**Leveraging LinkedIn: Take Your Profile to Profit and Relationships to Revenue**

I'm really excited to be here today. LinkedIn is such an amazing platform where people can become visible and credible and profitable. Let's jump in and get started because I'm excited about this. I think it's important when doing a webinar that people get to know who you are and a little bit about my background so they can identify and you will see this is a fun picture

 that says diva LinkedIn. The reason I share that is because I just want people to know that life happens and in my case it did. It was the vehicle I used to take my income and scribe rocket -- skyrocket it. That was me back in 1980 when I got married and I was married for 28 years and I have these two amazing daughters that you can see right there. What happened in the sixth year , I got divorced and I remarried my ex-husband. I didn't have to change my name and the kids are hours. During that time when we were divorced, I used LinkedIn very actively to create a very solid income to find my clients. That is exactly what I'm going to share today, how anybody can use this platform to create a business for themselves . I'm going to jump right in. What you are going to learn today -- and this is what is so cool , is why LinkedIn is so important for your business. What your profile should contain, I get asked what I should put on my profile? Do I need the free version? Can I do the paid version? How do I leverage it? One of the things that people don't realize is LinkedIn is the most important place to be. There are 61 million senior-level influencers on LinkedIn and 40 million of them are decision-makers. 87 million of those people are Millenials. Why do you want to be on LinkedIn? To build out your network and make connections because we all know business is done with people we know, like and trust. It's all about relationships. LinkedIn is one of the easiest places to do that . The second reason you want to be on LinkedIn is for credibility , visibility and profitability. I want to talk about the visibility part because what most people don't realize is that of the 500 million users that are on LinkedIn, only 250 million of them are active but 3 million of them share content. It means that only one percent of those user -- users are getting the impressions. If you are not sharing articles and content to become visible on LinkedIn, you are missing out. And 45% of LinkedIn article readers are in the upper level positions. They are the VPs and managers, directors. You definitely want to take advantage of the platform to get visible. Finally it's a great place to engage and nurture your network . LinkedIn tells you when people are having birthdays, when they make job changes, so but -- what better time to connect with someone? Interestingly, LinkedIn is 277% more effective at creating business than Twitter is . It is probably the number one best channel for B2B marketers. It is not a platform to ignore. We all know that people spend time on Facebook, on Twitter , but where people invest their time is on LinkedIn. That is really worthy of taking notice . I didn't make these statistics up.

 79% of the B2B marketers say that LinkedIn is the most effective tool . If you are going to be linked -- on LinkedIn, it's a good idea to know who you're with and that's the reason it is good to know these statistics. Who is there? Interestingly 75% of those members have an income of over $50,000 a year and the average is $109,000. 41% of the people on their are millionaires. You want to make sure you know who your ideal client is and if you haven't downloaded the worksheet yet, which we will -- will allow you to fill in your information.

 You will be able to fill in the handout which will help you when you get into some of the actual real meat of what you should put on your LinkedIn profile. I'm going to jump into a real-life example. One of the things I found is so many people are so great at what they do. They are absolute experts,

 but it's like you are going to a black tie event in your running clothes. This is the perfect example. This is a client of mine , Chris, and you will notice in the background that the blue is the default that LinkedIn gives you. That is your background. You have the option for free to fill in that background. Why wouldn't you? The other thing you will notice on the before is there is a name and one of the things I starkly -- strongly recommend is if you have an MBA or a title that you worked hard to get at, why not put it after your name because it is -- distinguishes you from everyone else. The next thing you'll notice is on the left profile there isn't a gold button. That button tells you that he is a paid member. It means that LinkedIn -- which has been purchased by Microsoft -- is pay to play now. If you happen to be on someone's profile and you see that gold button you know that they are using the paid version. The other thing you want to notice is on the right-hand side underneath Chris's name , instead of having his position which should be on the left -- it defaults to your current position. On the right-hand side one of the things you will notice is it is filled with keywords of what people want to be found four. In this case Chris's business is he puts in misting systems when you go to a restaurant or sporting event. He puts those in. Look on the top, he is so well branded. The way you can put that banner up there for free is one of my favorite called

