



Inside Stylists
LinkedIn Profile Masterclass
Issue #4

It's time to update your LinkedIn profile

This mini masterclass came about for two reasons.

1 Everyone should be on LinkedIn. It's the place where the people who are doing the hiring are, so you want to be seen over there. And...

2 I'm half way through creating a LinkedIn on-line course that's launching later this year and I don't want you guys to wait for that to get going. Start now!

Why LinkedIn?

Well, I used to think it was full of recruiters and people who just post their CV's but it's a whole lot more than that. Earlier this year I created a bit of a game plan with Inside Stylists' social media planning. Posting to Instagram and Facebook really wasn't enough. After listening to an interview with a LinkedIn expert on a podcast I knew it was the place that we needed to be. I started to do some research and that's what spurred me on to create a LinkedIn course. In fact if you've spoken to me about social media since February there's a good chance I've already mentioned this to you!

What does your profile say about you?

Think of your LinkedIn profile like your Instagram bio but bigger and better and more about branding and promoting you!

Whether you haven't looked at your LinkedIn for a while - or don't have a profile this masterclass is just for you! It sets out all the research I've found about getting your profile to be the very **best** and most **interesting** it can be to prospective clients.

Let me just warn you - this takes a while to complete - but within weeks of my new profile being set up and posting more regularly I started to get amazing traction. See my diary since starting my research on the next page

enjoy!

Em x

My LinkedIn research Diary

and The numbers.. so far!

Once I was scheduling posts Monday to Friday on LinkedIn by sharing members and links to their profiles this is what happened...

- **19th Feb** - LinkedIn is sending more than double the amount of people to InsideStylists.com than Pinterest after posting more intentionally.
- **21st Feb** - 109 people viewed my LinkedIn profile.
- **24th Feb** - PR reaches out via email about my "new venture" to connect
- **26th Feb** - Approached by an Interior Design agency to "collaborate"
- **4th March** - Pr asked to meet for coffee to chat about her interiors clients and see how we could work together. She was in Reading and then Covid-19!
- **8th March**- Got approached by big interiors blog about being interviewed on his site - super flattered but he wanted to come and shoot me in my home & would mean I needed to SERIOUSLY tidy up my rather neglected home. Running Inside Stylists means the household/DIY upkeep gets put on a back burner. I'd be mortified if any one of you turned up on my doorstep unannounced! Also, COVID-19 hit.
- **28th July** - *He asked again so it's going to happen. I'm going to have to tidy!!*
- **March** - Start getting brands-including new small independent brands, contacting me to see if I would like samples of their flooring/fabric/artwork - to be featured.
- **16th April** - Notified that my usual email of "You're profile is being noticed by 89 people" has jumped to between 250-350. Yay. This can be anywhere between 250-500 now. Not huge numbers but it's quality not quantity on this platform.
- **4th May** - Mr MT (who doesn't do any social media at all) posts his first LinkedIn post about his amazing staff working through lockdown. He gets 30 comments, 179 likes and 9,329 views. It goes viral! Git!



The proof is in the pudding.

I post as much as possible on @InsideStylists over on Instagram and then repurpose that content on Facebook, LinkedIn and Pinterest. I'm sure I've got it set up to go automatically to Twitter too but seriously who has the time for all these platforms?!

Once the Instagram post is copied it's scheduled on Hootsuite.com to go live again a week or two later on LinkedIn BUT this time I can add a direct web link to the stylist, writer or assistant's profile page on InsideStylists.com - *that's why you need to keep your profile updated and full of your contact info!*

Accidental result!

When I very first started posting like this I accidentally shared the same post twice on LinkedIn. A day or two after the second post was published to my LinkedIn Profile the stylist messaged me to say that she had just been booked and when she asked how the client found her they said via InsideStylists.com.

Coincidence?

Possibly, but I think not!



How to set up your Linked In Profile to win

Let's get started

You have around 3 seconds to get someone to look at your profile properly. By filling in all your details they can see who you are immediately and know whether you're the right fit for them or not. You need to show how you answer a problem or need they have.

