.

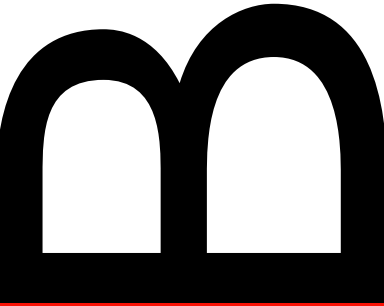
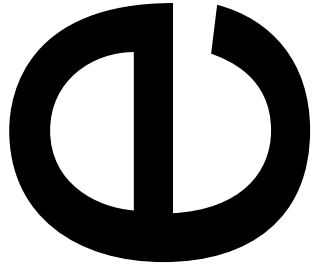
Reach out to  
senior readers.





# Make Your Public URL:

[www.linkedin.com/in/yourname](http://www.linkedin.com/in/yourname)



EGOTISTICAL



Why?

- ▶ This makes it easy to send people directly to your profile
- ▶ It shows you're LinkedIn savvy



Visible to your connections

Email [marie@careerthoughtleaders.com](mailto:marie@careerthoughtleaders.com)


Phone 800.517.2080 (work)


IM [marie.zimenoff \(Skype\)](#)

Address 333 West Drake, Suite 11  
Fort Collins, CO 80526

Visible to everyone on LinkedIn

 Twitter [workwithpurpose](#)

 WeChat

 Websites  
Career Thought Leaders  
Resume Writing Academy  
A Strategic Advantage

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

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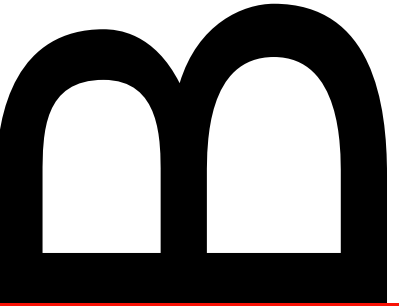
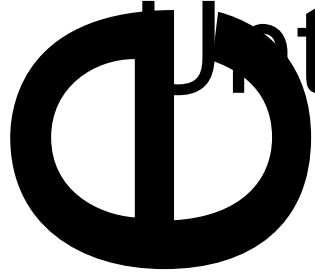
 <https://www.linkedin.com/in/mariezimenoff>



**Step 2**

**Contacts**

# Don't Send Contact Requests Until Your Profile is Stellar



## SELF ABSORBED



Why?

- ▶ People will make a decision about you based on the current state of your profile



# DO!

Have patience.

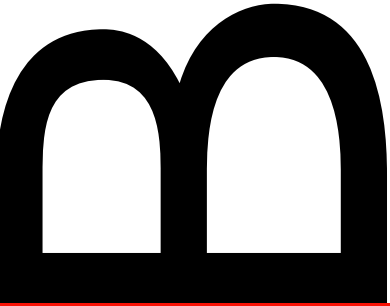
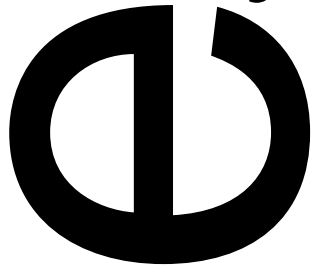


# Build Your Contacts





# Say 'YES' to All Connection Requests



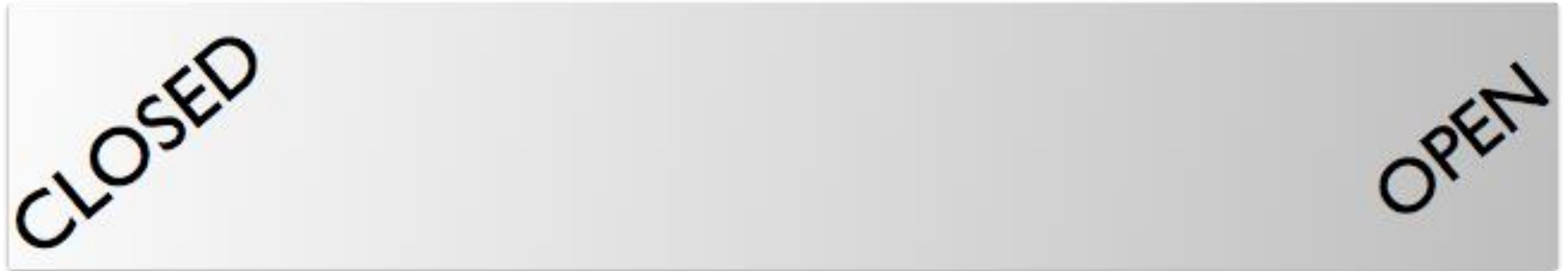
PROMISCUOUS



Why?