 CANVA.com . On the right he looks very professional . I love this cartoon . A lot of people are on LinkedIn because they are looking for a job. Many people are on LinkedIn because they are just looking to become more visible and credible and there are lots of people just looking for a way to find more business to get more leads and referrals. According to your LinkedIn profile you are a focused, disciplined achiever but according to Facebook it shows you love Jack Daniels and you are pretty comfortable with your body. Funny but true. You want to make sure your profile accurately reflects who you are and how you are showing up . One of the things I recommend to people is that you look at your LinkedIn profile

WHEN PEOPLE GOOGLE YOU THERE IS A BETTER THAN 70% CHANCE THAT YOUR PROFILE IS GOING TO SHOW UP ON THE FIRST PAGE. THERE IS SOMETHING called the domain authority which is the score that a website gets up to 100 to reflect how that search engine rakes them and guess what? LinkedIn has a perfect 100%. It means that Google loves them. What does that mean to you? What it means as a marketer and content creator is every time you put an article on LinkedIn it is indexed and it will show up with that domain authority. It's really important so my question for you is have you googled yourself lately? I joke and tell people you don't go blind from googling yourself what there is a funny story behind it and I googled myself. I remember when my daughters were young and they googled all the moms and my kids came back and said we googled everybody and somebody said you had 10 pages on you. My kids turned around and said my mom doesn't even have a job, she speaks. It was funny but the reality is a lot of times we don't even know how we are showing up. You want to make sure you do Google yourself and a good thing to do is ask a friend to look at your profile and ask them based on what you see, you know what I do and what people think about me, would you recommend me? Based on this Google profile? Another thing that is important is how you can use LinkedIn to do your research. People are going to Google you but you can Google them. If you have a meeting with somebody or you are going to be engaging with a referral, go out and use LinkedIn to search those people out and find out about them. You will find out where they went to school, you will find out a lot of the commonalities that will give you instant rapport . I love the cartoon that says , I don't know who you are but I will look you up on LinkedIn and I will find you. So true. I'm a believer that information and knowledge is power and there is an app called crystalknows.com. It's a paid app and I don't make anything from sharing it but it will tell you the personality style based on what that person is. In essence it will tell you how to deal with them. If somebody happens to be a D, that is very direct. If you look on mine it would say I'm a high I, I want to talk about your family and get to know you and be social. If you know that person is not, you know exactly where to start. It's a great tool to have. You also want to be very aware of who is going to be visiting your profile. We know that prospects will visit your profile. We know that potentially there will be customers, press, vendors . What words are they going to search on? And that is what we will talk about and in the hand back -- handout you will see when we get to the section about your headline and summary and experience , you want to make sure it's very keyword rich and unlike Google which can penalize you for repeating yourself you want to put your keyword in multiple times because of who is visiting. Be aware of that and I'm going to jump ahead and tell you that with the paid version of LinkedIn you will know who has visited your profile and how powerful is it to know who has looked at you. With the free version you can only see the first three people. There's a lot of power in the an hour edge -- that knowledge. It's interesting to know that people will avoid your profile if it's incomplete. 50% of buyers will avoid sales professionals with incomplete profiles. There is a lot to be said for having a complete profile. What should it look like? I love this slide because it shows it should be like a CVS receipt. You get out with a receipt that just goes on and on.

