

GROW YOUR LINKEDIN CONNECTION THE JEDI MASTER WAY

LinkedIn is the number ONE social platform for professionals, presenting an endless world of networking opportunities.

But how can you successfully build up your connections? With this Star Wars-inspired infographic from Resume Professional Writers, you'll know everything you need to about growing your network... and have a fun while doing so.

LINKEDIN NUMBERS, SHOW YOU WE WILL

As of February 2015
347 million users



2 new members
joining every second

More than
107 million users

from  United States of America



Available in
200 countries

and in

20 different
languages

Their
monthly
visitors:

currently:
187 million



by 2020:
500 million



USE LINKEDIN, WHY DO WE?



Discover
professional
opportunities



Explore
new ventures



Cultivate
professional
relationships

MAXIMIZE YOUR PROFILE, YOU MUST



Have a professional photograph: headshot with a clear background, a smile, and a clear view of your eyes.

Your profile can be viewed 11x more depending on your photo.

Use powerful keywords to optimize your profile. But do stay away from overused words.

Most overused words on LinkedIn profiles: 2011 – Creative, 2012 – Creative, 2013 – Responsible, 2014 – Motivated



Customize your URL.

Arrange your profile to emphasize your strengths and accomplishments.

Add your skills. (You can increase your profile views by 13x if you do this.)



BONUS



Attach work samples



Include honors & awards



Ask for
endorsements from
people who
know your work.



Have at least
10 recommendations
to verify your online
credibility

GROW YOUR BRAND, HOW TO?



Be active.
only 40% users
login daily

1 Update your status daily.

2 Comment on updates from the companies you follow.

3 Comment and share your connections' updates *(Make sure to put @mention)*



Send a
personalized
invite for a new
connection

1 Describe yourself as you would in person.

2 Keep it short but sweet.

3 Send a personal message along with the request.

4 Tell them why you admire their work



Participate
in (or start) LinkedIn
group discussions

1 Join at least 50 groups to show your engagement and credibility

2 Engage in 2-3 group posts per day

3 Directly message other group members to build relationships

If this all seems too much, then let our team of experienced writers in LinkedIn Profile writing increase your connection through well-written and tailored LinkedIn accounts.

**MAY
THE
FORCE
BE WITH
YOU**