

4th Annual Women Building Businesses Conference

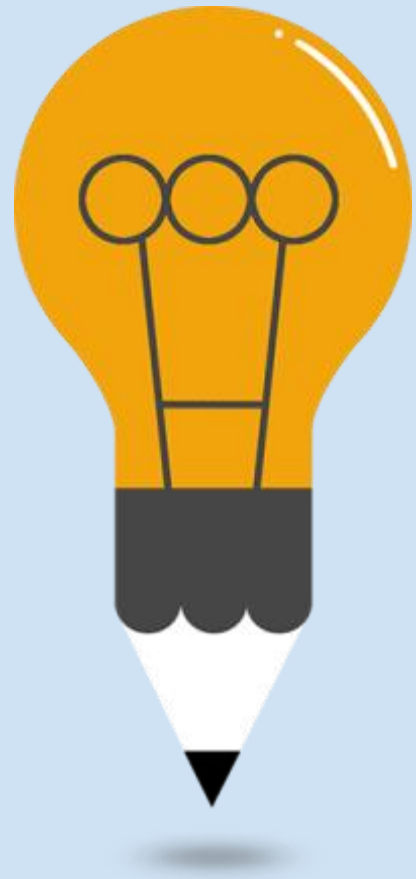


Lynne Williams



Personal Branding through LinkedIn

PERSONAL BRANDING THROUGH LINKEDIN



Access this deck:
<https://bit.ly/pbthruli>

Presented by Lynne M. Williams, Ed.D. Candidate
@GreatCareersPHL #GreatCareersPHL





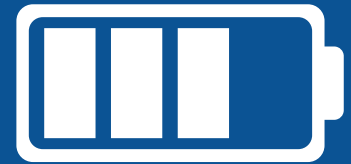


Your personal brand
is what other people
say about you when
you leave the room.
It's your professional
reputation.

~ Dorie Clark



Personal Branding



Stand Out



Secret Sauce



How do you differentiate your brand?



01

How do you differentiate and distinguish yourself and be memorable?

02

What are your keywords and core competencies?

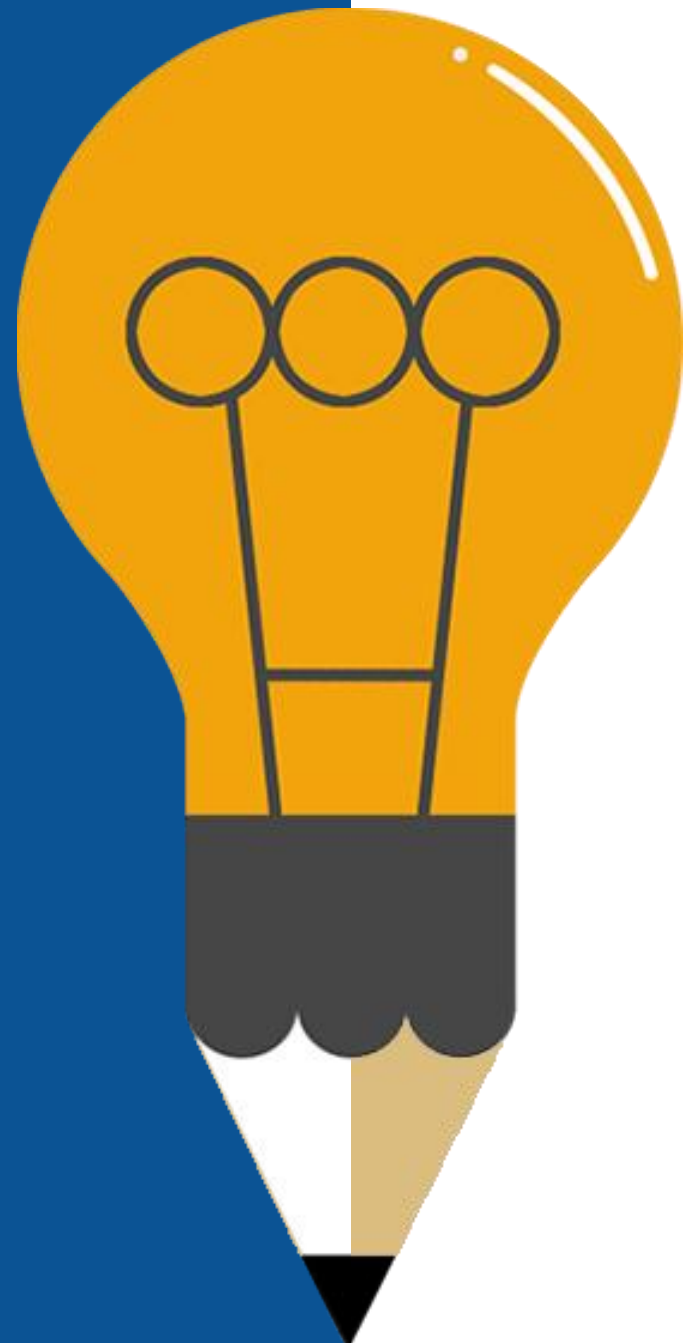
03

What are your features and benefits?