- ▶ Get found in more searches
- ▶ See full profiles of more people

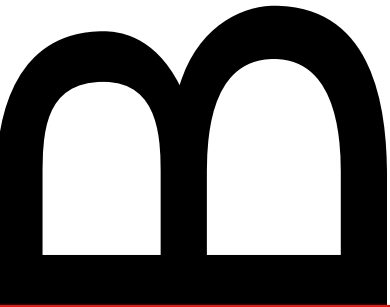
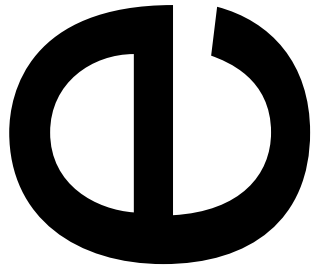
# The Scale



# Planned Serendipity



# Customize Your Connection Requests



FORWARD



Why?

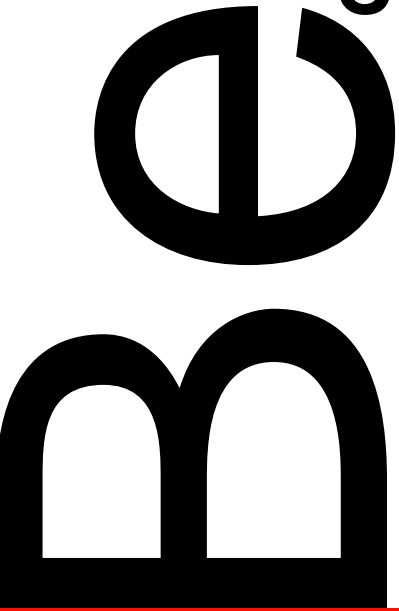
- ▶ It makes it more likely they will connect
- ▶ It sets you apart from the masses
- ▶ It shows you actually care about connecting



# Join Groups



# Join Targeted Groups



OPPORTUNISTIC

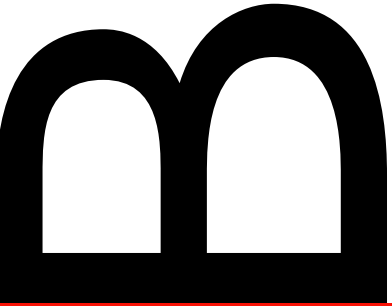
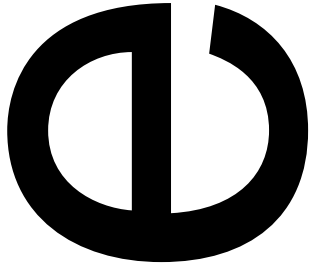


Why?

- ▶ You can then contact directly.
- ▶ They will likely connect because of the common group
- ▶ You can avoid upgrading to premium



# Join the Maximum Number of Groups



A GROUPIE

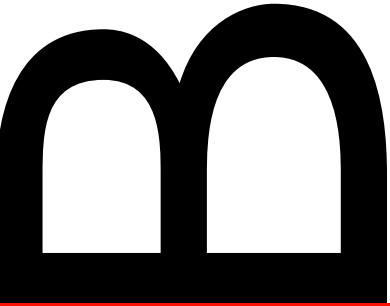
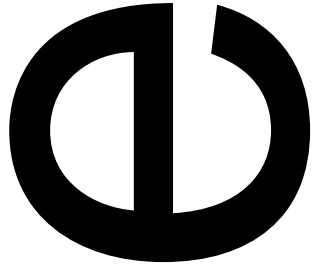


Why?

- ▶ It gives you access to the most people
- ▶ It gets you noticed by more people



# If Needed, Get Premium for Just One Month



## FRUGAL



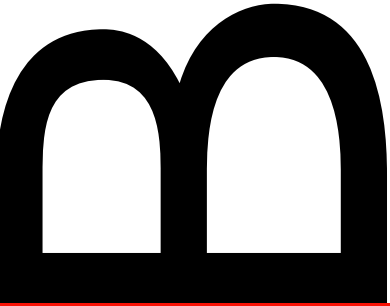
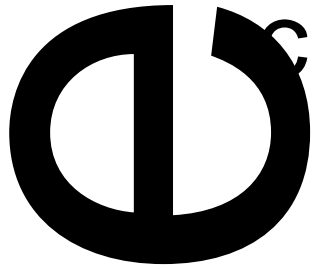
Why?

