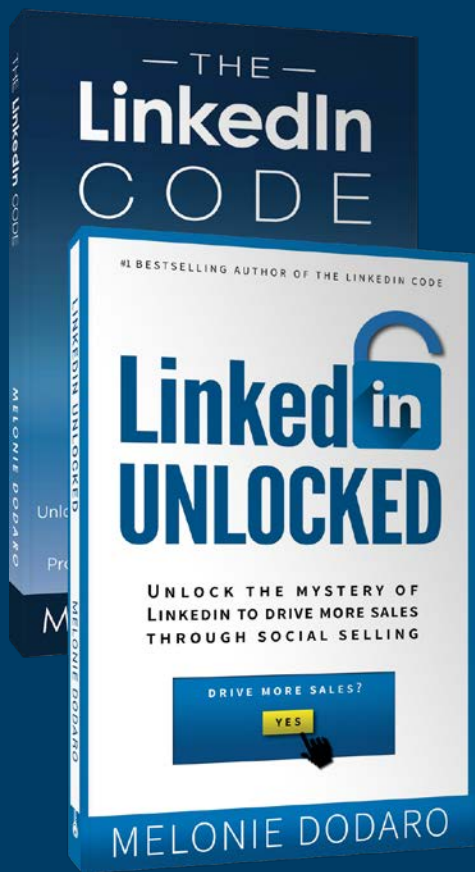


# LINKEDI N UNLOCKE D

How to create a  
Professional



Melonie Dodaro



# Meloni e Dodaro



**TOP DOG**  
SOCIAL MEDIA



Your LinkedIn profile is often

your very first online  
impression

# A professional and compelling LinkedIn profile is **vital** because it:

- ✓ Enhances your **professional reputation**
- ✓ Builds your **credibility and authority**
- ✓ **Establishes trust** much faster
- ✓ **Facilitates relationships** with decision makers
- ✓ **Stands out** and leaves a **lasting impression**



# people connect with people

Research their profile to see what is **important to them** personally or professionally.

**Include this** in your connection request.



# Your linkedin profile must...

**1** Establish Your  
Personal Brand and  
Professional Presence

**2** Describe  
What You Do  
and For Whom

**3** Build Credibility  
to Attract  
Decision Makers

# Decision Makers want to know...

✓ **WHO** do you work with?

✓ **WHAT** benefits can you offer them?

✓ **SOCIAL PROOF:** What other companies have you worked with?

✓ **WIIFM:** They are only interested in how you can help them.

# 7 Steps to your complete linkedIn profile optimization







Step 1  
Get  
Found



Step 2

Your why  
story



Step 3

**credibility**



## Step 4

# Ideal clients

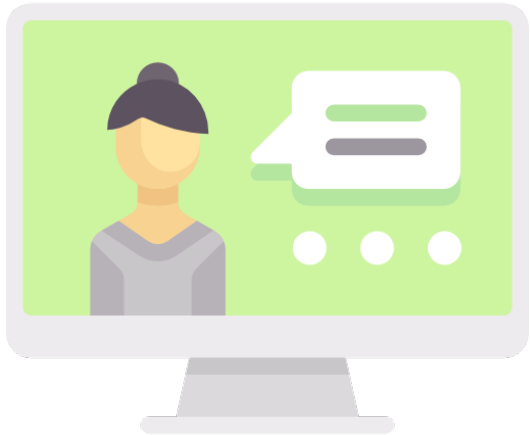


DOWNLOAD



Step 5

CTA (call-to-action)



# Step 6

# authority



Step 7

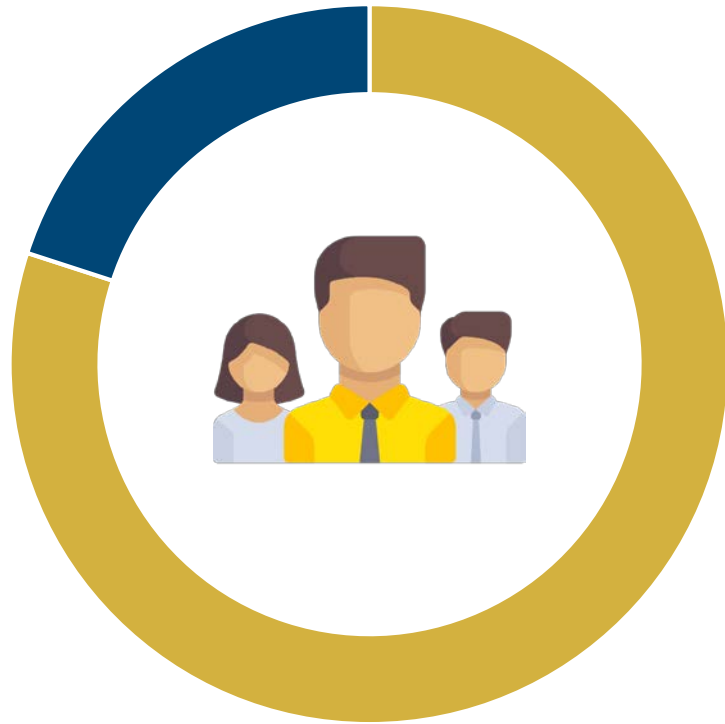
Stand out

7

# Seconds

... that's all you have  
to wow a potential  
client





Nearly **80%**  
of professionals find it  
difficult to overcome  
a bad first impression.

