



# **Focus on LinkedIn: Create a Personal Brand on LinkedIn™ to Make More Money, Generate Leads and Find Employment: Business Professional Series, Book 7**

*Richard Lowe Jr*

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Is your LinkedIn profile working for you? Is it getting you the results you need to find employment, market your business or promote your products or services?

A poorly written LinkedIn profile turns away business, scares off employers, and loses you money. However, by taking the time to write and organize your LinkedIn profile so that it communicates your message and your unique personal brand, you will increase your income, find lucrative jobs and get quality leads on a day-to-day basis.

Senior Branding Specialist Richard Lowe Jr presents all of the steps you need to take to create your personal brand, define your message, and create a LinkedIn profile that promotes you to the right people.

Use the simple tips in this book to learn how to create a killer profile that pulls pre-qualified customers, employers and leads directly to you. You will master the techniques to deliver your message, as well as each of the day-to-day tasks that turn LinkedIn into a lead-generating money machine.

*Focus on LinkedIn* will help you:

- Get people to engage with you
- Get the right people viewing your profile
- Define a personal brand which attracts clients and employers
- Improve your search rankings so you appear at the top of the list
- Immediately impress your visitors with your photo, background image and headline
- Build your network quickly and easily
- Take advantage of LinkedIn's built-in publishing platform to build your reputation
- Showcase your skills and expertise
- Optimize the order and structure of your profile
- Use every single section within your profile to promote yourself and your brand
- Understand LinkedIn etiquette and avoid making mistakes that turn off customers and leads
- Include keywords and phrases to make your profile get noticed
- Define your personal brand, and write a great profile

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Playing with family inside a park, coming to see the sea world or hanging out with close friends is thing that usually you have done when you have spare time, subsequently why you don't try point that really opposite from that. A single activity that make you not feeling tired but still relaxing, trilling like on roller coaster you are ride on and with addition of knowledge. Even you love Focus on LinkedIn: Create a Personal Brand on LinkedIn™ to Make More Money, Generate Leads and Find Employment: Business Professional Series, Book 7, you may enjoy both. It is excellent combination right, you still need to miss it? What kind of hangout type is it? Oh seriously its mind hangout people. What? Still don't get it, oh come on its known as reading friends.

**Tamica Harris:**

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**Eileen Moore:**

What is your hobby? Have you heard this question when you got learners? We believe that that issue was given by teacher with their students. Many kinds of hobby, Every person has different hobby. And also you know that little person just like reading or as reading become their hobby. You must know that reading is very important and also book as to be the point. Book is important thing to provide you knowledge, except your personal teacher or lecturer. You get good news or update regarding something by book. Numerous books that can you decide to try be your object. One of them is Focus on LinkedIn: Create a Personal Brand on LinkedIn™ to Make More Money, Generate Leads and Find Employment: Business Professional Series, Book 7.

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