Hi Everyone..

Here are the cliff notes from my actual script from the webinar:

**Creating Compelling Copy for
Your LinkedIn Profile**

Thanks for joining me. Shawne

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What this webinar is not..

Not a techie course...

The game is to show you what works and what doesn't work specifically as it pertains to writing your Linkedin Profile..

The bottom line? The right words can be incredibly effective in attracting clients, volunteers and a fab boss.

Shout out to ChirohealthUSA our sponsors

Thank you ChirohealthUSA for making this possible.

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Okay.. Here's how it's going to go...

Focus on three things:

Headlines, summary, specialties

It's all about forgiving yourself for not being perfect ... being 80% on the mark and fudging it up to 100%.

Get a little riskier in your writing ... you may make mistakes. The game is to make your mistakes, shift it and make it fantastic...

Shame-less plug for Project: Forgive!!

www.ProjectForgive.com

www.facebook.com/ProjectForgive

This is not hard, exquisite, compelling copy writing is a skill ... it's just a skill, increase knowledge, lower discomfort lower fear. I'm here to adoringly guide you...

Rather than telling you what to do - I'll be asking you questions to ask yourself. Ultimately you have the answers for YOU>>>>

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Bottomline?

**All LinkedIn profiles are about meeting the needs of potential clients, customers, volunteers or new bosses, and doing it in a way so they feel like there is potential for relationship.**

**People do business with people they like. Period!!**

**So with that said.. Basic marketing info...**

**-Can't have misssspellings**

**-lower case in your name shawne duperon**

**or upper case - it feels like you are yelling**

**-your pic is critical... tight shot, smiling.. no other people..**

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**one step further? I've branded myself with the red TV on linkedin - go look** www.linkedin.com/in/shawnetv/

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**Copy writing...**

**Profile you only have one chance for a first linkedin impression.**

**brain thinks in threes...**

**Headlines, Summary, Specialities**

**Headlines!!**

**Descriptive and to impress leaders!**

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# Shawne Duperon

no name of my company ... irrelevant in a first impression

I want to impress you and make it exquisitely clear what I do

straight lines between descriptions

(this is written for influencers and the MEDIA)

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Joel Comm

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# Cynthia (Davis) Grubbs

-doesn't need CEO, name of her company...

-picture ... just you, you're the star ... you can put in on your facebook ... don't need it here

if you worked with Les - put in your summary

what's missing is I don't know what her demographic is?

(comparing me? on-camera coach-implies entrepreneurs, communication leadership speaker-implies corporate)

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# Sheryl Armstrong, MBA, PMP

woo, woo...

tech guru, featured in Inc magazine

you have three lines of prime real estate.. look up others in your industry...

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Dr. Fab Mancini ... chiropractor without a practice ...

he is focused on fame ... Regular contributor to CNN???

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# Mercedes M. Sellek who hires you??

commercial real estate transactions .... represents financial institutions ... leasing transactions with landlords and tenants...

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Peter Kan

gotta get a picture..

don't know if Peter is a doctor????

no name of the business is necessary ... "it's under current"

what do you focus on ? Athletes? Families? Nutrition ... really important to put it here!!

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Josh Knotts

same info. need a picture

What is alternative medicine ... is it chiropractic? accupuncture?

no more Dr. Josh, :>)

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Dawn Luptowski

your title isn't necessary ... unless you are looking for a job...

Skills. here.. Media and Publicity,

restoration???? damage control

no summary to help me...

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Kim Crabtree...

only use maiden name if it's well known in your circles ...

Those that hire you - would they be impressed and know exactly what you do?????? publishing disconnect?????

(In her summary... she talks about publishing in a previous job ... that's not what she's doing now?)

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Headlines for Job seekers ... you have no job ... here's the ticket for your headline:

No title unless it's to impress people who want to hire you because of it.

Your job? tell recruiters something that communicates your value.

such as....

**proficient in Adobe,**

**Global media connections,**

**manages 2000K person events, blah blah blah**

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**Summary**

**is the most important section ... it's the compelling synopsis in your own words. of what you do.**

**it's how you stand out.**

**people are busy, if it's not compelling no one will read it.**

**Lot of people put in their resume ... yikes**

**(no hotdog down that hole ... didn't say that on the webinar ... just seeing if anyone actually reads the cliffnotes:>)**

**You are your own brand ambassador**

**Write it in the first person!! Go look at mine!!! www.linkedin.com/in/shawnetv**

**If you knew I had 10 seconds to read your summary what would you write????**

**You may be starting to get this ... it isn't really compelling copy at all. It's words that speak to your audience that are authentically you.. That's it!**

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 Avoid these words ... they feel inauthentic ... no personal relationship to them

the most overused words in summaries...

these are resume words ... not linkedin words.

* **Creative**
* **Organizational**
* **Effective**
* **Motivated**
* **Extensive Experience**
* **Track Record**
* **Innovative**
* **Responsible**
* **Analytical**
* **Problem Solving**

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**Summaries in depth**

**Start with Lewis Howes..**

**I love this guy. Credibility and authority**

**First person!!! all about YOU>>> just like talking with the media if you've been in any of my trainings ... the word is you .... Give you everything you need vs**

**give people everything they need???**

**his products ... free stuff ..**

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**Sharon Carne**

**woo woo.. Author? ranked somehow? need to put in there exactly what she does I'm not clear...**

**summary**

**"Sound Vibration researcher"**

**Reiki master, Acutonics practitioner**

**what is her target market???**

**Instead of where she spoke ... why not a testimonial video at the end of her profile? I have one ... go see mine...**

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**Brian Surowiec**

**Don't need entrepreneur**

**Summary ... plastic straws ... does your industry know ... Are they hiring you????**

**shamelessly promote you, not your wife ....what do you bring to the table????**

**Leadership and visionary ... great attempt at being personable**

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**Martine Joseph**

**Don't really know what she does...**

**author**

**summary**

**covers? reporter????? (headline!)**

**Visionary Film critic???**

**no credibility yet...**

**maybe in summary - put in some of the film's you've reviewed that we would recognize?/ what the bleep???**

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**Mari Smith.. facebook guru**