*(LinkedIn study)*

Tactical Steps to

# Transform Your LinkedIn Profile

And Personal Brand



# Your headline



Is the MOST important part  
of your profile

You have 120 characters  
(NOT WORDS)  
to capture the attention  
and inspire viewers to “click”



# Three Headline styles



**Keyword  
Focused**



**Client  
Focused**



**Credibility  
Focused**

# How to Write An effective summary section



- ✓ Your LinkedIn profile should not be a resume/CV (unless you are looking for a job)
- ✓ It should also not be a bio that's written with you as the only focus
- ✓ This is where you can share your why story (your personal story and the organization)





# Ways to create an effective summary section

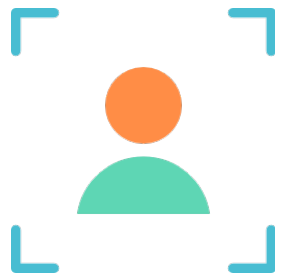
- ✓ Write in the first person, not in the third person.
- ✓ Even though it is business-oriented, LinkedIn is still a social network, so don't forget to be social.





# Ways to create an effective summary section

- ✓ Speak directly to your target market.
- ✓ Make sure they know they're in the right place & that you are the right person to help them.
- ✓ Include some keywords that you want to optimize your profile for.





# A compelling & client-focused summary section includes:



- 1 Credibility
- 2 Ideal clients—their problem—your solution
- 3 Call-to-action

# Example Summary Section

I'm honored to be regarded as a sales and marketing influencer and included on many lists such as:

- ~Top 50 Sales Influencers
- ~Top 50 Social Selling Influencers
- ~Top 100 Marketing Influencers
- ~Top 65 Women Business Influencers
- ~Top 50 Trustworthy Digital Marketing Experts
- ~Top 100 Digital Marketers

But the only recognition that matters to me is improving my clients' lives and their bottom line. It brings me tremendous satisfaction to guide companies through a digital transformation and prepare them to compete and excel in the new digital selling landscape.

A little about me...

I'm the #1 bestselling author of LinkedIn Unlocked. I provide consulting, training and advisory services to help B2B organizations navigate (and master) the digital sales and marketing ecosystem.

I've been blessed to travel the world speaking, training and consulting.

Originally from Canada, I now reside in Amsterdam, where I continue to serve clients across the globe.

I've consulted and trained B2B companies large & small, governments (economic development), non-profits and universities.

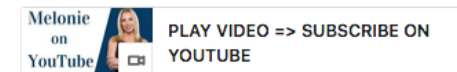
My company and I work with:

- ✓ VP of SALES & SALES TEAMS - The digital age has created a smarter, more informed buyer. The modern seller needs to adapt quickly. We provide training on the most effective digital selling techniques.
- ✓ B2B INDIVIDUALS & BUSINESSES - Want more leads and sales? We offer done-for-you services and the most robust online social selling training program "Cracking the LinkedIn Code 3.0". If you want to fill your sales pipeline, enquire to see what would be best for you.
- ✓ VISTAGE CHAIRS, CONFERENCE & EVENT PLANNERS - Look no further if you want a highly-rated speaker on LinkedIn or social selling topics.
- ✓ GOVERNMENT AGENCIES - Connecting communities to companies. I help Economic Development Agencies (EDO) and Investment Promotion Agencies (IPA) attract Foreign Direct Investment (FDI).