04

What is your unique selling proposition and value proposition?

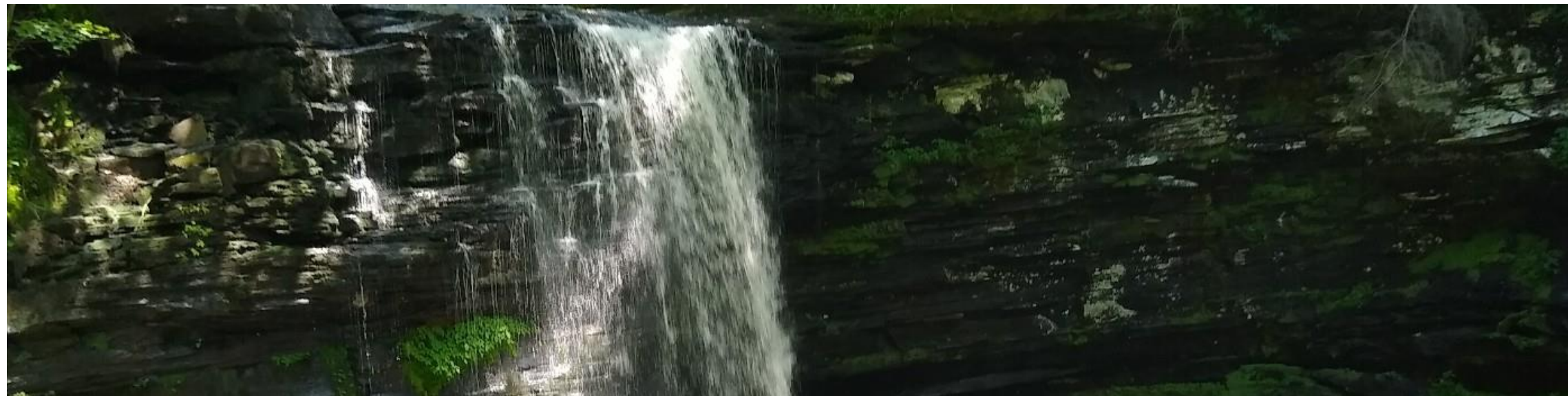
Have You Customized Your LinkedIn URL?



<https://www.linkedin.com/in/first-last-09207b213/>

[If not, read this!](#)

Is your banner memorable?



☐ Hispanic, Latino(a), or LatinX

☐ Asian

☐ Black

☐ Pacific Islander

☐ Native American or Alaska Native

I am for equity because equity starts with everyone.

[LinkedIn](#)

How will you build your brand on LinkedIn to be memorable?

First Last
Global Marketing Executive
Transformer Solving Complex Problems



FIRST LAST
Managed Care Mixologist
Blending New Solutions For You



FIRST LAST
Provide laser-focused underwriting
with accuracy & speed



FIRST LAST
Artsy Bioinformatician
Biological Data Visualizer
Solving Complex Biological Problems




First Last
Brevity & Wit Sparked by Caffeine



FIRST LAST
2 Be Part of the Solution
All About the WE



How will you build your brand on LinkedIn to be memorable?



The banner features a dark green background. On the left is a circular profile picture of Brian Murphy, a man with short grey hair, wearing a light blue shirt and a blue tie. To the right of the photo is the website 'murphyrehab.com' with a small icon of a person sitting on a chair. Further right is the logo for the Murphy Rehabilitation Center, which consists of a stylized 'm' followed by the text 'MURPHY REHABILITATION CENTER'. Below the banner, on a grey bar, is the name 'Brian Murphy, D.O., M.P.T.'.


Brian Murphy, D.O., M.P.T. · 1st

Physician of Physical Medicine & Rehabilitation | Medical Director | Musculoskeletal Physiotherapy | Electrodagnosis Studies | Customer Experience | Healthcare | Health & Wellness | Providing Exceptional Patient Care

Talks about #expertwitness, #rehabilitation, #electrodagnosis, #physicalrehabilitation, and #musculoskeletalphysiotherapy

Greater Philadelphia · [Contact info](#)

 Murphy Rehabilitation Center

 University of Pennsylvania

How will you build your brand on LinkedIn to be memorable?



Compassionate Counsel.
Tough Advocacy.