- ▶ Send Inmail to important contacts
- ▶ Don't waste money on long-term membership





# Follow Relevant News (influencers, channels) and Companies



## A FOLLOWER

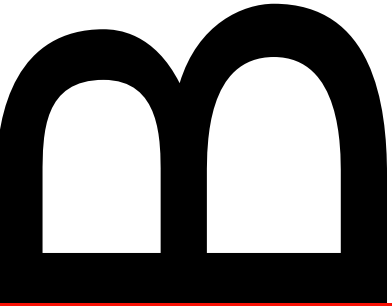
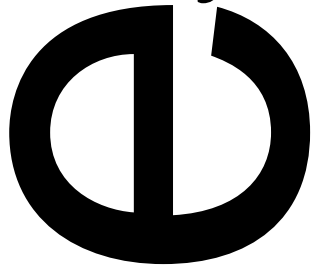


Why?

- ▶ Stay on top of what's happening
- ▶ Show viewers what interests you



# Only Recommend People You Respect



STINGY




Why?

It's not only who endorses you but who you endorse that says something about your brand



# DARE.

Say no  
(in a nice way) 



The background of the slide features a close-up, shallow depth-of-field photograph of several interlocking white plastic gears. The gears are arranged in a circular pattern, with the central gear being the most prominent and in focus, while the others recede into a soft, out-of-focus background. The lighting is bright and even, highlighting the texture and mechanical details of the gears.

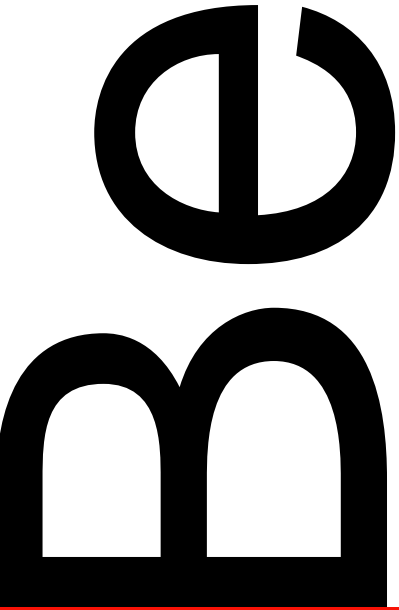
# Step 3

## Career

# Thought Leadership



# Blog with LinkedIn



VERBOSE



Why?

- ▶ Easily share long-form content
- ▶ Built in audience
- ▶ Increase visibility



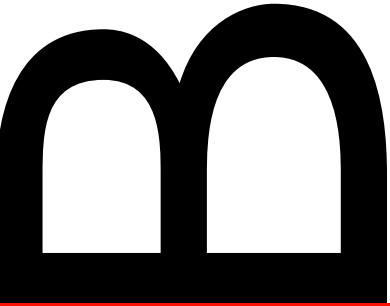
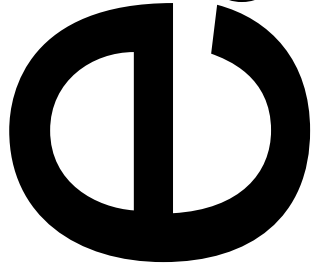
# SlideShare



- ▶ LinkedIn owns slideshare
- ▶ Start with a presentation
- ▶ Copy the transcript
- ▶ Write your blog



# Integrate Multi-media into Your Profile



FLASHY



Why?

- ▶ Pictures are worth a thousand words
- ▶ Videos are worth even more
- ▶ Profiles with media stand out





# Video

- ▶ The future
- ▶ Exudes branding
- ▶ Differentiating
- ▶ Complete communication



# DARE.

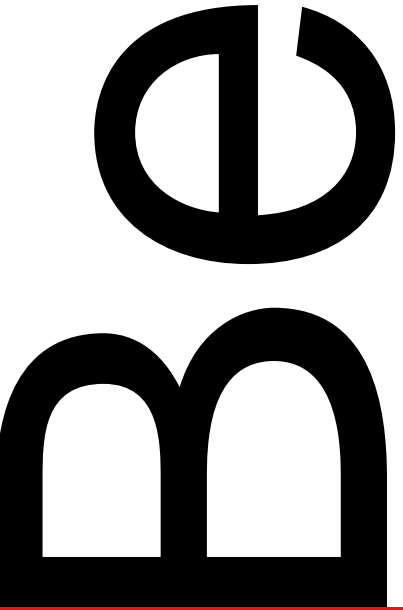
Produce a video  
bio or thought-  
leadership video.



