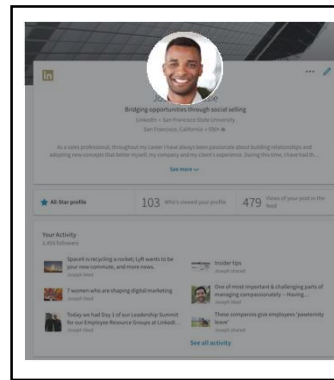
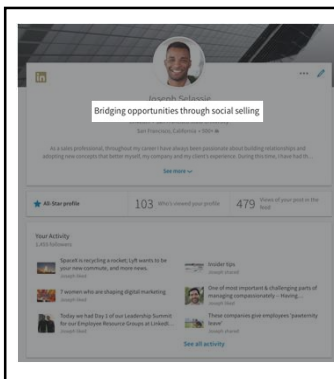


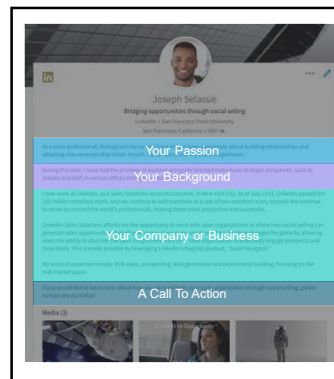
- **Customize background image** – Upload an image that represents your industry
- **Upload a professional photo** – Use a clear and professional headshot
- **Write a compelling headline** – Be creative and memorable with clever tag lines
- **Tell your story** – Define your passion and career trajectory in your summary
- **Add rich media** – Showcase company media collateral and portfolio



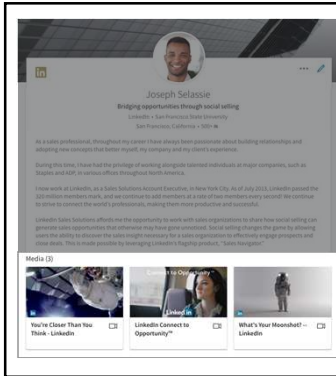
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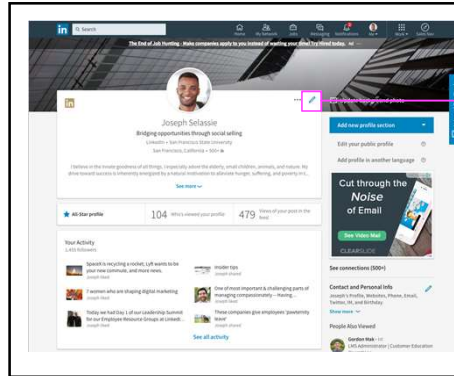
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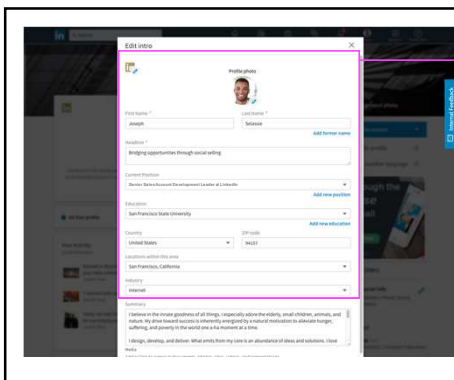
- **Customize background image** – Upload an image that represent your industry
- **Upload a professional photo** – Use a clear and professional headshot
- **Write a compelling headline** – Be creative and memorable with clever tag lines
- **Tell your story** – Define your passion and career trajectory in your summary using industry keywords
- **Add rich media** – Showcase company media collateral and portfolio