**Summary ... third person ... when you know the rules ... break them ... more prestigious ... famous now ... Brad Pitt ... not first person ... transition to fame....**

**use of celebrities, her media coverage**

**(foreshadow her specialties:)**

**Fab Mancini**

**I would recommend first person ... he's not at Mari's level of fame...**

**impressive, media coverage ... youngest president at Parker University**

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**Dr. Lenny Roberts.**

**Love his profile..**

**specialties??? pediatrics, knee pain, back pain???**

**Summary ... I want first person ... share vulnerably ... share you saw the miracle of chiro and you had to become a doctor**

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**Gary Erickson... he looks impressive ... this headline doesn't do him justice**

**Summary ... his headline ... in first paragraph of his summary**

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**Susan Alonzo**

**this is her job title..**

**summary to headline ... MBA in finance, credit risk analysis, Chrysler Corporation**

**Summary reads like a resume ... Add in your commitment to diversity ...**

**Implemented process improvements. For instance I took \_\_ to \_\_ in 6 months...**

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**Geraldine Markel**

**Senior? you work with seniors???? unless you want ad/hd people to hire you you don't need it...**

**coaching, Corporate consulting, Executive consulting... author**

**Summary ... add psychologist!!**

**-research based strategies ... like what?**

**me? phD in gossip 5-7% is mean and malicious**

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**Ruth Winden**

**client champion.. no...**

**Summary? Bilingual important? Headline**

**Who hires you???**

**Would love to see media coverage**

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**Katy Moore**

**title ... philanthropy??**

**summary - maybe non-profit consultant in headline? Washington DC Philanthropic ???**

**now give me examples of clients ... money raised. brag on yourself?? what have you done.**

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**Adela Piper**

**no company name..**

**Publicist, social media, consultant, coach, non-profit**

**no summary ... Vast expereince in PR. Our clients have been seen on\_\_\_\_\_\_**

**use your voice Adela - this is a resume. go through this and talk it out ... like you would talk conversationally with someone.**

**Crisis communication ... our job is to give the right words at the right time ... to protect your reputation.**

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**Dr. Darren Schmidt .. get rid of DC.. I want DR.**

**two markets ... instructor ... should be in summary cause chiros don't hire him!!**

**He has one of the largest nutritional companies in the country ... he's had media..**

**Summary ... is a resume ... give examples ... share that you see a million patients a year...**

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**Dr. Brent Seaver .. different pic .. bigger!**

**chiropractor specializing in Children, nutrition, sports medicine???**

**Tell a story. How you helped someone with back pain or knee pain ... hot buttons.**

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**Specialties-keyword**

**After your summary... there is a section called specialties - this is critical ... this is search engine optimized!!! This has people find you for the services you provide.**

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**Shawne... how would people look up someone like me???**

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**Mari Smith**

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# Gary Erickson )))))))))))))))))))))

Kim Crabtree

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Dr. Lenny Roberts

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If you are an accountant, for

example, you might list your keywords as:

 management accounting

 budgeting

 forecasting

 fixed assets

 inventory control

Sheryl Armstrong

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**For those looking for a job..**

**-list key skills and specialities**

**Think like a recruitier**

**go look at other people in your industry!**

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**A couple of extraneous strategies...**

**manage your public profile:**

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**Click on edit your profile and then manage your public profile settings**

**Look at the box on the right...**

**I've customized my public profile.**

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### Customized URL

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**Next slide, click on it and show it!!!**

If your name has already been claimed, try including

a middle initial or swapping your first and last names around.

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**I've Moved my profile around..**

**You can drag stuff**

**))))))))))))))))))))))))))))))))))))**

**Looking for a job? different order ... your past work history should be higher up ... lots of recruiters are looking for specific histories ... so it's more important**

**-Also make sure you list all your employers ... you could miss a chance to connect with a lot of people**

**List every position you have ever held. List all associations and certifications because recruiters may choose to search by that rather than the employer**

**- write about every position**

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**Promoting..**

**Recommend people ... different than endorsing ... quit asking people to recommend you..**

**Stay active ..**

**status updates for me on hootsuite (https://hootsuite.com/) 1:00 and 3:00**

**constantly update your profile.**

**for me ... I have media bootcamp in my summary ... but right now I'm making downloadable video ... people want instant media training ... 10 minute immediate access ... if they are going on camera ... they don't have time to schedule a skype 1/2 hour call or one-hour consult ... I will add those links as soon as they are done ... cool?**

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**Winding down..**

**Consult with me .. anything marketing .. copy for Linkedin, facebook or on-camera training, press releases whatever.**

**$300 half hour, $500 full hour. You can set it up with hily.**

**hily@shawnetv.com**

**Connect with Hily for any questions, support, or expression of how awesome she is ... whatever :>)**

**-Remember.... you'll get cliff notes**

**Come connect with me...**

**Check out Project Forgive...**

**www.ProjectForgive.com**

**Join me on Facebook**

**www.facebook.com/ProjectForgive**

**www.facebook.com/ShawneTV**

**Check out bootcamp....**

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**Thank you for being here and big thank you to CHIROHEALTHUSA**

**see you next time.**

**Joy to your day, everyone. Hugs, Shawne**