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# Linked In For Personal Branding: The Ultimate Guide

*Sandra Long*

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## LinkedIn™ *for* **Personal Branding** *The Ultimate Guide*



**SANDRA LONG**

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**Sandra Long : Linked In For Personal Branding: The Ultimate Guide** before purchasing it in order to gage whether or not it would be worth my time, and all praised Linked In For Personal Branding: The Ultimate Guide:

6 of 6 people found the following review helpful. Finally a book that answers all my questions about using LinkedInBy BarbaraThis book explains step by step how to optimize your profile to be the most effective for career and business building exactly what all my options are - and unlocks all the possible uses that can allow you to really create your personal brand. How many times have I looked at other peoples profiles and wished I knew how to present

myself as well? Even the ability to publish on LinkedIn, taking the step into presenting myself as a thought leader, has always been both a mystery and intimidating to me. Every time I thought shed leave me hanging, the advice or how to instructions were on the next page. She doesnt present everything as cookie cutter. She makes it clear you should take whatever resonates for yourself and run with it not run with everything. Now I know EXACTLY what I need to do. Its like the author is literally standing behind me guiding me, even being as detailed in helping me select the best words to describe my professional experience (theres a complete list in the accompanying website the author has set up to accompany the book!). There is so much tucked into LinkedIn that you can use without spending a dime to advance where you are at in your career. Grateful to have found this gem. I read it once and now Im going back, taking it chapter by chapter and making changes where I want. 3 of 3 people found the following review helpful. Thorough and very useful

By Rachel Horon One thing I can appreciate about this book is the vast amount of information about creating your personal brand and how to promote on social media, namely LinkedIn. I preferred reading one chapter at a time to digest or apply all of the tips and ideas, but I also appreciated the links to other chapters that were mentioned so I could continue the thought that is directly related to what I want to be able to do on my profile. The author really seems knowledgeable in the area and had plenty of facts and tables to give you everything you need to adapt the techniques to your qualities or business. Chapter 2 mentioned that you don't have to fill in every section in your profile because it is not relevant to you. Sometimes it shows that you are trying too hard to make a good impression. This book uses words and concepts that you can understand as well as keeping it approachable for many types of profiles. It is thorough and very useful. 2 of 2 people found the following review helpful. This is a fantastic book! It delivers on the promise of the title!

By Lawrence Cullman This is a fantastic book! It delivers on the promise of the title! Sandra Long's LinkedIn book does more than offer information on how you can maximize your presence on LinkedIn thereby maximizing your visibility on the web. The format provides a great forum for introspection -- which is key to creating a positive and relevant LinkedIn presence, and therefore a powerful resume. I recommend this book to my colleagues and my students to help them maximize their professional online presence. One of the side benefits is that once you have gone through the book and created your profile, you will know more about how to best yourself than you did before. Even though LinkedIn is evolving since it was acquired by Microsoft, Ms. Long's book walks the reader through many of the areas of the site that are both helpful and not intuitively visible.

Your online presence matters more than ever in today's global workplace. Professionals are logging-in to LinkedIn in record numbers, so your profile needs to represent you in the best possible light before and after a meeting or interview. LinkedIn For Personal Branding: The Ultimate Guide is the leading strategic guidebook that most uniquely connects personal branding to the LinkedIn profile. Long's book provides a comprehensive view of personal branding using LinkedIn's profile, content sharing, and thought leadership capabilities. Additionally, Long has assembled a useful set of "How To" advice links that are available on a companion website. The website provides many resource pages and links related to each chapter. LinkedIn for Personal Branding: The Ultimate Guide is the ONLY LinkedIn book available that will do all of this for the reader:

- \* Provide an integrated personal branding and LinkedIn strategy needed for today's professionals - in a Full-Color book.
- \* Provide additional "how to" elements in a companion website so you can click over to see detailed instructions and keep updated.
- \* Provide dozens of examples and case studies from real LinkedIn user profiles.
- \* Provide several "personas" and other prompts to help you write the best possible summary.
- \* Includes four chapters about thought leadership including publishing, SlideShare, and advice on sharing content.

LinkedIn For Personal Branding will help you to:

- \* Select and prioritize the best personal brand attributes for you, your career and business.
- \* Be considered for more strategic assignments and business opportunities.
- \* Create an authentic, personal, and impressive LinkedIn profile that demonstrates expertise without appearing to brag.
- \* Consider all the ways you can demonstrate your personal brand - both offline and online- and how they work together and with your LinkedIn profile.
- \* Be found online increase the likelihood of being contacted by recruiters and sales prospects.
- \* Select the most memorable words, images, skills, and links for your LinkedIn profile.
- \* Learn best practices for each LinkedIn profile section ( and also see real examples).
- \* Write the most strategic and impactful headline and summary for your LinkedIn profile.
- \* Give and receive more endorsements and recommendations using LinkedIn.
- \* Become a LinkedIn thought leader.
- \* Find and Share content with your LinkedIn network.
- \* Blog using the LinkedIn Publisher functionality.
- \* Leverage LinkedIn Groups and Company pages.\*

Measure your progress. \* And much more. This book is perfect for anyone interested in developing their personal brand using LinkedIn to propel their career or business opportunities.

Endorsements for LinkedIn for Personal Branding: The Ultimate Guide" For a comprehensive guide on taking a strategic approach to making the best use of LinkedIn, Sandra Long's book, LinkedIn for Personal Branding, is the ticket! Among the many resources on LinkedIn, Ms. Long's book stands out. Her book provides a readable, approachable guide to not only addressing the nuts and bolts of creating an effective profile, but also addressing how to think about yourself as a marketable brand and utilize LinkedIn to get your brand noticed. I particularly appreciate the stories, examples, and facts sprinkled throughout. LinkedIn for Personal Branding will be a 'go-to' resource I'll use

when referring career-seeking working professionals to valuable career tools!" Laurie Sedgwick Director of Career Management, Executive MBA Programs, and Alumni Support Johnson School @ Cornell University "Sandra's book, LinkedIn for Personal Branding, is unique because it provides a strategic perspective on personal branding as it applies to the LinkedIn profile and thought leadership. It's loaded with easy tips and practical examples. A must-read for anyone trying to improve their online image." Mary Abbazia Coauthor of The Accidental Marketer "LinkedIn is the foundation of every professional's personal brand. Sandra Long provides you with a formula for success to grow, enhance and expand your business and professional network for every person in every profession. Pick up a copy of her book to take your personal brand to the next level on LinkedIn." Jessica Miller-Merrell Founder of Blogging4Jobs and Workology Author of Tweet This! Twitter for Business