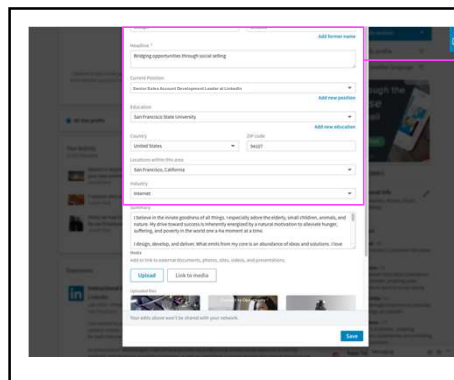
- **Customize background image** – Upload an image that represent your industry, company, or location
- **Upload a professional photo** – Use a clear and professional headshot
- **Write a compelling headline** – Be creative and memorable with clever tag lines
- **Tell your story** – Define your passion and career trajectory in your summary
- **Add rich media** – Showcase company media collateral and portfolio



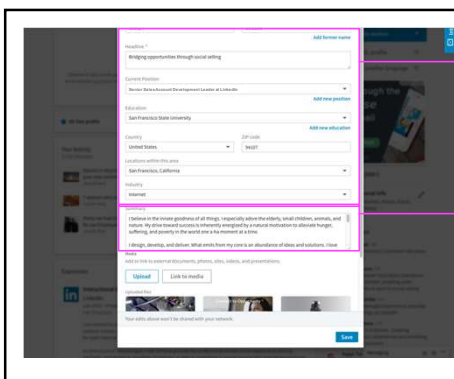
Edit Intro
Click here to edit your introduction information and add rich media



Edit intro
Upload a profile photo, write a compelling headline, select current status, college attended, location, and industry

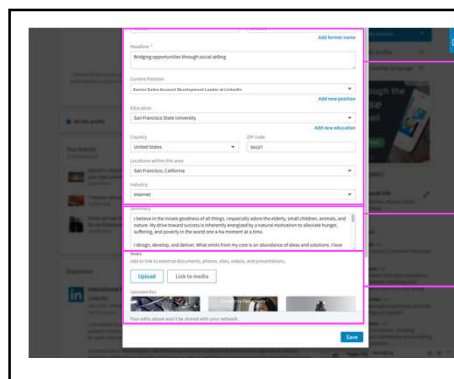


Edit intro
Upload a profile photo, write a compelling headline, select current status, college attended, location, and industry



Edit intro
Upload a profile photo, write a compelling headline, select current status, college attended, location, and industry

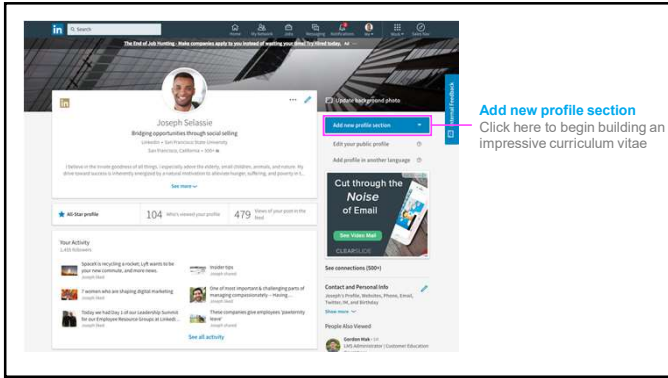
Summary
Copy and paste your prepared summary



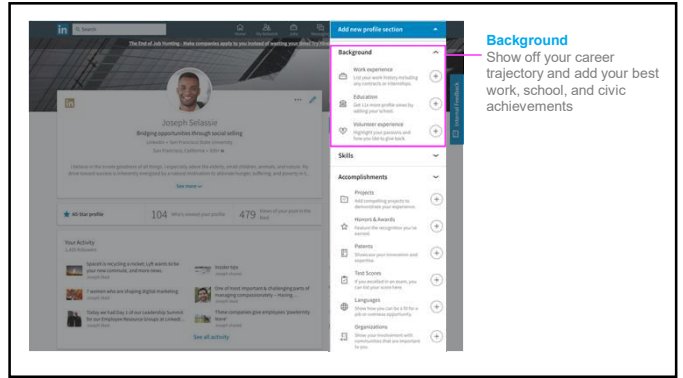
Edit intro
Upload a profile photo, write a compelling headline, select current status, college attended, location, and industry

