



**LISTEN UP**  
IT BEGINS WITH YOU.  
[www.LISTENUP.biz](http://www.LISTENUP.biz)  
Donald Wayne McLeod & Teresa Simons

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**LISTEN UP**  
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**LinkedIn For Business &  
The LISTEN UP LinkedIn Experiment**  
Teresa Simons  
[www.LISTENUP.biz](http://www.LISTENUP.biz)

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**LinkedIn**

**#1 Business Networking Site**

- 100,000,000+
- Average Age is 41
- Decisions Makers across the globe in small and large organizations including Executives from all Fortune 500 Companies

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**Real-Time Database**

- Extensive
- Accurate
- Continually Updated
- Dynamic

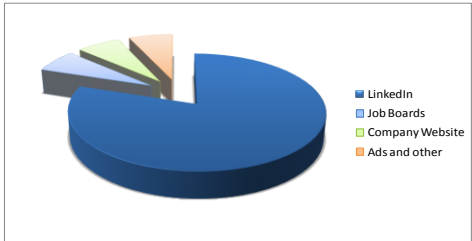
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**LinkedIn™ is a Tool**

- Living breathing Network
- Use as a real-time database of 100,000,000+ people
- Source
- Research
- Be Seen as an Active Authority

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**Over 85% of ALL Companies use LinkedIn™ as their Primary Tool to Source and Research People**



Tool	Percentage
LinkedIn	85%
Job Boards	~10%
Company Website	~3%
Ads and other	~2%

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## LinkedIn™ Real-Time Profile Matches

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## The Importance of a Complete Profile

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## Elements of a Complete Profile

- Headline
- Location & Industry
- Summary & Specialties
- Employment – Current and Past
- Education
- Recommendations
- Photo

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## A Few More Tips

- Website Links
- Public Profile URL

**Websites**

- LISTENUP biz [ Edit ]
- LISTEN UP NETWORKING WORKSHOPS [ Edit ]
- LISTEN UP NETWORKING BLOG [ Edit ]

**Twitter**

- DonaldWMcLeod [ Edit ]

**Public Profile** <http://www.linkedin.com/in/donaldwaynemcleod> [ Edit ]

- Status Update – include links

Donald Wayne McLeod Unlike making a movie we can not say out, take two. We need to be bringing our A Game 24/7 and the only way to do that is practice, practice, practice.

1/27/11 Stop Being Invisible LISTEN UP & Stand Out Professional... professionalnetworkingworkshop3.eventbrite.com

In this session we will discuss the importance of stepping out of our comfort zones. Discover the secret to building better relationships with family, friends, coworkers and clients. Understand your unique ability to positively ...

4 minutes ago • Like • Comment • Send a message • Share • See all activity

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## Newer Features + Applications

- Company Follow
- Arrange Sections of Your Profile
- Link to Your Twitter Accounts

### Applications

- Blogs | Tweets | SlideShare | Box.net | Company Buzz | Polls | Travel | Reading Lists |

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## New Sections to Add

- Certifications
- Languages
- Patents
- Publications
- Skills

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## LISTEN UP LinkedIn™ Experiment

Do you show up on the first page of search results?

- Select a keyword or keyword phrase.
- Search for yourself.
- Where are you in the list?

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## LinkedIn Settings for LISTEN UP LinkedIn™ Experiment

- Settings
- Profile & Status Updates
- Change settings to No

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## Change Status Updates to **NO** during Experiment

### Profile and Status Updates

When you update your status, make significant changes to your profile, recommend people and services, or follow companies, LinkedIn can automatically notify your connections and show the update on your company's profile.

### Publish profile updates, recommendations and companies you follow?

- Yes, notify my connections and show significant profile updates on my company's profile  
 No, do not notify anyone and do not include me in company updates

When you update your status, LinkedIn can automatically notify your connections.

### Notify your connections of status updates?

- Yes, notify my connections when I update my status  
 No, do not notify anyone and do not include me in company or industry updates

Save Changes or Cancel

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## Special Characters & Spacing

**Caution** It is important to leave spaces between keywords and characters to optimize for search.

### Incorrect

Partner/Business Development, Social Media  
 Trainer | Inbound Marketing at LISTEN UP LLC\*

### Correct

Partner / Business Development , Social Media  
 Trainer | Inbound Marketing at LISTEN UP LLC \*

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## 5 Places to Add Keywords

- Headline
- Summary
- Specialties
- Current Employment
- Past Employment

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## Testing the Experiment

### Test 1

- Search: **Marketing Manager**
- Teresa Simons **#3** of **3,532,963** results

### Test 2

- Search: **Inbound Marketing**
- Teresa Simons **#2** of **50,310** results

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## Who's viewed my profile?

- Example:  
Your profile has been viewed by 19 people in the last 3 days. Yesterday, you appeared in search results 23 times.
- Watch this number change over time.

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## Conduct Your Own Experiment

- Test for yourself
- Report back through the LISTEN UP Networking Group on LinkedIn™
- Have you joined the group?

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NETWORKING

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## Beyond 100%

- Keep it Current
- Grow Your Network \* Personalize
- Use LinkedIn to Search & Source
- Groups – **LISTEN UP NETWORKING**
- Events – **LISTEN UP Workshops**

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**Thank You!**

**Teresa Simons**

Join LISTEN UP NETWORKING on LinkedIn™

Add LISTEN UP Workshops to your Profile

Visit the website for complete details.

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