 Is everybody going to look at the entire thing? Probably not but you don't know where they will be looking and you don't know what information they want so why not make that profile client centric and keyword rich that wherever they happen to be, that information is there. You don't want them leaving your profile, you want them knowing who you are, what you do, what other people think of you, why you are different and what makes you unique. We will go through all of that in a minute but I love the analogy. In this case it's good to put a lot of information and take out the information that isn't relevant. You can be creative. In the experience section where it says experience, it doesn't say paid experience. If you've done something that you were not paid for but it was an ambassadorship or some kind of internship and very relevant to giving you credibility with people you want to interact with, put it there. It doesn't have to be paid. How do you build a great LinkedIn profile? First and foremost a professional photo. Why? Because it makes you seven times more likely to get found. Make sure you have a professional photo. The other thing, and I spoke about this before but I can't stress enough, optimize your headline with keywords. There are lots of tools out there to find what the keywords are but to make it really simple just step into the shoes of the person you want looking at your profile and think about what words they would use to search for you. Those are the words you want to use. For myself I know what words people are using, and I'm repeating myself but it will work for you as well. You want to make sure and that have my you can put your title and that's great but make sure it's very key word rich. Remember I said the profile pictures are seven times more likely -- I love this cartoon. Wise a picture worth 1000 words? Honestly I can't make up the stuff. I deleted the names of the people, but these are real profiles. I don't know about you but if you look at the second one on the bottom it says I'm looking for a job. I wonder what kind of a job she's looking for? That's a very provocative photo and the headshot is cut off. I don't even know what to say about that. These are real and you really want to make sure you get a great first impression because you don't get a second chance to give a first impression. Let's talk about the banner for a second. Remember I said it defaults to the blue? This gentleman happens to be a recruiter and I want to show you the elements of it. If you didn't get the tool, it is canva.com. Notice at the top you will see the phone number. He's using an 888 number because he wants to appear that he is larger than he is. That makes it easy. You will notice there is a logo . Branding. The most important thing, although we talk about the things

 you want people to know when they come to your profile, he talks about what differentiates him. He gives a one year unconditional guarantee which is four times the industry standard. So if you are looking to hire salespeople, you already know that. Just from looking at the banner versus the blue banner. Let's look at a contrast for a second. Again, I can't make this stuff up. I just took out her name but you will see the blue background and the picture is a little cut off and it says I'm currently unemployed and it's being hard living a life of being unemployed. First of all, what she said -- make sure your English and grammar is really correct and don't have any spelling errors. At the top it says unemployed at this time. A better way to say that is in transition or looking for opportunities. When you look at the first two lines of her summary which is what you are seeing there, it says I'm a professional sign language teacher but I'm currently unemployed for now. I used to work at the college of Loveland Colorado from 2013 to 2015 and I work at Walmart for two years. How many of you are getting so excited that you want to go out and refer her to somebody that you know that has a position open? Again, I use this as an example to show you , perfection is overrated but you do want to make sure you have that professional picture, you have a very keyword optimized headline and the first two lines of your summary, which I'm going to talk about , show up in a way that people are going to want to click the button that comes next which says Seymour -- C Moore -- see more . We see Doug Crowe, a very clean banner but what is important to notice is the keywords . 100% done for you, ghostwriting, kindle.. -- Doug had a pretty okay profile before and once it was transformed and optimized he made $40,000 using LinkedIn. Anybody can find clients using LinkedIn, you just have to know how to use it and how to show up. What you put in the summary? We talked about the banner. That's pretty easy. We talked about the headlines and now let's talk about the summary. These are what I recommend you always include. Number one your contact information , make it simple for people to find you. Put an email, phone number, website. I recommend you put at least a phone number on their and if you don't want people to call you, put a hotline so that you can call them back. You want to tell people , what are the results your clients get as a result of working with you? People take action typically for one of three reasons. To avoid paying, I've never seen anybody that went to the dentist just because they thought it was a pleasurable experience. They want to avoid pain. To seek pleasure, that is why we get massages and take vacations. You want to talk about why people are coming to you and the next thing is rich text media. That is underneath your summary in every section . You have about 13 places where you can put media and I'm going to show you an example of one of the ways that you can do this. I really believe that video and audio are the best ways of third-party validation. This is an example of how you can give somebody to give you -- get somebody to give you a testimonial and not have to use video for it. I will play this for you real quickly. You will get an idea of this. [ video playing ]