Summary
Copy and paste your prepared summary

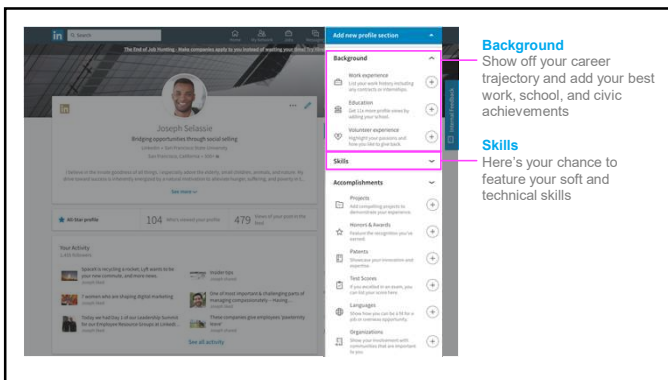
Media
Upload or link rich media to enhance and optimize your profile for social selling success



Add new profile section
Click here to begin building an impressive curriculum vitae

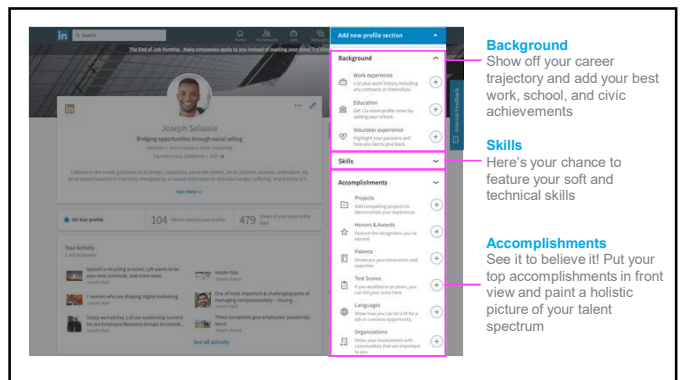


Background
Show off your career trajectory and add your best work, school, and civic achievements



Background
Show off your career trajectory and add your best work, school, and civic achievements

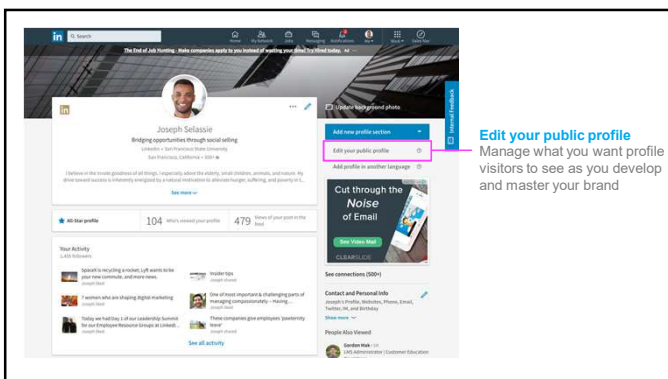
Skills
Here's your chance to feature your soft and technical skills



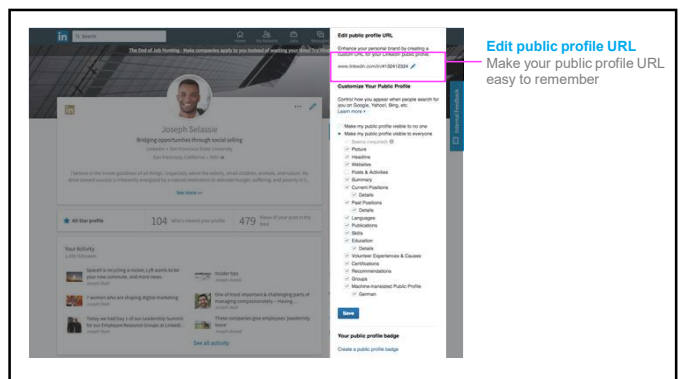
Background
Show off your career trajectory and add your best work, school, and civic achievements

Skills
Here's your chance to feature your soft and technical skills

Accomplishments
See it to believe it! Put your top accomplishments in front view and paint a holistic picture of your talent spectrum