Hanan M. Isaacs, Esq. · 1st

Attorney | Family Law & Divorce | Employment Litigation | Alternative Dispute Resolution | Arbitrator | Discrimination | Civil Law | Trial Lawyer | Legal Advocacy | Disputes | Compassionate Counsel Tough Advocacy

Talks about #erisa, #familylaw, #employmentlaw, #domesticviolence, and #kingstonlawgroup

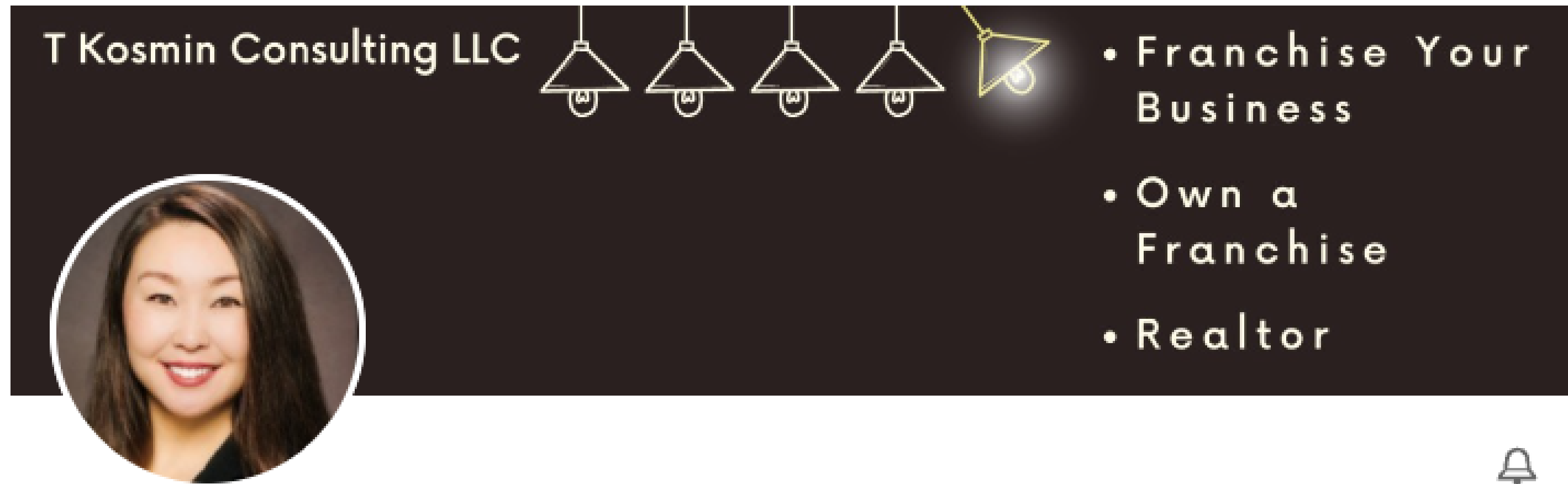


Kingston Law Group



University of North Carolina at Chapel Hill

How will you build your brand on LinkedIn to be memorable?



Tanya Kosmin · 1st

Franchise Your Business | Franchise Consultant | Realtor | Better than a triple dip ice cream 🍦 providing you with a trifecta of solutions to multiply your business, find the right fit business, or real estate 🏢



Talks about #franchise, #consulting, #realestate, #entrepreneurship, and #franchisebusiness



Franchiseyourbusiness.com



West Chester University of Pennsylvania

Headline = Keywords & Elevator Pitch

- A memory dart in an elevator pitch may be as important as a memory dart in a LinkedIn headline. What's your Unique Selling Proposition USP?
- What will people Google to find someone like you?
- How can you be memorable on LinkedIn?



ATS-friendly resumes | LinkedIn Branding | Pivots & Reinventions | Keyword strategies to beat the bots | Data-driven decision-making | Strategic Job Search Guidance | Online Career Development | Techie Boomer Cheerleader



ANALYZE AGAIN

Characters: 220

Words: 32

Headline Quality
Score

75

ABOVE AVERAGE

STRENGTHS

- ▼ **Optimal headline length**
More is better. Longer headlines increase engagement and can tell a better story.
- ▶ **Strong human connection**
- ▶ **Likely to increase brand lift**
- ▶ **Limited use of passive language**

SUGGESTIONS

- ▶ **Use more Alert Words**
- ▶ **Use Context Words**
- ▶ **Try adding a celebrity**

HOW THE HEADLINE QUALITY SCORE WORKS

The Headline Quality Score is based on a multivariate linguistic algorithm built on the principles of Behavior Model theory and [Sharethrough's neuroscience and advertising research](#). The algorithm takes into account more than 300 unique variables, including EEG data and Natural Language Processing, enabling your native ads to capture attention, increase engagement and deliver a stronger impression.

ENGAGEMENT SCORE

The variation among engagement rates boils down to simple word choice. For example, using **celebrities** in your headline (sup Drake!) or **humanizing** the ad with words related to people (i.e. hair, friend, laugh) can increase engagement.