 >> I shared that with you because you can hear him stumble through it and it was very natural, so it's really easy to get somebody to give you a testimonial and one of the things that I do all the time and I recommend you do this as well is when somebody says something about the work you've done, they say that was amazing, that was great . Take your telephone and ask for permission -- I say my kids never say anything nice. Do I have permission to record you? Take your phone and have them say their name and talk about the benefits of what they got from working with you. It is so powerful and you can put that right in your LinkedIn profile. How easy is that? We talk about how to get business but one of the things that people don't talk about is you potentially are losing a lot of business if you don't have a LinkedIn profile that is complete and optimized. Why? Because we just talked about how Microsoft bought Google -- Google bought Microsoft and literally you are one click away. You want to know who is looking at your profile because if it shows up in a way that doesn't reflect who you are, you are losing a whole lot of business. This is an example of what you can do with the paid version when you know people are looking at you. Tara is an image consultant. I haven't -- have a friend that is an image consultant she asked me -- and she asked me to show people using LinkedIn. I showed her a bunch of image consultants and she happened to be one of them. The next day I got a phone call -- invitation from Tara that said I'm interested in learning more about your services. I accepted her invitation, I picked up the phone and called her and I said how did you find me? She said you looked at my profile and I've been looking for somebody to help me to do exactly what you do. I totally forgot because image consultants are not somebody I typically look for but I was helping a friend. Think about how much business you potentially are not getting because you are not looking at look --

 who looked at your profile or who liked your post or your publication. It's so important. You need to know that and now Tara is actually getting so much business from LinkedIn because she is highly optimized and I would never have received her client if I didn't look at who was looking at me. I love this. Everybody is checking you out . You want to know who is checking you out. There is amazing Intel on LinkedIn. Let's talk about your personal LinkedIn URL . On the handout you will see that there is a place to fill in what yours currently is and it will default to a bunch of lettuce and numbers -- letters and numbers. On mine I had it so long that I just have my name. If I were to do it again, I would do it in a way that actually has LinkedIn specialist. On the handout I gave you an example of Jon's and his has its company name. The formula really is put your name if you want to use that and then put the keywords that people are going to search for. You can put that URL on your email, website, everywhere. You want people to go to your LinkedIn profile. That is where you can put all of your information. Who do you want to connect with? You want to connect with people that view your profile, read your post, share your updates. You want to connect with people that are in your target market when you are searching for them. You want to make sure that you are using LinkedIn in a way that allows you to make those valuable connections with people and connections happen offline and online. Making the connection is always personalized -- don't just hit connect. Whether it is on your phone or desktop, make sure you write a personal connection and tell people I noticed -- I read your article and I see we share a lot in common. Really personalize it. You want to do that. LinkedIn also tells you how many people have viewed your profile, how many have looked at your posts. It's good stuff to know. Let's talk privacy for a minute . One of the biggest things I find with people is they just don't know that they are leaving their LinkedIn profile open for people to check out your competitors. How many of you actually leave your front door and don't like it when you go out? When you go on Amazon and buy something, Amazon is great. They say you might like and they give you several things that you might want to buy and before you know it you have a basket filled with three things. With LinkedIn they have an algorithm that says, people also viewed. They tell you who other people viewed. That's great for you if you are searching because you might want to go find similar people but it -- if it is your profile, turn it off. You want people to stay on your profile. It's a simple setting to turn off so that people do not go and look at other people. Privacy settings are important. Let's talk about searching on LinkedIn. You can search on the free version and there is a lot of cool filters that allow you to search. You can search by location , you can search by the level of connection. I recommend you search for your second level can

 -- connections because those people are one degree away from you. It is right there on top in the free version. You are limited to the number of searches you can do, but it's a great tool. Also is a setting , but if you want to go out and search, you don't necessarily have to let people know that you have looked at their profile and you can turn on incognito so that you can look at people and they don't have to know you have searched them. It's kind of funny, I have somebody that is training interns on how to use LinkedIn and I noticed for about a week , five times a day I had views from this person on my profile and I called them up and said are you stalking me? It's important to know that when you are searching you might want to do it incognito. Let's talk about the paid version for a second. That is Sales Navigator and there's a premium version. There are several versions. I happen to be a big fan of Sales Navigator because what it does is allows you to find all the decision-makers. You can save searches. It gives you so many options . I highly recommend that you use Sales Navigator. I think it's about $60 a month if you pay for it annually and $80 if you do it monthly. And then there is the premium version. You can easily learn how to use it. It is so valuable if you are looking for very specific types of clients or referral partners. LinkedIn in a nutshell is really about leverage. It's about building relationships. It's a slow dance. We know that it makes up 50% of all social media traffic to be -- B2B websites and blogs. 91% of marketing executives list LinkedIn as the top place they will find quality content. You want to make sure you are really leveraging this platform. I can't emphasize enough how important it is . 57% of the traffic on LinkedIn comes from mobile so when you are doing your profile you want to make sure it looks good on the mobile as well as the desktop. It's very important to know. This is the other thing, I think a lot of people forget about this. Every time you are someplace, wherever you are it's an opportunity to bring that person into your network . All you need to do after you have met somebody is say are you on LinkedIn? I would love to connect with you.