When someone scrolls over your profile picture on their news feed your profile details pop up in a box. That's why it's so important to have a fully filled out profile. Make those three seconds count.

Your profile brake-down

Headshot

Make sure you add a professional image of yourself. Avoid snaps taken at a party, on holiday or a soft focus number. This is the first impression someone will get of you. It needs to be recent and high quality. Time to ask a friendly photographer to take a quick snap on a shoot - preferably at the start of the day! Your headshot should be 400 x 400 px

Cover image

It took me doing this research to realise that I still hadn't changed my cover image from the basic blue background that LinkedIn creates for you - since I went freelance in 2011! And I work with photographers! All that changed right away!

Your cover shot should be something that represents you! A long thin banner image isn't the easiest thing to find but any larger room shot with an interesting element will work or a collection of smaller square shots. You're looking for something that will grab someone's attention.

Your cover image size should be 1,128 x 191px. You can edit an image on Cava to make sure it looks perfect for your profile! But you can straighten and resize the image once it's uploaded to LinkedIn. Avoid text as it will appear differently on different devices.

Headline - aka job title

This is the first line on your profile homepage and LinkedIn will automatically select the first line of your current job title for this. You can edit it on the homepage by selecting the pencil edit button on the top right hand corner to make it more impactful.

Summary/ About section

This is the area of LinkedIn that gets overlooked but it's a great way to set the scene for who you are and why someone should hire you. Readers will find out more about you here. Include who you are, who you help and how you can help future clients. This is vital. Make sure you're sharing how you can help a brand/client/magazine. Don't make it all me! me! me! That's what makes you stand out from the crowd. Why you can help them.

Include your expertise, awards, features, the brands/magazines you've worked with and you can always add a personal element like interests. People work with like-minded people so anything that might be a good conversation starter is a great idea to include - but don't go overboard. You only have 2000 characters so use subheads and bullet points to break it up so it's easy for the reader to get a quick feel for who you are. This is also where you should add keywords to your skills as that's what people will be searching for "London stylist" "Magazine Editor" "Freelance writer" "Styling assistant". You get the picture. Don't use fancy words. Stick to what you think they'll search for.

Always include your email address at the end of your summary. Make it easy to be contacted.

Featured images

You can now add an image or three to the bottom of your summary under the 'featured image' header. These are designed to be clicked on to open a link but it's well worth adding a few styling shots or features you've written and link them through to your InsideStylists.com profile page, portfolio, blog - anywhere that will affirm why they need to book you.

You can also add a video here if you have one

Work - Your experience

When it comes to adding your work roles there are a few key things to consider. Firstly, to rank high on LinkedIn you should have at least three jobs on your profile

For each role add the main accomplishments and quantify them wherever possible. This is way easier if we had sales jobs, as in... "I implemented XYZ and increased sales by 20% over two years" kind of thing. But we can't do that so we need to be a tad more clever. Think of how you work and how that will benefit a new client. "Carry out logistics, propping and styling for shoots in an organised and timely manner" maybe?

It's a great idea to use keywords again in your descriptions. Keywords - in case you don't know, are what people will be searching for so we would probably want to use Interior stylist/styling, writing, photoshoot, professional stylist, interiors journalist - you get the picture? If you include the most relevant keywords for the work you're looking to do you'll show up in a whole load more searches.

Another thing to mention is always write in the first person. This is YOU getting your voice and personality across. Just be sure not to start every sentence with "I".

You can now add images with links to your work section too.

Education

Don't leave your college or university details off your profile. It helps a reader get a picture of who you are. You don't need to add your school information if you have a higher qualification than GCSE's. If you don't then add your school details in for sure.

Skills

You need to have at least 5 qualified skills that have endorsements for them to be useful to your profile being found - but you can have unto 50! Skills help to build your brand and encourage a network around you.

Your skills can be validated by 1st degree connections. This gives them more 'weight' - the only kind we want to gain. The more validations to your skills you get the more likely it is that your profile will be found.