57

AVERAGE

IMPRESSION SCORE

It's common knowledge that less than 1% of all ads are clicked on. Increase the value of your impressions using [Context Words](#) to grab attention and build trust. Try **mentioning a brand** (yours or a brand you want to be associated with) to increase brand lift.

96

ABOVE
AVERAGE

Is Your Headline Memorable?



Thomas Knoble · 1st

Pig Art Graphics - Digital marketing, web development services for small business

Talks about #seo, #wordpress, #websitedesign, and #contentdevelopment

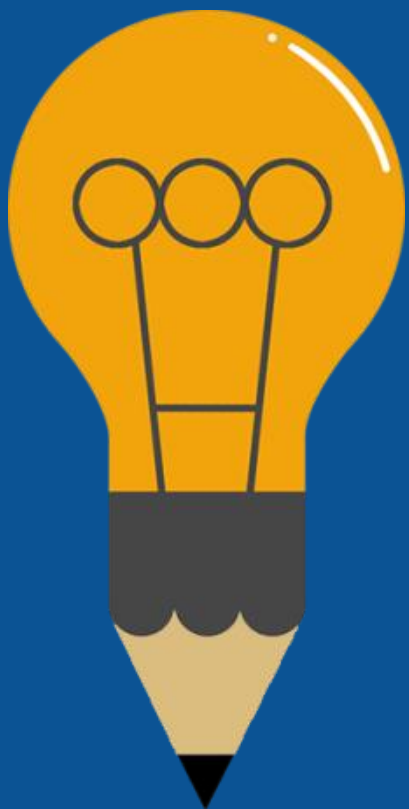
Doylestown, Pennsylvania, United States · [Contact info](#)



Pig Art Graphics

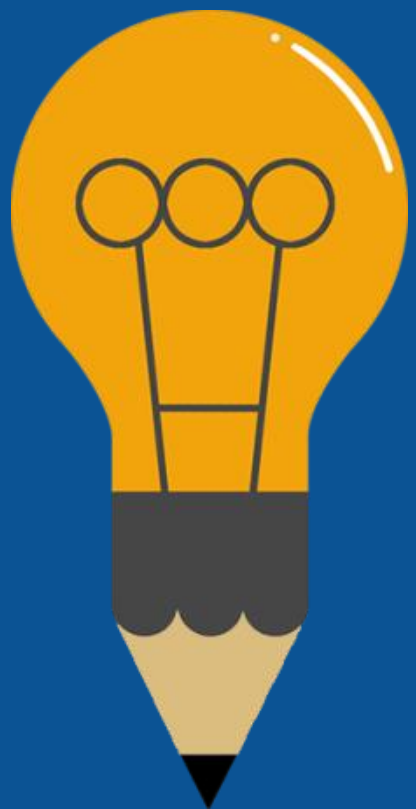


Syracuse University



How Do You Make Your Headline Memorable?

- [Sharethrough Headline Analyzer](#)
- Pig Art Graphics - Digital marketing, web development services for small business
Overall: **68** Engagement: **62** Impression: **56**
- Websites | Snazzy Graphics | Logos | Business Cards | Print & Digital Marketing | Comprehensive Digital Solutions: Web, Graphic Design, Branding, Marketing - Empowering Small Businesses to Shine
Overall: **75** Engagement: **67** Impression: **74**

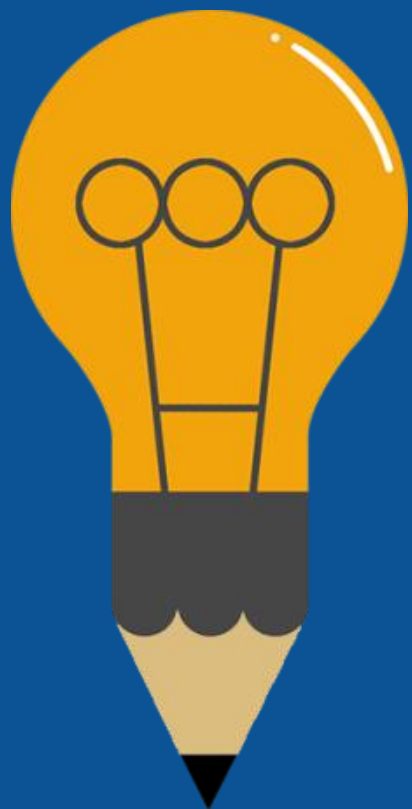


Keep Tweaking & Try ChatGPT

- Websites | Graphics | Logos | Business Cards | Print & Digital Marketing | Comprehensive Digital Solutions: Web, Graphic Design, Branding, & Marketing for Small Businesses | 🤖 Huff & puff & blow that old website down! 🤖

Overall: **77** Engagement: **65** Impression: **85**

- Empowering small business with: Comprehensive Digital Solutions, Web Development, Graphic Design, Branding, & Marketing 🤖 Huff & puff & blow that old website down to make your branding oink! 🤖
Overall: **79** Engagement: **69** Impression: **85** *or*