 Then you are into their network and you can start that dialogue. When you send that invitation it would be, Alexa, we met at this event and I would love to know more about what you do and how we cannot work for our mutual benefit. I look forward to connecting in learning more, best regards. It is not a sales pitch. It is reminding you where we met, putting something into context and sending it out and once you do that then you want to send them a thank you note to thank you -- them for connecting. You want to bring your connection offline, online. Take your connections online -- how many people on LinkedIn do you have that you've never met in person? Have a cup of coffee . It's amazing when I go to these networking events and seminars and somebody will come up to me and say it's great to meet you in person.

 We've been connected forever and we have so many connections in common and then a relationship happens. You can take those offline connections online and online connections offline. Finally, I have a gift for you. You can go to www.yourconnectionconsultant.com and you will find seven steps to a profitable profile . There's also a button there that if you do want to pick my brain for 30 minutes you can book a complementary consultation. I will not sell you anything. I will just help you. I think Alexa, we are at the 40 minute mark for Q&A.

You are right. We will now get started with the Q&A portion of the webinar. While we try to address as many questions as possible, we typically have more questions asked than time allows us to answer. If we do not get a chance to address your question, I would like to encourage you to connect with a SCORE mentor . Mentors are available online or in a chapter near you and can assist you further with your business needs. We will also be sending out the slide deck to everybody after the presentation. It contains Rhonda's contact information so you can reach out for questions there as well. Let's go ahead and jump into these questions. Rhonda, the first question, this comes to us from Halley. We had several people asking questions about this. Do we need a business page or will a personal page get us more results? Do we focus more on business page or personal page?

The reality is you are both. People do interact with you from your profile . Your business page tells them about your business but your LinkedIn profile tells them about you. It tells them who you are , the kind of results you get, it gives you an opportunity to take all those places for rich text media where you can actually put your testimonials, put your white papers, if you are a speaker you can put your speaker page. If you are a coach, it's an amazing opportunity to put slides . You can't put that on a business page. That is where everything happens. People search for people. They will search for the business but they will interact with you. Even from the business page, you can click and see -- go to see all employees. What I recommend highly is you get your LinkedIn profile highly optimized because that is what people are going to be interacting with. It is you and your profile. Does that make sense?

Okay. This comes from Yolanda . Should she use the same banner from her company profile on her personal profile? Or can they or should they be different? >> Yolanda, I'm not sure I understand in terms of the banner. On your company profile there will be a company banner. If you are looking to generate leads for business, I would use the logo for your company but I might change it a little bit to put something personal there in terms of maybe your contact information or a particular specialty. If different people do different functions, maybe you do lead generation or marketing or whatever it is versus customer service, you want to make sure the first thing they see is clean and easy to read and it's about you. You also want to let people know it's your company but if there are multiple people they can choose to talk to in your company that do the same thing you want to make it highly personalized and personalized -- optimized to you.

Next question is from Elizabeth. She would like to know how important is a photo of yourself?