Recommendations

Recommendations are a bit like skill endorsements in as much as they enhance your professional positioning and therefore your personal branding. It's also very much dependant on who is endorsing you and for what. Anyone can recommend you - even if they haven't worked with you before so anyone viewing your profile will know that and keep it in mind. So, the more people who are in the biz who post to your profile the better.

Things to know

- So in short unless the recommendation is from a 1st degree connection who you have worked with it's a bit useless.
- It's okay to ask for recommendations - especially after you've just worked with a client/brand/photographer/editor. You can do this directly via the recommendations section on LinkedIn
- You can edit which recommendations are seen on your profile

How to leave a recommendation

1. Start by saying something amazing about the person so readers want to know more. "Meeting Esther was a defining moment in my career."
2. Write about an unusual skill the person has. Something that would impress a potential client/brand and follow up with a specific example.
3. Say how you know the person. What's your professional relationship "I met Esther when we worked on Interiors magazine XYZ and saw how she managed a team/ edited supplements / pulled shoots together"
4. What did they improve in their position? "Watching Esther develop the back pages of XYZ magazine was inspiring. I saw how she dealt with every challenge in a professional and timely manner.
5. End with a personal note. Something positive. "Working with Esther was a fabulous experience and I look forward to working with her again.

Interests

This is what will set you up as serious about interiors. You can follow brands, groups, influencers and schools so prospective clients will see the kind of thing you're in to. You can add personal interests if they will enhance your profile but avoid anything that will put a client off.

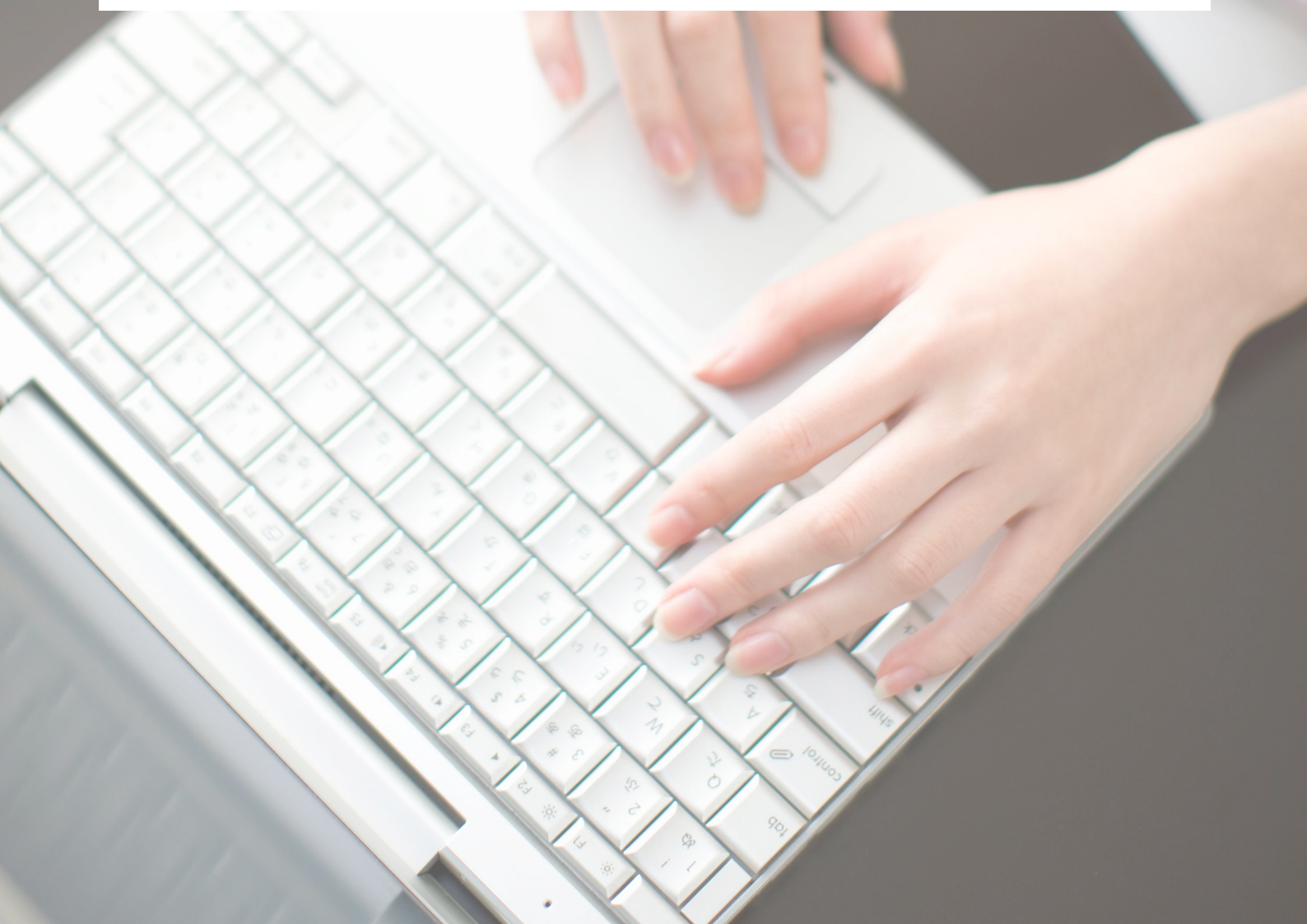
LinkedIn shows interests in common with your connections when you view their profile. It's a great conversation starter.