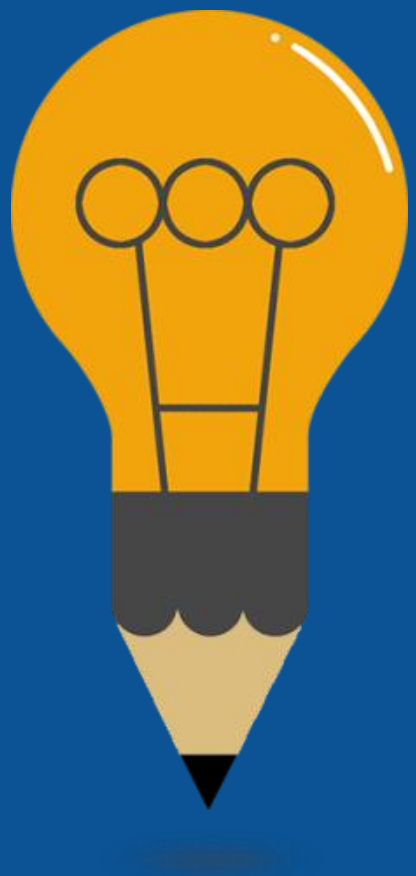
LinkedIn Headline Articles

How to Write Good Headlines for LinkedIn Articles

How to Boost Your LinkedIn Headline Score

Three Ways to Be Memorable on LinkedIn

Subscribe to my LinkedIn Newsletter
Career News Today



Target Areas for Keywords



1

Headline - 220 characters

2

About - 2600 characters

3

Job Titles - 100 characters

4

Skills - 50

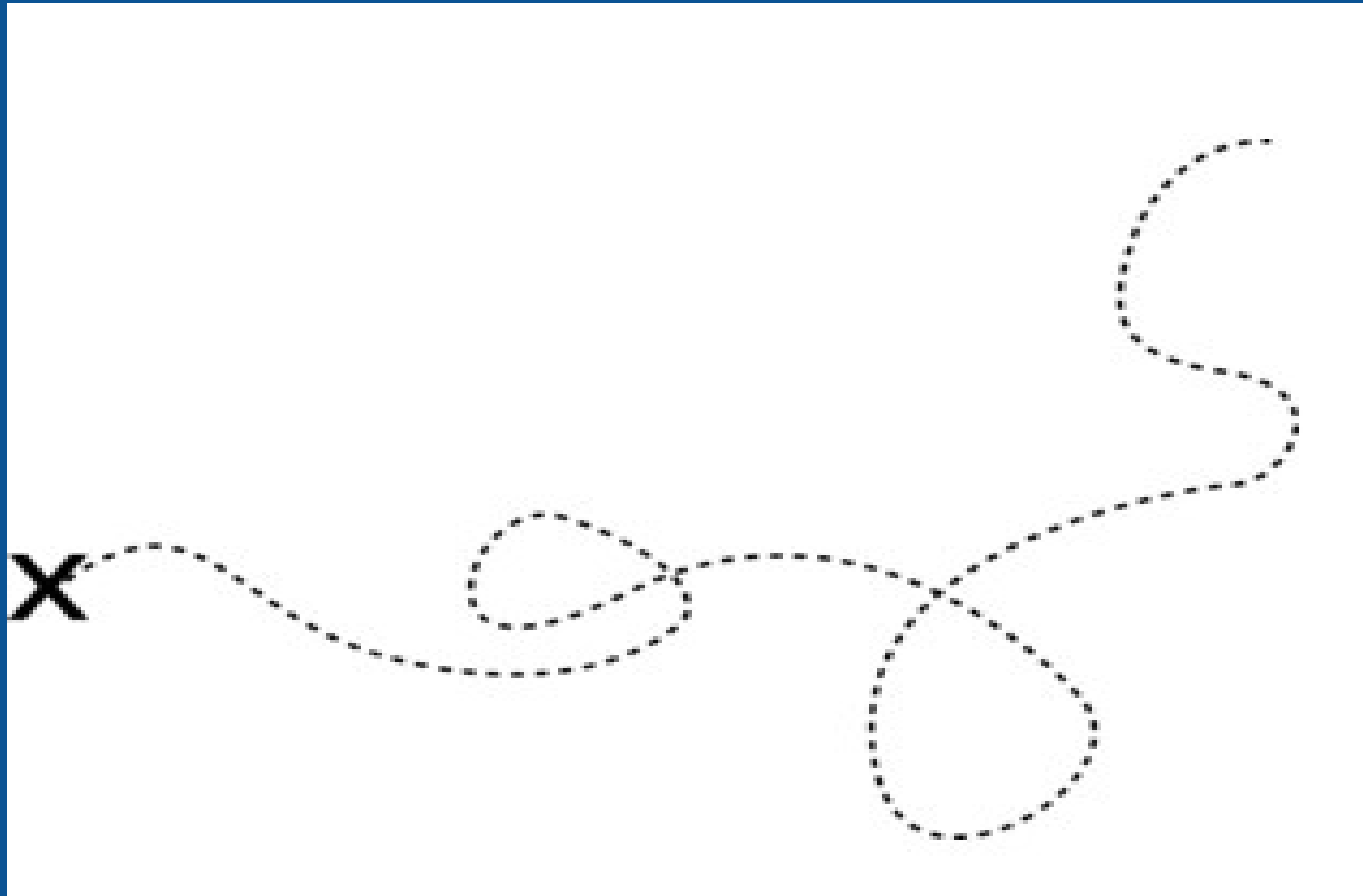
5

Details in Professional
Experience (Projects & Publications too)

“To cognitive neuroscientists, ... [humans] seem to be developing digital brains with new circuits for skimming through the torrent of information online. This alternative way of reading is competing with traditional deep reading circuitry developed over several millennia” (Rosenwald, 2014).

https://www.washingtonpost.com/local/serious-reading-takes-a-hit-from-online-scanning-and-skimming-researchers-say/2014/04/06/088028d2-b5d2-11e3-b899-20667de76985_story.html

**Serious
reading takes
a hit from
online
scanning and
skimming,
researchers
say**



Non-linear Reading

About Section

- [Emojipedia.org](https://www.emojipedia.org)
- Capital letters for titles
- Bullet points over paragraphs

About

Let's explore your WHY! As a Franchise Consultant and Realtor, I guide individuals to multiply their businesses, find their "right fit" business, or their real estate. No more job insecurity or being stuck in a 9-5 job when you own a business. Follow your passion, purpose, and place to create your preferred schedule, and scale your business to match your wealth, equity, and lifestyle goals. I'm a phone call away when you are ready to take the next step!