Critical. Absolutely critical . People are seven times more likely to be found using a photo and I recommend that it's a very professional headshot. If you don't have a lot of money for photos, you can go to Sears or JCPenney or one of those places. For a small amount of money you can get a ton of photos. Gather -- get a professional headshot. It's amazing what you will see in terms of a difference of the number of people that will connect with you, and how you are perceived. What's interesting to note is goldfish have a longer attention span than humans. You have about six seconds to catch somebody . The odds of having your connection request accepted without a photo is significantly lower. I don't ever accept invitations from people that don't have a photo. If they have an avatar, not a professional photo, it's unlikely I'm going to accept them or somebody else well. So a professional photo always is the way to go.

Rhonda, regarding the photos, run mesh would like to know -- [ name unknown ] would like to know about using a picture when you were younger .

[ laughter ] There should be a lot of truth in advertising. I would use a current photo. I would absolutely use a current photo because you may actually eventually meet that person in person and you want to look like your picture. It is similar to the dating sites . You look at photos and you want to make sure it is a current photo. There's nothing wrong with Photoshop but make it current because this is about building real relationships. Make it a professional photo and make it current.

The next question is from Sherry who asks if she uses a comic illustration in her banner or another stock photo, does she need to include the source of the comic or photo image?

No, she needs to make sure she has permission to use it or owns it. There are places where you can get stock photos. You can buy them . You want to make sure if you are using a stock photo, don't grab it from Google images because a lot of times you don't have permission. You don't need to put the source but you need to make sure you have access to that image legally. You want -- you can Google it and you can find out there's a lot of information out there but you don't need to put the source. That is information people don't need to have but make sure you have legal access to be able to use that. A great source that is free is Pixabay. There are some that you pay for and the rest are free. That's a good tool to find images.

Next question is from Charlene who is asking if she needs different profiles for different businesses or can one suffice?

I love that question. I get asked that all the time. LinkedIn does not allow you to have more than one profile. You want to have one profile but it doesn't mean you can't put that you do more than one thing but put the main focus of what you are promoting on your LinkedIn profile. If they are related there are ways to weave them together. There are many coaches that are also best-selling authors, speakers and they where a number of different hats. Maybe they even sell a platform related to them. There's a number of different things that they do. I'm no different. I'm a speaker and I do profiles. What you want to be able to do is craft it in a way that your reader is seeing it with the most important position that you want people to know about. You can put all of that in the experience section but one profile. It's very confusing. It's like having multiple personalities. Stick with the one and make it very client centric. Write it from the position of the person that you know is going to be reading it. I hope that's helpful.

This comes from Corine who asks without a premium account can you see who's been viewing you?

You can only see the first three. That is the real challenge with the free account. I remember last year I did a presentation to Keller Williams and I asked a question. I said is anybody here -- has anybody here ever lost business because of their LinkedIn account? One woman raised her hand and said I'm 75 years old and I've been doing this for 45 years. She never did anything with her LinkedIn profile other than a basic one

 and she knew she was competing against somebody else for a listing and it turned out she didn't get it. She called the woman and said I'm curious why you chose to go with the other agent instead of me? The woman told her my son said he looked at your LinkedIn profile and I had to go with the other agent because her profile had everything I needed to know. That speaks volumes but the other thing was if this agent new , and 41% of real estate agents are looked at according to [ Indiscernible ] on LinkedIn before a seller will choose to list with them. If she knew that she probably would've optimize your profile and it would be interesting to know who's been looking at you. With the free version you only get three and with the paid version you get to see everybody unless they have gone it can't -- incognito. Most people don't even know about that setting so you actually do know who's been looking and that's an amazing opportunity to's -- to connect with people that maybe got real busy and didn't have a chance to connect with you but they looked at your profile and then you can go back and say I saw

 you did a drive-by on my profile and I noticed we share 69, connections and we both went to the same college. You can start that conversation because you know they looked at you and you see commonalities and then they will connect because those people that look at your profile find common areas and that's how you start that relationship. I think the paid version is worth it if you are in the market to generate a lot more business and referrals. >> Rhonda, the next question comes from [ name unknown ] would like to know how LinkedIn can be used to build an email list?

