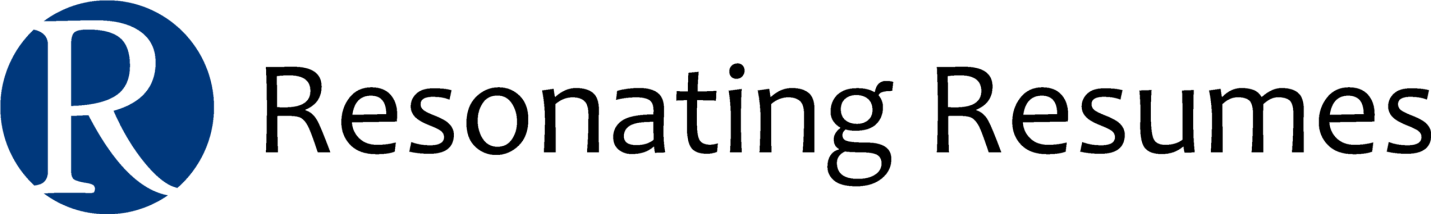
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**Go There! Coaching**

**and**

**Resonating Resumes**

**Presents a**

**Creating Change Series Module:**

**Building Your**

**LinkedIn Brand**

**Building Your LinkedIn Brand**

1. **Section by Section Best Practices**
   1. **Customize your LinkedIn URL address**

**Examples:**

https://www.linkedin.com/in/annmariejacobsen/

https://www.linkedin.com/in/andre-iervolino-strategist/

https://www.linkedin.com/in/lisacarman-resumes/

* 1. **Develop a targeted Headline**

**Examples:**

Vice President /Sr VP | Marketing Strategy | Business Intelligence | Predictive Analytics | Enterprise Strategy & Growth

## Executive Resume Writer | LinkedIn Writer & Coach | Personal Branding | Key Note Speaker | Career Transition Training

## Chief Operating Officer / VP / Sr Director | Operations Management | Program Delivery | Project Management | Quality Management

* 1. **Consider a professional Headshot Photo and Background Image that speaks to you**
  2. **Write a Summary that portrays who you are and what you offer (product and industry knowledge, skills, expertise, character traits, personality…)**
  3. **Build out your Experience to provide context for what you offer**
  4. **Create a targeted Skills Section with your “Top Skills” identified in order to receive Endorsements for those ‘target’ skills**
  5. **Give and Request Recommendations**

1. **Who can I ask?**
2. **Who would I recommend?**

* 1. **Follow companies of interest and industry leaders**

1. **The Key to Key Words**
2. **The Problem with Privacy**
3. **Privacy Settings**
4. **Your Dashboard**

**Contact Lisa Carman to start the conversation and launch your professional brand.**