

MITCHELL
& STONES

POWERFUL. DIGITAL. PRESENCE.

10 TIPS TO WIN ON LINKEDIN



www.mitchellandstones.com

Tip #1

Choose the right profile picture

Your LinkedIn profile photo should be as recent as possible, show 60% of your face and be a good quality image.

Be sure not to use a photo of you on a night out as it is more obvious than you might think. We want to build a recipe where your facial emotions give the first impression you are approachable, friendly and professional

Do's

Smile
Look Approachable
Use a head shot
Recent Photo
Work Attire

Dont's

Crop a holiday photo
Distracting Background
Incorporate hobbies
Low Quality Image
Display negative emotion



Tip #2

Get that headline working for you

Your headline needs to entice people in! At a basic level have your current role and company but the more creative you are the more likely you are to gain more profile views.

Why not summarise with how you help people in a sentence?

Do's

Use Keywords
State Value Proposition
Be Specific

Dont's

Be Cheesy
Be Desperate
Use the default headline



Tip #3

Write a crazy good summary!

This is where you really sell yourself. There is much debate about what your summary should contain but we feel you should focus on the following four areas;

- Insight to who you are as a person
- Build Credibility with your experience
- The pains, fears and challenges you help solve
- How best to get in touch with you

Do's

Be human
Sound approachable
Show enthusiasm
Be honest

Dont's

Use complex jargon
Over cook personal disclosure
Sound unapproachable
Leave people confused



Tip #4

Share relevant experience

Where possible only share the roles you have had that have made you the expert that you are. don't waste profile space with that paper round you had when you were 14.

List key responsibilities and any outcomes you achieved which positively impacted the businesses you have worked for.

This will show that you make an impact whatever role you are in

Do's

- List Relevant Roles
- List responsibilities
- Show achievements
- Show your impact

Dont's

- Write an essay on every role
- List non career roles
- Exaggerate



Tip #5

Connect with people you don't know

Anyone that tells you not to do this is wrong - Josh Mitchell, MD

You are here to grow your network which means you will have to knock on the doors of people you don't know (on LinkedIn) use tools such as LinkedIn search filters to find people relevant to your offering or in sectors that you want to build your network in

Your network is your net worth

Do's

Connect with others
Reach out to
connections
Add value

Dont's

Pitch on the first interaction
Connect without a message
Be unsocial



Tip #6

Post high value content

We have a free 70 social media content ideas PDF which you can have. Call the office 02380 381682.

Be seen as a point of authority and an expert in your field. Share industry news, creative posts, incentives, tips, videos on a consistent basis

Personal brand growth and development is a long term game plan and will not happen overnight

Do's

Post regularly
Diversify content
Be creative
Sound like an expert

Dont's

Be boring
Don't post
Stick to one form of delivery



Tip #7

Always be positive

.There are idiots in the world. You know that, we know that. Avoid being seen as negative or aggressive in any way shape or form. Remember you voicing a negative opinion on a trending posts is likely to attract many pairs of eyes and could tarnish your personal brand.

Always be seen as complimentary, positive, energetic and supportive. No one likes a moaning myrtle

Do's

Be positive
Comment regularly
Be supportive
Avoid negative debates where possible

Dont's

Moan
Voice grievances
Engage in arguments
Be seen as negative



Tip #8

Ask for recommendations

These are so valuable! Ask your clients to leave you recommendations which will be displayed on your LinkedIn profile. A fantastic way to show you are tried and tested and will do what you say you are going to do.

LinkedIn recommendations are in ways more valuable than a website testimonial as you can see who left the recommendation and that person can be contacted on the platform for further references

Do's

Ask for
recommendations

Dont's

Ask people you have never
worked with



Tip #9

Engage, engage, engage

Always like and comment on as many posts as you can that are positive and you support. These are called 'network touches' and remind people you are there. Also a great way of broadening the horizon with who see's you in their newsfeed on a regular basis.

Think about it... If you comment on 'Sally's' status, a connection of Sally who might not know you might see your comment, agree and request to be a connection of yours based on an alignment of opinion

Do's

Leave comments
Like posts
Share posts

Dont's

Be unsocial



Tip #10

Be consistent

What are you looking to achieve? More clients, bigger network, new career opportunities or a combination of all of those?

Set a target that you will connect or reach out to 20 people a day or a week depending on how much time you can commit. Use the search filters facility to get in front of the right people. You never know where your next opportunity or role may come from

Be consistent, this platform is powerful

Do's

Set targets
Be consistent
Make it work

Dont's

Be inconsistent
Go through 'Spurts'



How can we help you?



Typically, we work with clients who struggle to find the time to manage their LinkedIn profile



Or they might be frustrated with not being able to generate leads from LinkedIn



In some instances, there is confusion as to how to make LinkedIn work for their business

**We can manage and grow your LinkedIn profile
from £300 p/month**

**We will also open up conversations with
prospective business on your behalf**

Call us for a chat
today

www.mitchellandstones.com