I love that question. Let me say you can download your connections from LinkedIn but that is not your email list. How you build an email list? The best way to do it is once you have connected with people you can then through the messaging part of LinkedIn invite them to come to a webinar that you are doing in the webinar will have an opt in page. That is one way you can build your list. Another is you can invite them to get something for free. Maybe you want to give them a copy of your book or a white paper, something you've done. What you want to do is get them from LinkedIn, off of LinkedIn and into something where they opt in to get it. I'm not a big fan of people that write an email that says since we are connected on LinkedIn and then they proceed to write something where they are selling me and they give me the option to opt out. I never gave them permission in the first place to add me. It's not a bad thing, it just puts a lot of people in the position where if they are getting a ton of emails and they are not really looking for it -- the best thing to do is engage, give some content and in your link in summary you can literally put a call to action which is if you would like to get a free copy of the first chapter of my book, and then send them to a place where they can opt in. That is what I think is one of the best.

All right. Our next question, this comes from Jen who would like to know what you would recommend if somebody is working a full-time job but using LinkedIn to do consulting as a side gig work --?

As long as the employer is okay with that then do a LinkedIn profile that talks about you as a consultant. If your employer doesn't allow it, then you have a little bit of an ethical challenge there and it's really personal to everyone . It is not a one-size-fits-all. There's a lot of people that have full-time jobs and on the side maybe they are a direct sales company or do consulting. It's a tight wire because it could put your job in jeopardy. Be very cautious and careful when doing that. Think about it from the standpoint of your employer and in that case I would really do a lot of Intel to find out what other people have done and see what the policy and practices are for your company.

This question is from Linda who asks would you suggest using your own name or a business name for branding?

Use your own name. People are going to find you based on your name . They will Google your name. Your business name will be in their and they will find you that way, there and they will find you that way. Otherwise use your name on your LinkedIn profile.

Is it okay for the LinkedIn summary to be similar to the executive summary on a resume?

Hector, that depends. I don't believe that people are looking to grow their business on LinkedIn and they are not looking for a job. Your summary on LinkedIn should tell people who you are, a little bit about your background and what makes you unique. Maybe who some of your clients are. Your contact information and a little bit about what other people think about you. Using all of the characters there is a good way to put all that information out. Spacing it out and again when it comes down to is put yourself in the position of the person looking at it. On the handout there are good ways to fill in and get you to start thinking about all of that but from the standpoint of what that summary should be you really want to make it less of a resume unless you are looking for a job and much more of something that is client centric and take advantage of all those places for the rich text media.

We have time for one last question. This one comes to us from faith. She says she is primarily [ Indiscernible ]. Will she have the same success on LinkedIn as those that are be to be? -- B2B?

If your client -- you are client centric and putting a lot of activity and post -- I know a lot of people that are in direct sales and network marketing and they are knocking it out of the park on LinkedIn. It's not quite as easy but it absolutely works in the rules of engagement are absolutely the same. Especially if you know who your clients are and who your target market is. You might want to look at the handout and look at identifying who your referral partners are because your referral partners , even though you are B2C, think about who has your market but isn't competing with you. Those the people you want to connect with because you can be referring business. Yesterday I had somebody that was looking to get some help for jobhunting and that is something I do but it was such an easy way for me to do a referral because I know somebody else that does that. It was a win for everybody. B2C works just like B2B. >> Those are all the questions that we have time for today. I want to thank everyone for submitting such great questions today. If we did not have a chance to address your question within this segment, I would like to encourage you to to connect -- connect with a SCORE mentor. They can help you apply the strategies that have been shared with us today. Also if anyone is attending today and you are interested in becoming a SCORE mentor, we encourage you to check out more information online. There is a link directly on this slide that you can click for further information. As a reminder, a link to the recording of this session and the presentation slide deck is going to be sent in a postevent email. We will send that out and just a little bit so be on the lookout for that later on today. On behalf of SCORE I would like to thank you all for attending this session and I would like to give a very big thank you to Rhonda Sher for presenting with us today . Thank you so much.

My pleasure. Thank you, Alexa.

 We hope that you all can join us next Thursday, September 6 , for our next SCORE live webinar . Create More Personalized Email Messages for Better Results . Thanks again, everyone, we hope you have a great rest of your day and take care. [ Event Concluded ]