

How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid

By Brenda Bernstein

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Are you getting the results you want from your LinkedIn profile?

Already a #1 Amazon best-selling e-book, this LinkedIn "bible" offers 18 detailed strategies and writing tips PLUS 7 Bonus tips that will teach you how to get found on LinkedIn, and how to keep people reading after they find you. Contains tips for job seekers, business owners and other professionals.

- INCLUDES the PDF version - with lifetime updates!!
- The only FULL-COLOR LinkedIn book on the market!
- Easy to understand tips with images for easy implementation.

RESULTS TO EXPECT:

- Improve your search rankings
- Get contacted by clients and recruiters
- Impress visitors with an eye-catching photo and background image
- Increase your network with etiquette and ease
- Showcase your strengths with an effective, unique LinkedIn Summary (examples included!)
- Utilize each and every section of your profile to it's maximum potential
- Optimize format and structure
- Leverage LinkedIn's Jobs function
- Give and get persuasive recommendations
- Become a LinkedIn publisher
- ...and more!

Follow The Essay Expert's advice, and you will create a KILLER LinkedIn profile.

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Editorial Review

Review
"I was in a career transition and had been stuck for weeks on how to maximize my LinkedIn profile's potential. This book not only got me to 100% but I got an interview within a week of implementing the changes - and I got the job! This book is a must for anyone in career transition! - Zachary Myers, Engineer

"Using Brenda's insightful techniques, I transformed my one-dimensional career history into a compelling brand-focused profile that has increased my profile reviews and name search results by 20%!" - Nikki Champagnie, Career Services Professional, Houston, TX

"Brenda's advice for job seekers in a variety of settings is both accessible and sound. Best of all, she writes and presents with grace and humor. Brenda is a "must read" and "must consult" for people entering, re-entering, or reconfiguring their place at work." - Susan Gainen, Principal Consultant, Pass the Baton, Minneapolis, MN

"Brenda Bernstein's e-book holds key profile strategies and important tips on avoiding LinkedIn pitfalls. As a LinkedIn trainer myself, it's good to know I have a resource like this for my clients to help them after they've left my classroom." - Michael Phelps, LinkedIn Trainer, Milwaukee, WI

From the Author
If you want to identify and strengthen any weak points in your LinkedIn profile How to Write a KILLER LinkedIn Profile is a must-read. I've worked hard to provide the latest information on every aspect of LinkedIn, along with links to resources for additional information.

My goal is to give you what you need so you can build your career and business with LinkedIn the way I did!

About the Author
Brenda Bernstein, Certified Master Resume Writer, Certified Executive Resume Master, and sought-after LinkedIn speaker, authored the first edition of How to Write a KILLER LinkedIn Profile in 2009. The book quickly became a #1 best-seller on Amazon and received mention in both *Forbes* and *Fortune* magazines. Her newest books, How to Write a WINNING Resume and How to Write a STELLAR Executive Resume, are tailored to both job seekers and resume writers and have already been credited with job search success. Brenda believes that writing about yourself does not have to be torture!!

Brenda owns the resume and LinkedIn Profile writing business The Essay Expert LLC; she is a Senior Law School Admissions Consultant with Kaplan, Inc. and worked for one year at the University of Wisconsin Law School's Career Services Office. She holds a B.A. in English from Yale University and a J.D. from the NYU School of Law. Brenda's clients reliably obtain sought-after job interviews, admission to top schools, and measurable business success.

Users Review

From reader reviews:

Connie Bannister:

Do you have favorite book? For those who have, what is your favorite's book? Reserve is very important thing for us to know everything in the world. Each reserve has different aim as well as goal; it means that reserve has different type. Some people feel enjoy to spend their a chance to read a book. These are reading whatever they get because their hobby is definitely reading a book. How about the person who don't like examining a book? Sometime, man or woman feel need book when they found difficult problem as well as exercise. Well, probably you will need this How to Write a KILLER LinkedIn Profile... And 18 Mistakes to Avoid.

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Kimberly Wheatley:

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