



LINKEDIN

CREATED FOR ARCHITECTS, ENGINEERS, AND CONSTRUCTION PROFESSIONALS

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Below is suggested text that you can use to shorten your time to success with LinkedIn. This text is based on best practices that we have assembled from delivering over LinkedIn Workshops. Use them as guidance or as a blueprint, adapt them to your style if you like (everyone has their own unique style). The central points of each paragraph follow the culture on LinkedIn so it is best not to stray too far from the path. Just type YOUR information over the text that appears here and then copy and paste it into the corresponding sections in your LinkedIn profile. **Keep this Word Document as your Master Text.**

LinkedIn Profile Suggested Standard Text

a. Header/Headline

SELECT BOLD ADJECTIVES TO DESCRIBE WHAT YOU DO | Make sure it does say something related to your position | Adjective Noun | Adjective Noun | Adjective Noun | Adjective Noun at COMPANY NAME

Strategic Marketer | Talented Networker | Connected Communicator | Chief Difference Maker at nu marketing llc

This section is what shows up in searches on LinkedIn so it is especially important. People decide if they will look at you or someone else in a search listing based on what they see here. This format (above) is a very good one to follow. You have 120 characters to use in this section.

Summary

This section should focus on the value you bring to clients, industry partners, employees, etc. This will focus more on your breadth of knowledge and experience throughout your career not just at your current position.

Marketing Extraordinaire who is passionate about helping companies grow through their strategic marketing and business development plans. I enjoy creating visions for companies and leading the team through the strategic process and continually improving the company. Two of my passions are helping people grow personally and professionally and creating excellent customer service by providing solutions to problems.

Evaluating business operations from marketing to accounting to human resources, I can bring new and unique ideas to helping companies increase revenue but more importantly profits. Connecting people with one another that will be a win-win relationship for them is always top of my mind. Bringing value to organizations and helping them grow through their marketing efforts leads to strong, successful companies.

Starting and following through on projects gives me a sense of accomplishment and highlights my determination to complete projects. I bring new ideas and embrace change to improve companies, processes, and company culture.

My passions: Strategic Marketing Plans, Leadership, Business Development, Connector, Customer Service, Media Relations, Event Planning, Social Media (LinkedIn Training), Communications, Award Submissions, Trade Shows, Post Project Portfolios, Customer Relationship Management (CRM) and Presentations.

The Summary is VERY important. You want to follow specific guidelines. Talk about your career and accomplishments. Highlight what you can do to help others and what they can do to help you. Make the paragraphs short. If the paragraphs are larger, split them up. You have 2/3 of a printed page to work with (2,000 characters) and you should use almost all of it.

b. Skills & Endorsements

Skills:

These are skills and knowledge you have in your role. Architecture, Design, Interior Design, Mechanical Engineering, Electrical Engineering, Civil Engineering, Draftsman, AutoCAD, Construction, Construction Management

This is a holding place for keywords. Brainstorm to come up with a list and think of alternatives (try www.thesaurus.com). The variants of the words should all be included as well (e.g. development, developer, develop) as LinkedIn looks for EXACT matches in searches. LinkedIn will prepopulate answers/skill sets, so select the ones it gives you. Type in as many different skills as you possess.

c. Experience

Like above, the general format for information here is “What the company does”, “Who you serve”, “Where your customers are located”, “What your role there was”. Do not use statistics heavily like you would in a resume. This is usually a little more brief than what you say above in the summary or experience/skills. It might seem repetitive, but that is OK.

TITLE at COMPANY (Make sure you tag the company LinkedIn Page)

?????? – Present (# of years/months)

Write about what the company does (This will be the same for all the employees at the company).

Describe what you DO at your job with your company here.

If you have held multiple positions at the same company, list those positions and what you were responsible for doing in each position. You will create separate listings for each position.