Edit your public profile
Manage what you want profile visitors to see as you develop and master your brand



Edit public profile URL
Make your public profile URL easy to remember

Edit public profile URL
Make your public profile URL easy to remember

Customize your public profile
Control what sections visitors will see as you develop and build over time

Your public profile badge
Create your own LinkedIn branded badge to use in email signatures, websites, or print

Edit public profile URL
Make your public profile URL easy to remember

Customize your public profile
Control what sections visitors will see as you develop and build over time

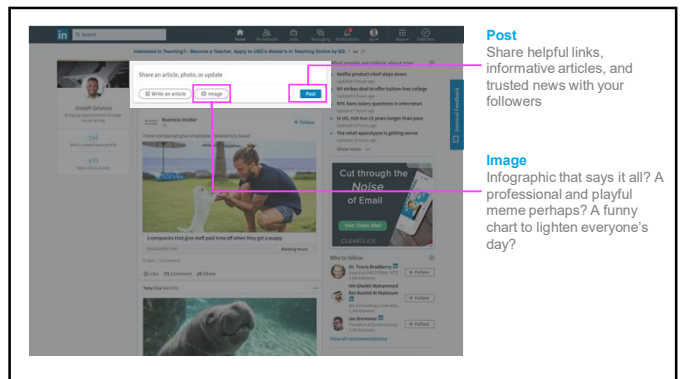
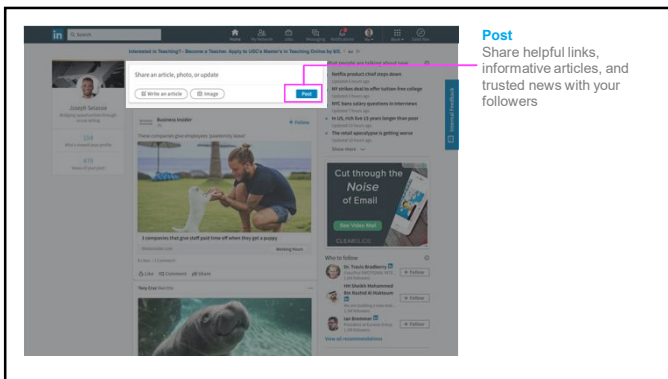
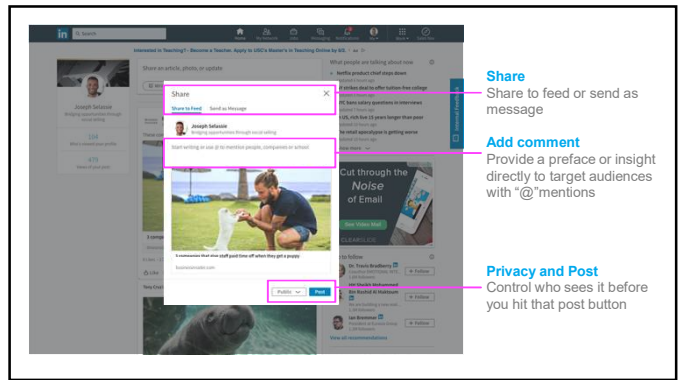
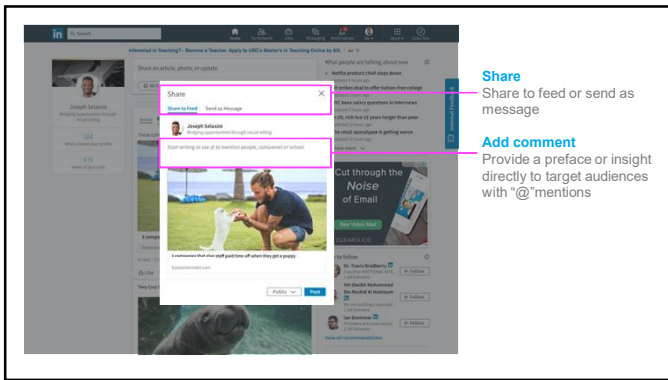
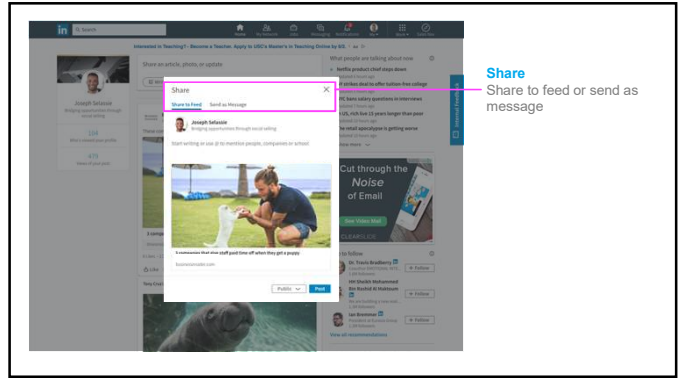
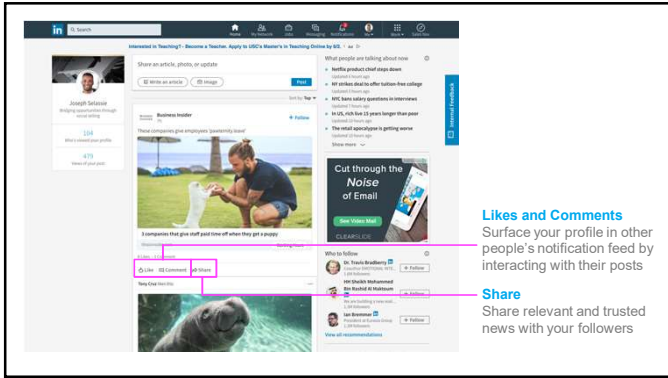
Your public profile badge
Create your own LinkedIn branded badge to use in email signatures, websites, or print