FRANCHISE YOUR BUSINESS

- Bring on partners and advertising related to the FYB platform and manage relationships end-to-end
- Help develop and manage the process of building businesses into new franchise systems, including onboarding
- Manage both internal and external partners that fulfill the legal operations and marketing needs for the company
- Help develop and manage a sales and support team
- Provide support and consulting services
- Market and advertise the company through networking organizations

FRANCHISE CONSULTANT

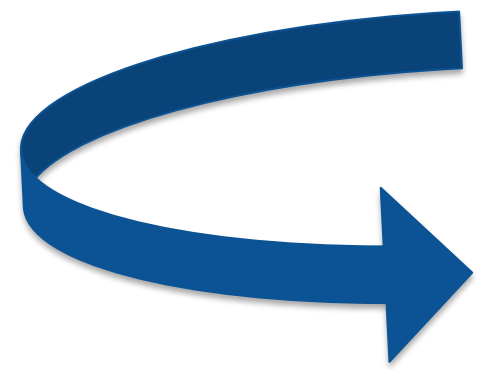
- Did you know there is no cost or obligation to work with me as a Franchise Consultant?
- Let's explore how you can diversify your investment portfolio, generate wealth as you retire, leave your next job with an exit strategy, or pivot into a new career having made a well-informed decision.
- You can gain autonomy with established brands that have longevity, are reputable, well-known, and have a good ROI, so you can position yourself for financial stability and flexibility.

Let's discuss which franchise model is right for you!

- Master Franchisee
- Investor Model
- Owner-Operator
- Semi-Absentee
- Absentee Model

REAL ESTATE

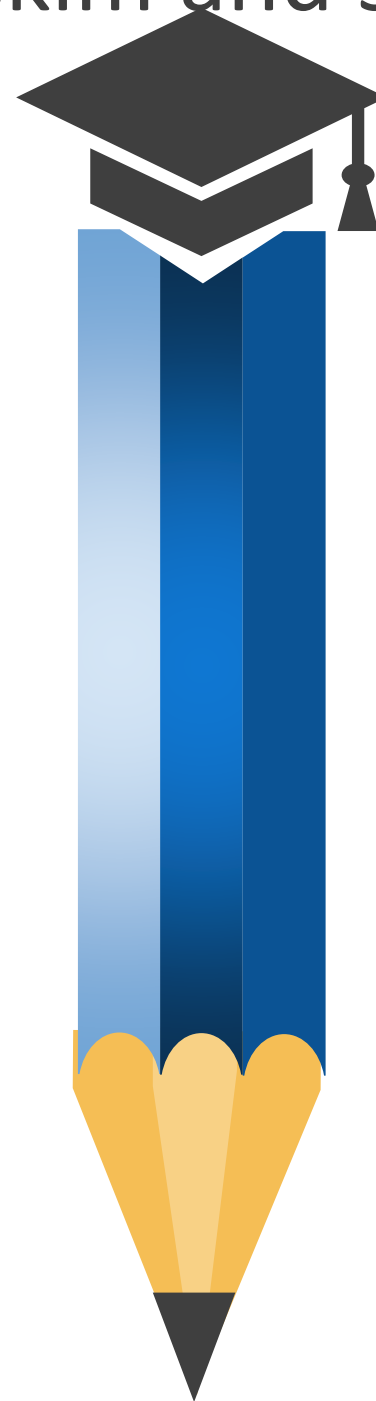
- Realtor in the real estate market
- Utilize strategies and skills to meet the needs if the clients, other Realtors, or partners in the transaction
- Create sales and marketing collateral to help clients buy or sell their home