Previous Position at Previous Place of Employment

(Privately Held; # employees; INDUSTRY)

August 2006 – Present (1 year 11 months)

Description of what the company did and what you did at the company

Repeat this format for the last 2-3 positions. If you don't have any previous positions, then just put the positions you've held.

d. Certifications

List all certifications and licenses you possess. Training is included in education not certification.

e. Education

Sandler Sales Training

2001 – 2001

Wichita State University

Bachelor of Science, Mechanical Engineering, 1979 – 1982

Activities – Student Government Association, Residence Hall Assembly, University Band

NOTE:

Do this process for every educational experience you have had including non-college training (FMI Leadership Institute, Dale Carnegie, etc.). If you attended a school for a brief period, put it in. This makes you a Classmate and gives you special means to connect with fellow Classmates.

f. Projects

If you have completed an iconic, relevant project or solved a huge need among clients, make this a project. (Any large project you designed, engineered, or constructed should be listed with pictures. You can also add team members (both from your company and industry partners) as part of the project.)

g. Volunteer

This would be Habitat for Humanity, American Red Cross, Big Brothers Big Sisters

This is usually more community or civic related causes. You can also put church volunteer or children PTA.

h. Organizations

American Institute of Architects, American Council of Engineering Companies, National Society of Professional Engineers, United States Green Building Council, Design-Build Institute of America, Associated General Contractors, Associated Builders & Constructors, American Society of Heating, Refrigerating and Air-Conditioning Engineers, Society for Marketing Professional Services, National Association of Women in Construction

First of all, the “Organizations” section on your profile is DIFFERENT than LinkedIn Groups. I suggest that you gather up a list of groups and associations that the company may be involved in, even if is only loosely associated with it. Put in the full spelling as well as the abbreviation. USE THE FULL SPELLING AND THE ABBREVIATIONS.

i. Honors and Awards

40 Under 40 – Class of 2011

If you had any special awards or things in that category list them here in a very simple manner.

j. Websites:

Spell out your company name and then enter the URL

Organizations you sit on a board

Professional Blog or something you are passionate about

k. Additional Information

Interests

Four Wheeling, Jeeping, Vacationing, Camping, Boating, Mountain Biking, Hiking

Personal Details

If you want to put your birthday, anniversary, marital status (OPTIONAL)

Contact Settings

I'm open to meeting new people and making business connections to help businesses grow. I welcome the opportunity to connect with you. I'm especially interested in connecting with professionals in the Midwest. Please feel free to contact me at [EMAIL ADDRESS](#) or at Phone Number.

Make yourself easy to get a hold of, especially if you are in a sales, marketing or recruiting environment.

Recommendations

Make sure to ask for recommendations from customers, industry partners, and colleagues. This is a great way to showcase how you've provided a solution for your customer.

Recommended symbols to incorporate:

| ■ ◇ ► ◀↔ ◆ • ★

These symbols can be used to make your profile look more compelling and easier to read.

LinkedIn Groups

LinkedIn has a GROUPS function that is independent of the Groups and Associations contained WITHIN your profile. It adds credibility and places colorful logos on your profile that help you gain visibility and attention.

A LinkedIn Group is like an affinity or a fraternity of like-minded individuals that share a common interest. They may be business interests or social interests. I suggest that you try and join at least 10-15 groups that fit your business and/or social interests.

LinkedIn Invitation Standard Text

a. Invitation - Someone you found on LinkedIn

I found you on LinkedIn and I thought you might be interested in connecting with me. As members of we both understand the power of connections. I hope that you will contact me, if my network can be of assistance to you.

Please accept my invitation.

Lindsay Young
Chief Difference Maker, nu marketing

b. Invitation - Someone you met

We met the other day at *(that place or event)* and I wanted to extend an invitation for you to join me on LinkedIn.

If you are already on LinkedIn you probably know how tremendously useful it can be. If not, then you might want to see for yourself. LinkedIn is free. I use it to find business resources and people that can help me in business.

My network is full of tremendous people and I would like to share them with you. Please accept my invitation.

Lindsay Young
Chief Difference Maker, nu marketing

c. Invitation - Someone you already know

I would like to invite you to join my network here on LinkedIn. If you are already on LinkedIn you probably know how tremendously useful it can be. If not, then you might want to see for yourself. LinkedIn is free. I use it to find business resources and people that can help me in business.

My network is full of tremendous people and I would like to share them with you. Please accept my invitation.

Lindsay Young
Chief Difference Maker, nu marketing

d. Invitation - Thank You

Short Version –

Thanks a lot for connecting with me on LinkedIn. I hope we can both realize lots of benefits from our involvement with LinkedIn. Best wishes to you!

