



# Linked In For Personal Branding: The Ultimate Guide

*Sandra Long*

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# Linked In For Personal Branding: The Ultimate Guide

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## **Linked In For Personal Branding: The Ultimate Guide** Sandra Long

Your online presence matters more than ever in today's global workplace. Professionals are logging-in to LinkedIn in record numbers, so your profile needs to represent you in the best possible light before and after a meeting or interview. *LinkedIn For Personal Branding: The Ultimate Guide* is the leading strategic guidebook that most uniquely connects personal branding to the LinkedIn profile.

Long's book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing, and thought leadership capabilities. Additionally, Long has assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter.

*LinkedIn for Personal Branding: The Ultimate Guide* is the ONLY LinkedIn book available that will do all of this for the reader:

- \* Provide an integrated personal branding and LinkedIn strategy needed for today's professionals - in a Full-Color book.
- \* Provide additional "how to" elements in a companion website so you can click over to see detailed instructions and keep updated.
- \* Provide dozens of examples and case studies from real LinkedIn user profiles.
- \* Provide several "personas" and other prompts to help you write the best possible summary.
- \* Includes four chapters about thought leadership including publishing, SlideShare, and advice on sharing content.

*LinkedIn For Personal Branding* will help you to:

- \* Select and prioritize the best personal brand attributes for you, your career and business.
- \* Be considered for more strategic assignments and business opportunities.
- \* Create an authentic, personal, and impressive LinkedIn profile that demonstrates expertise without appearing to brag.
- \* Consider all the ways you can demonstrate your personal brand - both offline and online- and how they work together and with your LinkedIn profile.
- \* Be found online > increase the likelihood of being contacted by recruiters and sales prospects.
- \* Select the most memorable words, images, skills, and links for your LinkedIn profile.
- \* Learn best practices for each LinkedIn profile section ( and also see real examples).
- \* Write the most strategic and impactful headline and summary for your LinkedIn profile.
- \* Give and receive more endorsements and recommendations using LinkedIn.
- \* Become a LinkedIn thought leader.
- \* Find and Share content with your LinkedIn network.
- \* Blog using the LinkedIn Publisher functionality.
- \* Leverage LinkedIn Groups and Company pages.
- \* Measure your progress.
- \* And much more.

This book is perfect for anyone interested in developing their personal brand using LinkedIn to propel their career or business opportunities.

Note: *LinkedIn for Personal Branding: The Ultimate Guide* is not directly or indirectly affiliated with

LinkedIn, or with the LinkedIn for Dummies brand.

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