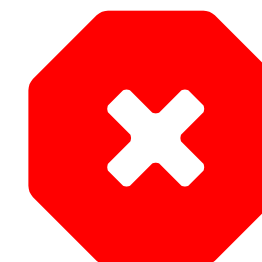
White. Space. Matters.

For easier readability to skim and scan, add white space between bullet points under work experience.
Bullets are easier to skim and scan than paragraphs.

- Enhanced post reorganization efforts by controlling costs, invoice processing, and creating policy and procedures for continuous growth
- Reduced contractor and employee travel by \$2.1M after reviewing budgets and forecasting needs
- Collaborated with IT, vendors, and business directors to create a time tracking report for senior management line of sight into cost centers storing billable hours for contractors and employees
- Increased turn-around time of \$500K plus invoice processing by requiring Directors to review and approve prior to submission
- Formed and facilitated a cross functional work group of solution operating and capital expenses to ensure accurate reflections of numbers in profit & loss [See less](#)



- Accountable for delivery, warehousing planning, execution, customer service, DOT, regulatory compliance, OSHA, and warehouse negotiations for future and potential third party logistics providers
- Analyze and manage the warehousing and delivery functions to continuously improve the efficiency levels of safety
- Create an environment that encourages teamwork, customer satisfaction, productivity, and mutual respect between team members
- Drive employee engagement and organizational health
- Increase network productivity, communication, and collaboration
- Manage multiple site locations and turnaround operations, in addition to selecting and evaluating potential 3PL & 4PL distribution and transportation providers
- Monitor and evaluate expectations and key performance measures of DC staff through coaching and development opportunities
- Oversee and manage the daily operations of the DC Network (DCs in PA, IL, and CA) to achieve specific operating income
- Partner with cross-functional teams to develop and enhance work flow processes
- Provide leadership, guidance, and direction for the distribution team
- Serve as liaison between customer service and warehouse / delivery to resolve issues and maintain focus on the customer
- Translate company business strategy into operational goals with visible metrics [See less](#)



Experience Section

- [Emojipedia.org](https://emojipedia.org)
- Capital letters for titles
- Bullet points over paragraphs

Experience



Senior Attorney | Arbitrator | Mediator | Trial Lawyer | Matrimonial Specialist | Employment Law

Kingston Law Group - Full-time

Oct 1981 - Present · 41 yrs 9 mos

Kingston/Central New Jersey

Kingston Law Group assists people with legal matters primarily in Family and Employment Law. We have built a wealth of experience as law coaches, negotiators, and trial counsel. We are "Compassionate Counsel & Tough Advocates"



FAMILY LAW PRACTICE

- All areas of family law, contested & uncontested
- Adoption
- Alimony
- Child custody/parenting time
- Child relocation in or out of state
- Child support
- Division of property and debts
- Divorce
- Domestic Violence (prosecution & defense)
- Mediation and Arbitration
- Negotiations
- Post-divorce issues

We thrive with clients who face challenging times. We work hard to assure protection of their children's and their lives.



EMPLOYMENT LAW PRACTICE

We coach, represent, and/or advocate for employees who have been the victims of workplace crises.

- Assault
- Civil Rights Violations
- Discrimination
- Refusal to Promote
- Retaliation
- Wrongful Discharge
- Disciplinary cases
- Non-compete clauses
- Severance contracts



OUR LAW FIRM

With two law partners and two paralegals, our Team considers the facts and details of your case. We strive to handle all client matters ethically and with professionalism.

Are you treating your job search like a business?
Have you done a SWOT analysis for your business?
Have you done a SWOT analysis on your LinkedIn profile?