# Enhanced Visibility



# Re-use Content to Enhance Your Profile



LAZY



Why?

- ▶ Reinforce your brand message
- ▶ Increase the visibility of your thought-leadership

**MAXIMIZE YOUR 9 MINUTES** **9 WAYS**

- 1. MAKE IT A HABIT**  
Once it's like brushing your teeth, you'll be solidly on the path to success!  
SET A SPECIFIC TIME OF THE DAY  
CALL CALENDAR INVTES AND SET 9-MINUTE REMINDERS  
BUILD A MONTHLY CALENDAR OF ACTIONS, PUT THEM IN YOUR DO-DIST
- 2. FOCUS**  
Make it easy to maintain focus for 9 minutes!  
CLOSE YOUR DOOR OR LOCK YOURSELF IN A QUIET AREA  
SET YOUR PHONE ALARM OR COMPUTER ALARM FOR 9 MINUTES  
USE APPS LIKE BANG BOOM BAZZAS AS YOUR TRICK
- 3. ELIMINATE DISTRACTIONS**  
Don't let the sounds of life break your concentration!  
SILENCE YOUR PHONE  
TURN OFF INSTANT MESSAGING  
TURN OFF EMAIL CHIMES
- 4. TAKE IT OUTSIDE OF WORK**  
Lots of activities you do outside of work are great brand builders!  
VOLUNTEER WORKING BACKS  
PROFESSIONAL ASSOCIATIONS  
COMMUNITY INVOLVEMENT
- 5. DON'T COMPETE WITH OTHER WORK**  
Choose non-traditional work periods throughout the day!  
DURING YOUR LUNCH BREAK  
WHILE COMING/GOING  
WHILE YOU'RE DRINKING YOUR MORNING TEA OR COFFEE
- 6. SET PRIORITIES**  
Don't let your ambitious goals paralyze you!  
MAKE A COMPLETE LIST OF ACTIVITIES  
ASSIGN EACH A PRIORITY  
FOCUS ON EACH ONE'S PRIORITY #1
- 7. INVOLVE OTHERS**  
It's easier to accomplish things when you are accountable to someone else!  
ESTABLISH A 9-MINUTES-A-DAY BUDY COACHING ROUTINE WITH A FRIEND OR COLLEAGUE  
CHALLENGE YOUR TEAM TO ADOPT THE 9-MINUTES-A-DAY MINDSET  
ENDORSE AN ORGANIZATION-WIDE 9-MINUTES-A-DAY INITIATIVE
- 8. LINK IT TO WORK**  
Building your brand is valuable to your company!  
GET PERSONAL BRAND-BUILDING IN YOUR COMPANY'S PERFORMANCE OBJECTIVES  
IDENTIFY ACTIVITIES THAT BUILD YOUR BRAND AND YOUR COMPANY'S BRAND  
ASK YOUR MANAGER WHICH ACTIVITIES WILL HAVE THE BIGGEST IMPACT ON YOUR CAREER
- 9. MAKE IT PUBLIC**  
Involve the world in what you're doing!  
BLOG, TWEET AND UPDATE YOUR LINKEDIN STATUS WITH THE ACTIONS YOU TAKE  
TELL YOUR COACH, MENTOR AND COLLEAGUES WHAT YOU'RE DOING  
JOIN THE LINKEDIN 9-MINUTES-A-DAY GROUP AND SHARE YOUR #CAREERSTRATEGY



slideshare

A LinkedIn post featuring the "DITCH DARE DO" logo and a large number "9". The text reads: "Adapted from the Nine Minutes a Day Continuous Career Management DOCTRINE Prepared for LinkedIn® by William Arruda".

