



PROVE IT! PODCAST

HOSTED BY DEBBIE ALBERT

Episode 122: LinkedIn (Part 1 of 3): The Value of Changing Your LinkedIn Profile from a Resume to a Resource

Guest: Brynne Tilman, CEO, Social Sales Link

This is Prove It. A podcast for impatient business owners overwhelmed marketers and PR practitioners with no time for podcasts. In just 10 minutes they answer 3 questions and offer proof of what's working in marketing communications today. Here's Debbie Albert, President of Albert Communications.

Debbie: This episode of 'Prove It' is the first in a three-part series looking at LinkedIn, which we should all know by now is the platform for B2B connecting, selling and marketing. This first episode is going to focus on why your LinkedIn profile should be a resource, not a resume, and I can't wait to dig into that. The second will be about leveraging your LinkedIn contacts.

The third is about being what our guest calls being 'vendor agnostic' with your content. So, our guest for all three of these is Brynne Tillman, the CEO of Social Sales Link, and in my opinion, the leading expert in all things LinkedIn, so Brynn, welcome to this first of three episodes.

Brynne: Thank you, Debbie. I'm so excited to be here.

Debbie: LinkedIn is amazing. I talk about it every day to people and I'm really looking forward to jumping in, so all three of these promise to be chock full of valuable information. So, let's start with why your LinkedIn profile should be a resource and not a resume.

So, my first of three questions, give or take some is, **how does LinkedIn search?** I've learned a lot from you in the past regarding this and I'm wondering if it changed. So, if you can talk a little bit about that first.

Brynne: Well, if you're talking about the SEO or the search engine optimization of LinkedIn, it changes all the time, and although we're never a hundred percent sure of LinkedIn's algorithm, there are few key factors that we have tested over and over again that are pretty consistent.



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So, before you even jump into the search engine optimization piece, keep in mind most people are not necessarily searching for your products or services on LinkedIn. You have to figure out what is it that they're searching that leads to your solution. What are the keywords around content that they're looking for, around solutions that they're looking for?

And also keep in mind that Google also indexes LinkedIn profiles, as well as LinkedIn's published articles. So, those keywords and phrases really should be in both places. So, with that said, there are a few really specific activities inside of your profile that should include these keywords and phrases.

The top two, I would say are first, your title inside of your experience, particularly your current title or titles. And we can talk about that a little bit in order to make sure that you're coming up.

The other is the skills section. Skills were really built for the search for recruiters. So, because the whole skill section is about being found for those, you want to make sure that those keywords and phrases are there and have been endorsed by folks.

Go to your co-workers, your family, your friends your kids and get as many of those endorsements for some of those keywords as you can. It's also really important to have that in your headline, in your summary, and in the experience, description areas as well as, and this is my favorite tip - make sure any image that you upload, your banner or your photo is not just named "LinkedIn Banner number three." If you Google something, you'll notice the second or third thing down becomes images. And very few people advantage of this from the LinkedIn side, they often do on their website.

But instead of my LinkedIn photo saying 'Brynne Tillman', it'll say 'LinkedIn Sales Training' because that is a common word that someone is going to put in and I want my image to show up.

Debbie: Right excellent. And so, Brynne, your headline should be part of the solution that you provide, what you mentioned about photos is fascinating to me. I think it's also important - and I'm interested in your take on this - that a photo should look like a professional photo, not someone in an evening gown or a tuxedo or a tee shirt.

Brynne: Look like you'll look like when you meet them professionally. I look at LinkedIn as a 24/7 networking meeting and you've got to show up then you would show up at a networking meeting. This is your most likely first impression if not, the



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follow-up impression. You did meet someone, now they're connecting with you on LinkedIn. You want to make sure there's a consistency there. Even worse is not having a photo at all. And to me, that's like showing up at a networking event with a paper bag on your head.

Debbie: I agree with you a hundred. I don't understand. All of us have photos that we could upload. Crop out your mother, your kids your dog, whatever and get that photo up there. I agree with you. I want to get into the meat and potatoes of this. **What do you mean when you say that your profile should be more of a resource than a resume?**

Brynn: And now if you're looking for a job, recruiters and hiring managers want to see your success. You've done your mission if you're in sales. They want to see that you made President's Club. That's the last thing a buyer wants to see. But they don't care about your mission your passion or your years in business. *All they care about is getting help in solving whatever problem they have.* They actually don't even care about your product or service initially. What they do care about is insights and value that will lead to your product or service.