- Branding & Rebranding
- Rebranding a Company: 7 Things Your Boss Wants to Know
- 6 Popular Services to Sell as a Brand Consultant
- Get ideas from this website for areas where you could focus on your brand



Learn More About Branding Your Company

- Branding & Email Marketing: How to Share Your Brand Values via Email
- Your Reputation is Too Important to Dismiss
- The Power of Video for Personal Branding
- Guide to Understanding and Building Your Personal Brand

How to Make
Your LinkedIn
Brand Stand Out

How to Wish a
Branded Happy
Birthday on
LinkedIn



Learn More About Branding Yourself

Upcoming Schedule

UPCOMING WORKSHOPS WITH LYNNE SPEAKING

<http://bit.ly/CareerTopics>

UPCOMING WORKSHOPS

<https://greatcareers.org/events>





Lynne M. Williams, Ed.D. Candidate

*I guide you to your keywords to beat the bots for resumes and LinkedIn - unemployed, self-employed, or employed.
My process is collaborative.*



[Top 15 LinkedIn Experts in Philadelphia 2023](#)

Follow our
Social Media!
Read my [blogs](#)!

I also write for:

[vista.today](#) [delco.today](#) [montco.today](#) [bucksco.today](#)



Let's

Connect!

 director@greatcareersphl.org

 lynne@aroundtheclockexecs.com

 www.linkedin.com/in/lynnewilliams

 484-393-2951

 [Book a 15 min call with me](#)


 [Speaking Topics](#)



@GreatCareersPHL | #greatcareersphl

Let's connect on LinkedIn! Click on MORE!

Techie Boomer Cheerleader



Lynne Williams

- ATS Resumes
- LinkedIn Branding
- Pivots & Reinventions
- Data-driven Keyword Analysis
- Online Career Development

greatcareers.org

Lynne Marie Williams (she/her/hers)

ATS-friendly resumes | LinkedIn Branding | Pivots & Reinventions | Keyword strategies to beat the bots | Data-driven decision-making | Strategic Job Search Guidance | Online Career Development | Techie Boomer Cheerleader


Talks about #resumetips, #linkedintips, #greatcareersphl, #careerdevelopment, and #applicanttrackingsystem


Greater Philadelphia · [Contact info](#)

<https://linktr.ee/lynnewilliams>

17,405 followers · 500+ connections

[Open to](#) [Add profile section](#) [More](#)

 Great Careers Groups

 Gwynedd Mercy University



Top 15 LinkedIn Experts In Philadelphia In 2023

influencedigest.com • 1 min read

SOCIAL SCHWEIZ

TOP 50 LINKEDIN INDEX EXPERTS INTERNATIONAL

THE BEST LINKEDIN EXPERTS WOLRDWIDE
ARE YOU FOLLOWING THEM?

BASCHI SALE

bs@socialschweiz.ch

LYNNE WILLIAMS

Country: United States
Recommendations: 2
Skills: 5
Followers: 7
Articles: 7
Newsletters wrote: 8
Newsletter subscribers: 5
Followers company page: 2
Company page posts: 0
Company page newsletter followers: 0
Providing services: 0

Total points: 36

16

Win a “Smooth Sailing” Book!

A Practical Guide to Legally Protecting Your Business



Cheri D. Andrews, Esq. 🔊 · 1st

Small Business and Trademark Attorney | Bestselling Author | Speaker | Helping Entrepreneurs with Legal Compliance & Protection | Business Formation | Contracts | Policies | Copyright | Trademark | Membership

Talks about #copyright, #trademark, #smallbusiness, #entrepreneurship, and #smallbusinesslawyer

Greater Philadelphia · [Contact info](#)



**Cheri D. Andrews, Esq. -
Your Small Business
Attorney**



**Temple University - James
E. Beasley School of Law**

Lynne's Upcoming Speaking Events for Entrepreneurs & Business Owners thru Sep 2023

- Jun 17th 10AM-1PM LinkedIn Part 1 of 3 sponsored by Chester County Library (Free 3 hour workshop)
- Jun 22nd 2:30-4 PM How to Gain Customers with a LinkedIn Company Page sponsored by SCORE Silicon Valley
- Jul 15th 10AM-1PM LinkedIn Part 2 of 3 sponsored by Chester County Library (Free 3 hour workshop)
- Jul 24th 2:30-4 PM How to Create Snazzy Graphics for LinkedIn & Social Media Overview sponsored by SCORE Silicon Valley
- Jul 27th 2:30-4 PM Nonprofit Seminar: Leverage LinkedIn for Nonprofit Success sponsored by SCORE Silicon Valley
- Jul 31st 2:30-4PM How to Create Snazzy Graphics for LinkedIn & Social Media Step-by-Step Demos sponsored by SCORE Silicon Valley
- Aug 19th 10AM-1PM LinkedIn Part 3 of 3 sponsored by Chester County Library (Free 3 hour workshop)
- Aug 21st 6-8PM LinkedIn Profile Reviews
- Sep 16th 10AM-1PM LinkedIn Part 1 of 3 sponsored by Chester County Library (Free 3 hour workshop)
- Sep 28th 10-11 AM How to Analyze Your Headlines for LinkedIn, Emails, and Blogs with Chester & Delaware County SCORE