You can add interests by following a brand/influencer/group's via their profile.

New sound Feature

This is a new feature added recently. Next to your name you'll see a microphone sign. You can now record a 10 second audio clip - designed to share how to pronounce your name but you can share anything in that timeframe.

You can only record this via the LinkedIn app.



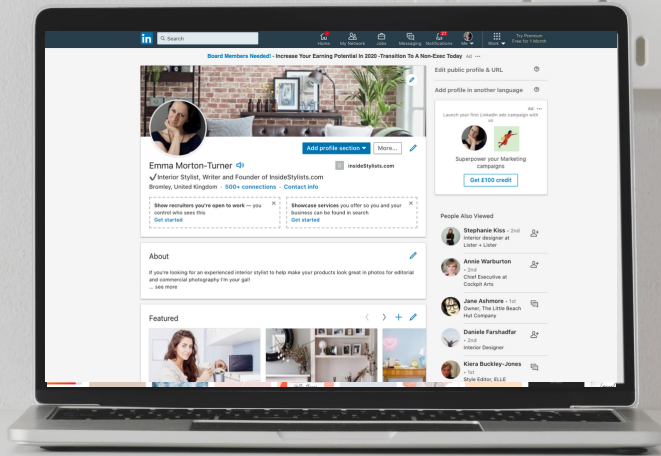


Image sizes for LinkedIn

You can use Canva.com to create templates for your LinkedIn profile so they fit perfectly

Profile images 400 x 400 px

Cover image (banner) 1128 x 191 pixels.

Featured image size for summary/work, Use a 1.91:1 ratio
(1200×627 px).

Sharing images in posts on LinkedIn

Post image size: 1200 x 1200 (desktop)

1200 x 628 (mobile)

LinkedIn video size: 256 x 144 (minimum) to 4096 x 2304
(maximum) Maximum LinkedIn video length: 10 minutes

LinkedIn Profile

checklist

Get the attention your deserve

- Add your headshot -400 x 400 px
- Add an interesting cover image -1584 x 396 px
- Edit your headline - job title
- Add your summary
- Add featured images to your summary 1200×627 px
- Add details of your work / career
- Add Education after GCSEs
- Add 5-50 Skills
- Endorse others for their skills
- Ask for recommendations
- Give recommendations too!
- Follow relavant profiles to add to your Interests section
- Record a soundclip of how to pronounce your name.

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