Lindsay Young
Chief Difference Maker, nu marketing

Long Version –

Thank you for joining my Network. Although this is a virtual network, it's important for me to learn as much as I can about my connections, in order to be able to help them in any way that I can. Hopefully, I'll be a valuable connection and resource to you.

Would you please tell me a bit about yourself and your business? Please share anything that may help me to identify business contacts and resources for you.

My business centers around working with Business-to-Business and Professional Service Firms to help them build awareness, generate leads, and attract new clients. They often have a fierce desire to grow but are stalled because they are not getting the results that they want from their **MARKETING**.

I help them in three ways:

Building a marketing department: I am well respected and known for setting and accomplishing goals. I have helped companies start marketing departments and make them successful. I bring a unique perspective to the companies I work with because I create activity to generate business with realistic budgets. There are a lot of other advertising and marketing companies but I bring the knowledge and diverse experience with me when I implement marketing programs for the commercial building industry.

Small and Medium sized businesses: I help small and medium sized business with their strategic marketing and business development plans, which is a passion of mine. Having a vision for your company and seeing the whole picture, not just a piece of it, results in company growth.

Strategic Marketing Plans: We will enlist your marketing and business development personnel and determine your unique marketing plan. We will document your team's goals and note the team's accomplishments each month. Responsibility is important to moving your company forward, and we will help you grow your company through a working marketing plan. A marketing and business development plan will excel your company ahead of your competition by setting regular, small goals to reach your ultimate goal.

Thank you again and please don't hesitate to contact me if can be of assistance.
All the best,

Lindsay Young
Chief Difference Maker, nu marketing

e. Invitation – Someone on LinkedIn Answers

I am impressed by your helpful comments on LinkedIn Answers. Can we connect directly? Please accept my invitation.

Lindsay Young
Chief Difference Maker, nu marketing

f. Asking for Recommendations

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. You might say something (about a specific project that you have helped that person with.)

By recommending me you will have a presence on my LinkedIn profile and it links back to your profile.

Lindsay Young
Chief Difference Maker, nu marketing

LinkedIn Introduction Standard Text

a. Introduction – Someone you found on LinkedIn

To the End Individual:

I found you here on LinkedIn and I would like to visit with you about XXXXXXXX for YYYYYYYY reason. In this is of interest to you, please accept this introduction request and indicate the best way that you would like to communicate. I have included my E-Mail address and Phone number in case you want to initiate the contact.

Lindsay Young
Chief Difference Maker, nu marketing

To the Intermediary:

Would you please pass my Introduction Request onto Tom Smith? I would like to visit with him about XXXXXXXX. Thanks you very much for doing this for me.

Lindsay Young
Chief Difference Maker, nu marketing

b. Introduction – Someone you know on LinkedIn

To the End Individual:

It is great to find you here on LinkedIn. How have you been? Please reply to my introduction request so we can get back in touch and maybe connect to one another here on LinkedIn.

Lindsay Young
Chief Difference Maker, nu marketing

To the Intermediary:

Can you please pass me on through to **XXXXXX**? I know him/her from my days at **XXXXX**. Thanks a lot!

Lindsay Young
Chief Difference Maker, nu marketing

c. Passing Introductions from ‘friends’

Can you please pass my good friend **XXXX** on through to **ZZZZ** please? Thanks a lot.

Lindsay Young
Chief Difference Maker, nu marketing

d. Passing Introductions from “strangers”

Can you please pass **XXXX** on through to **ZZZZ** please? Thanks a lot!

Lindsay Young
Chief Difference Maker, nu marketing

linkedin posting

regular posting



Post or share content on individual profiles at least once a week.

Post at least once a week to your company page.

educational

Post educational information about your industry and your clients' and prospects' industries.



VACANT

recruit

If you are hiring, link your Careers' section of your website to your Company LinkedIn Page.



individual profiles

Every employee at your firm should be connected to your Company LinkedIn Page.

trends

Post industry trends about your industry.

comment and engagement

When your connections post something relevant or interesting, comment or share it with your connections. When you are engaged, your connections will see your profile.



branding

This platform is a great place for company and personal branding.