Two blog post thumbnails. The first shows a woman holding an alarm clock with the text "From Nine to Known: Nine-Minute Tips 1" and "5/29/2013 at 10:00 AM". The second shows several colorful alarm clocks with the text "From Nine to Known (Part 2): Nine Tips for Maximizing Your Nine-Minute" and "6/6/2013 at 10:00 AM Career Management".



An infographic titled "WHAT TO DO IN 9 MINUTES?". It features a clock face and the "DITCH DARE DO" logo. The infographic is divided into sections: "KNOW SHOW GROW", "WHY 9 MINUTES?", and "SO, WHAT ABOUT 9?". It includes a quote from Confucius: "If you chase two rabbits, you catch none." and explains that 9 is an auspicious number in Chinese culture.

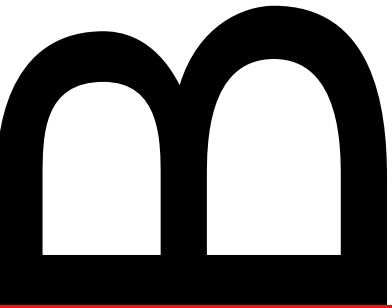


CAREER THOUGHT LEADERS



RESUME WRITING ACADEMY

# Use Other People's Content



# A SHOPLIFTER



Why?

- ▶ Build relationships with content creators
- ▶ Express your point of view
- ▶ Give value to your connections



**FOR THE BUSINESS YOU LOVE.**

Share 402 1.3k 2.3k 0 94 216 Email

f Share Tweet in Share reddit g+1 Submit Email



**William Arruda**  
Contributor

# The Latest LinkedIn Features You Should Start Using Today


[+ Comment Now](#) [+ Follow Comments](#)





# DO!

Be lazy – it's good  
for your brand.

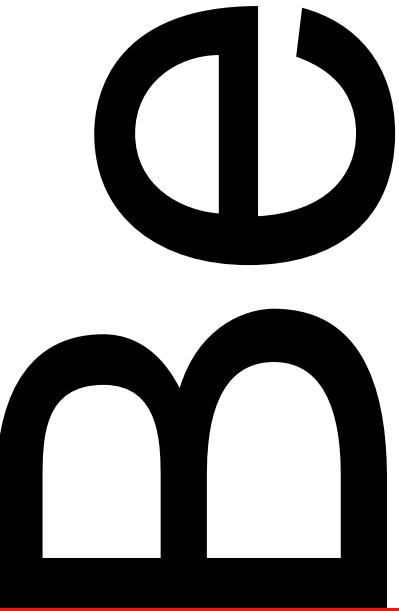




# Differentiation



# Add a Background



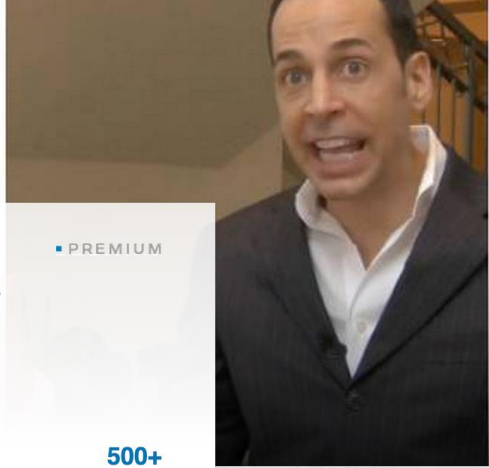
## A BACKGROUNDER



Why?

- ▶ Differentiation your profile
- ▶ Bolster your brand





## William Arruda

Personal Branding Pioneer. Motivational Speaker. Eternal Optimist.

Greater New York City Area | Professional Training & Coaching

Current Reach Personal Branding, Ditch. Dare. Do!, Forbes  
Previous IBM / Lotus Software, TASC, KPMG  
Education University of Massachusetts Dartmouth

[Complete your profile](#) [Edit](#)

PREMIUM

500+



## Marie Zimenoff

1st PREMIUM

Careers Industry Advocate | Speaker | Trainer | Coach | Resume Writer ▶  
Advancing the Careers of Clients & Colleagues

Fort Collins, Colorado Area | Professional Training & Coaching

Current Career Thought Leaders Consortium, Resume Writing Academy, A Strategic Advantage  
Previous The National Resume Writers' Association, Larimer County Workforce Center, Distinctive Career Services, LLC



## Ryan Holmes

CEO at Hootsuite

2nd [in](#)fluencer

Vancouver, Canada Area | Internet

Current Hootsuite, Payfirma, Wandering  
Previous LaunchRock, Memelabs.com, Summify  
Education University of Victoria