Engage Your Audience

- ## Benefits
- Allows other people to "follow you"
 - Connections are notified
 - Posts are indexed by search engines
 - Published articles appear on your LinkedIn profile

- ## Helpful Tips
- Vary your topics and keep it relevant
 - Ask peers to review your posts
 - Respond to comments on your posts
 - Post at a consistent pace

Likes and Comments
Surface your profile in other people's notification feed by interacting with their posts



Post
Share helpful links, informative articles, and trusted news with your followers

Image
Infographic that says it all? A professional and playful meme perhaps? A funny chart to lighten everyone's day?

Write an article
Use our publishing tool to write a thoughtful article and format it with images and links

Add comment
Provide a preface or insight directly to target audiences with "@mentions"

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Use our publishing tool to write a thoughtful article and format it with images and links

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Privacy and Post
Control who sees it before you hit that post button

Write an article
Use our publishing tool to write a thoughtful article and format it with images and links

Privacy and Post
Control who sees it before you hit that post button

Manage content
Create, save, and manage articles you want visible on your profile and keep your integrity solid with accurate, truthful, relevant, and exciting content

Format content
Format your content into an organized web article and add a unique banner image for style

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Manage content
Create, save, and manage articles you want visible on your profile and keep your integrity solid with accurate, truthful, relevant, and exciting content

Format content
Format your content into an organized web article and add a unique banner image for style

Write here
Add words, images, and videos to make your article stand out

Headline
Write here. Add images or a video for visual impact.

Edit or Delete
Continue editing a saved draft, update sources, change images, or delete outdated articles

Publish
All proofreading and formatting done? No typos? Links work? Image appropriate? Ready to publish? Click here!

Social selling for the next generation
Colonel Sanders may have been the hero of many sales stories of perseverance, but the new generation of sales people no longer need to knock on every door. They have, at their fingertips (no pun intended), a window into the desires and needs of a prospect before any interaction takes place. This is the age of Social

Announce
Announce the article with a preface and add #tags to make your article surface in searches

Announce
Announce the article with a preface and add #tags to make your article surface in searches

Publish
Last step!

Best Practices

- Establish your cadence
- Don't get too personal
- Vary your topics
- Keep it relevant
- Stay authentic