So, that's why I say you've got to convert your profile from a resume to a resource. So, right away, I convert the summary rather than saying "here all the great things I've done throughout my career." I want my summary to really resonate from starting with "here is the challenge most people are facing, here are some..." and you mentioned vendor agnostic insights. Here are some tips, strategies, things that create curiosity and implementable takeaways that they don't even need to talk to me to get value from.

Debbie: Right, but how much of that do you give away and how much of it should you keep? **What's the fine line between the two?**

Brynn: So that's interesting. There's an author, speaker, I believe Ted Talk guy named Michael Port. He's actually local to the Philadelphia area for me. But he's an international, amazing guy who I'm going to mess up this quote, but you'll get the concept, "Give away so much content that you're afraid that you gave too much - and then give away more."

Debbie: Oh, that's fantastic.

Brynn: Yeah. Well, I love it and when I think about this, it really resonates with me. In today's world, there's a stat, corporate visions has a stat out there that 74% of



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buyers choose the sales rep who was first to give value and insights. To me, that was an “aha” moment. Not the company.

The sales rep that was first to give insights and value, so unless what you are offering is what you sell exactly, you don't obviously want to give away so much that there's nothing to buy from you.

Debbie: But in the service industry, in the consulting work that you do, or I do, we can give away things all day, you still need to retain us to work on your specific account. You can't take our materials and go run your own marketing firm. You need us. So, what you said is right, the more you give away the better because you're showing the value you bring before they even sign a contract with you.

Brynn: Absolutely and you know, it's interesting. You could go buy my book, learn everything from it and actually do it. You can write your own profile. You can create your own sales playbook, but it's hard. Everything is out there in the world. But no VP of sales is going to say “Okay guys. Here's a book, now go do everything LinkedIn.” They hire trainers to come in and do that. Now, there are a lot of people that have connected with me that had said, “Thank you so much for your book. It was one of the best resources I've ever purchased and I'm doing great and have great successes,” and I'm thrilled they did figure it out on their own.

So, there are a lot of people that can do that. Most people, however, won't and I'm a resource for them if they want help doing that.

Debbie: One more quick question before we get to the ‘Prove It’ part. **How often, if you turn your profile into this resource, how often should you update the content on there?**

Brynn: Well, that's an interesting point. And really what I tell people to do is from other people's LinkedIn profiles start doing some searches on those keywords and see where you're coming up. If you are consistently coming up on the first page, and by the way, the one thing I didn't talk about search engine on LinkedIn is it's not just the keywords,

It's also your network, which actually is a huge component in how you come up because based on those keywords; you're going to come up. If you are a first-degree connection, you're going to come up higher in the first degrees that are searching for you and then the second degree. So, a larger network does help your search optimization. But I will say test it on people you're not connected to. If you're talking



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with someone and you get into a conversation and you're going to connect with them on LinkedIn on mobile, and it feels comfortable, ask them, "Hey, do me a favor? Can you search for me with the words LinkedIn trainer or LinkedIn training? See where I'm coming up before we even connect on LinkedIn."

Debbie: You great ideas.

Brynne: It's a lot. And then you can look up for them too and that's a really good insight for them to know because they can go back and update their profile appropriately.

Debbie: You're sharing a lot of good secrets on this episode Brynne.

Brynne: Oh God. I love sharing secrets. It might be too much, so I have to share more.

Prove it!

Debbie: Well, let's get to the 'prove it' part because our audience which has a limited attention span, would like to get to the 'prove it part. **Can you give us a specific example of how changing your LinkedIn profile from a resume to a resource has changed the selling equation for you or for someone else?**

Brynne: Well, I'll give my favorite story. Quite a few years ago, I noticed Jean Benning looked at my LinkedIn profile. Who's Jean Benning? She's the mom of Paige Benning who's gone to school with my boy since kindergarten. And I recognized that she worked at SunGard which was a company I was trying to get in front of. I'll shorten the story a little bit, but I reached out to her and they had just done a LinkedIn training that was a colossal failure and her boss was not interested in learning anything else LinkedIn.

They hated it. And after a kind of back-and-forth, I finally got her to agree to at least get her boss to read my profile. About a day and a half later, I got a message that says "Okay, we're interested in talking" and then SunGard became my client because her boss said, "I learned more from your profile than the vendor we just fired."

Debbie: That is a great 'Prove It' point. Thank you for that. We're going to have you back for two more episodes so I'm going to wrap this up by saying thank you. All of us have our LinkedIn homework to do to. To change our profile to a resource, not a resume and I want to ask our listeners to keep an ear out for the next two episodes



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with Brynne and for more episodes of 'Prove It' to gain even more clarity and what's happening in marketing Communications today. Thank you all for listening.

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