### People also viewed





[bit.ly/brandcolor](http://bit.ly/brandcolor)



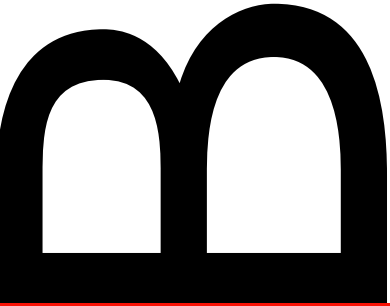
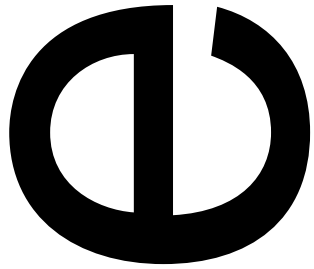
# A Gift for You



- ▶ Determine your brand color
  - ▶ [bit.ly/brandcolor](http://bit.ly/brandcolor)
- ▶ Choose from the special backgrounds from Reach
  - ▶ Enhance with tools like [picmonkey.com](http://picmonkey.com) or [fotor.com](http://fotor.com)



# Re-order Content for Differentiation



DISORGANIZED



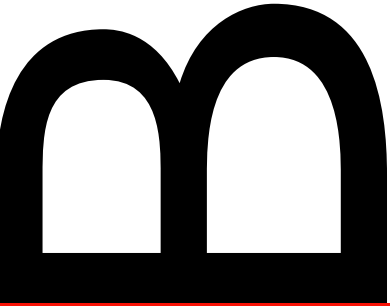
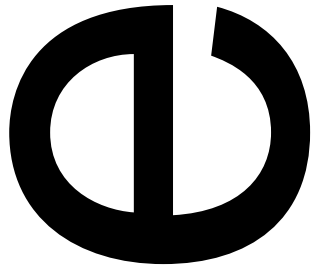
Why?

- ▶ Make your profile stand out
- ▶ Emphasize what you want people to know about you



# Leverage

# Direct People to Your LinkedIn Profile



FOUND



Why?

- ▶ Put your LinkedIn URL in your email signature and on your resume
- ▶ Including your URL shows you're up on current trends

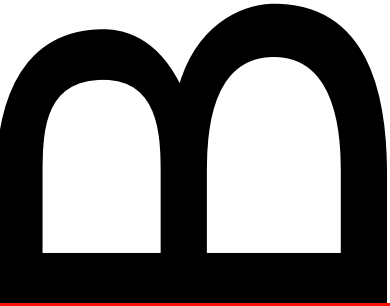
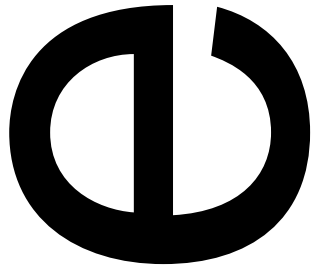




# Research



# Do Your Sleuthing Under the Radar



INVISIBLE



Why?

- ▶ LinkedIn is great for researching others
- ▶ LinkedIn is an amazing source of talent
- ▶ You may not want people knowing when you're researching them



## Profile viewing options

Close

Choose whether you're visible or viewing in private mode

Full profile

Select what others see when you've viewed their profile

### Your name and headline



**Marie Zimenoff**

Careers Industry Advocate | Speaker | Trainer | Coach | Resume Writer ► Advancing the Careers of Clients & Colleagues  
Fort Collins, Colorado Area | Professional Training & Coaching

### Private profile characteristics



Corporate Trainer in the Marketing and Advertising industry

### Private mode




Anonymous LinkedIn Member

Note: Selecting this option will disable **Profile Stats**. Whenever you switch to anonymous, your viewer history gets erased.



# DO!

Toggle between  
anonymous and  
visible. 

# Summary



- ▶ LinkedIn is your most valuable branding tool
- ▶ Start with your brand
- ▶ Keep it accurate and relevant
- ▶ Work it



# To Contact Me:



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▶ [@workwithpurpose](https://twitter.com/workwithpurpose)



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▶ [www.careerthoughtleaders.com](http://www.careerthoughtleaders.com)

▶ [www.astrategicadvantage.com](http://www.astrategicadvantage.com)



Thank

YOU!!!