► Contact me to increase your sales pipeline with LinkedIn: [info@topdogsocialmedia.com](mailto:info@topdogsocialmedia.com)



Click to PLAY VIDEO =>  
LinkedIn Unlocked



PLAY VIDEO => SUBSCRIBE ON  
YOUTUBE



# Your Credibility Section

# Your Credibility Section

I'm honored to be regarded as a sales and marketing influencer and included on many lists such as:

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# Identify Your Ideal Clients

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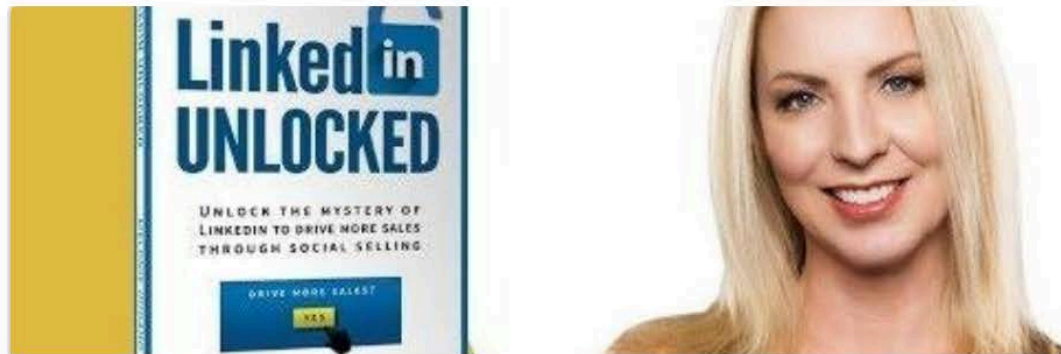


# Have A Clear Call-To-Action

► Want to know how to turn cold connections into clients on LinkedIn and have a full sales pipeline? Email [info@TopDogSocialMedia.com](mailto:info@TopDogSocialMedia.com)

# Add Rich Media

## Media (2)



Click to PLAY VIDEO => LinkedIn Unlocked 



PLAY VIDEO => SUBSCRIBE ON YOUTUBE 

# Your Current Work Experience Section





-1-

About Your  
organization  
(mandate, goals etc.)



-2-

Benefits Provided  
to companies for  
FDI



-3-

Have A Clear  
Call-To-Action

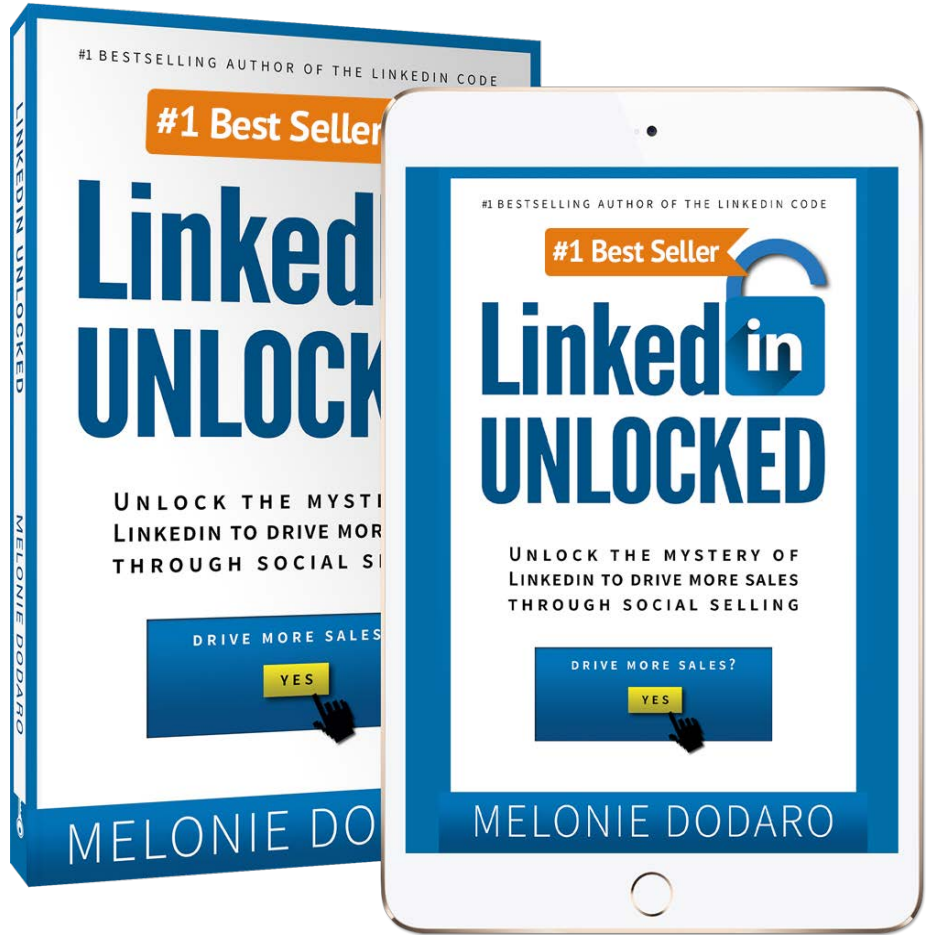
Increase social  
proof  
Ask for

Recommendations  
Strike while the iron is hot

# REMEMBER

People inherently only care about their problems/issues/challenges.

**BE THE SOLUTION!**



Available on Amazon.com