



FALK COMMUNICATIONS
AND RESEARCH

Three Steps for More Success on LinkedIn

A GUIDE TO IMPROVE YOUR PRESENCE AND ACTIVITY
ON THE WORLD'S LARGEST PROFESSIONAL DATABASE

www.JanetLFalk.com

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Three Steps for More Success on LinkedIn

A GUIDE TO IMPROVE YOUR PRESENCE AND ACTIVITY ON THE WORLD'S LARGEST PROFESSIONAL DATABASE

You are already on LinkedIn.

Are you making the most of the platform, which is part biography, part self-publishing, part chat about industry news? It is also part yearbook that keeps you apprised of the status of your many connections, a number that continues to grow.

If you are not tapping into LinkedIn's capabilities in these four areas, then you are not getting your money's worth, even when you use it for free.

In this e-book, you will get **step-by-step guidance** on how to polish your LinkedIn presence: your profile, connections and activity.

Learn how your posts, articles and comments add value to the conversation, plus tips on how to build your network of connections.

“ *LinkedIn is part biography, part self-publishing, part chat about industry news and part yearbook.* ”

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WORKSHOP

STEP 1: LinkedIn Profile

Your profile on LinkedIn has fixed elements: your name, headline and photo are displayed as a unit whenever you post and comment on the platform.

Other components are static and include some elements that most people overlook.

Take action. These pieces should be developed for maximum exposure:

Headline

Link and Call to Action

Background

Photo

Name pronunciation

Contact info

About

Featured

Recommendations

Accomplishments

Activity

Other (Experience, Education, Licenses, Volunteer experience, Skills & endorsements, Interests)

LinkedIn Profile: Headline

The purpose of your headline is **to be found**.

Imagine that there are tens of thousands of professionals who do what you do, because there truly are that many. Someone is searching for a person to perform a specific service.

How can you increase the chances that you will be found and screened in by their choice of words in search?

LinkedIn automatically uses the title of your current position as your headline. Does it say something like this:

- Accountant
- Attorney
- Founder
- Owner
- Partner

Do a search on LinkedIn now and see how many people in your city or state have that same title.

“ *The purpose of your LinkedIn headline is **TO BE FOUND** among the thousands of similar professionals.* ”

LinkedIn Profile: Headline

Consider the following as you mull over your headline:

- **Audience:** who do you want to find you
- **Problem:** what do they need to resolve
- **Benefit:** how will they know when you have fixed the issue

Take the reader's perspective and use *their language*; they do not know the technical terminology you might use for a given situation.

Show the reader that you:

- Understand their situation
- Have solved that problem before
- Will make them look good to the person who matters most to them

If the person has already met you, your headline and profile will **confirm you are the person they remember.**

“ *Your LinkedIn headline confirms your expertise and identity.*

”

LinkedIn Profile: Headline

You have 220 characters.

Why let that space lie fallow, begging to be filled effectively?

Someone is searching for an accountant or attorney who understands fraud.

Which of these headlines will be found? Which headline builds confidence the person will solve the fraud problem?

example 1

Accountant

example 2

Attorney

example 3

Accountant/Attorney for fraud at business and corporations in multiple industries. Uncover the who, what, when, where, why and how of fraud. Goal of recovering assets and restoring pre-fraud status.

Be sure to **front load** the most important words, because only the first 40-50 characters will be displayed.

LinkedIn Profile: Link and Call to Action

You can add a link with a call to action in the space below your headline, directing viewers to your website, calendar link, portfolio or other webpage. Consider the following as you mull over your headline:

- Click on the pencil in the top section of your profile.
- From the Basic info section, scroll down to Custom button.
- Click on Edit custom button.
- Select Link.
- In the Link box, enter the URL for the destination page.
- In the Link text box, enter your promotional text, up to 30 characters.
- Click Save.
- Click Save.
- You're done.

Viewers of your profile will click the text. The arrow pointing up to the right signals they will be directed to a website off the LinkedIn platform.

Janet Falk   (She/Her)

Media Relations, Public Relations and Marketing Strategy to Help Attorney, Business Owner, Consultant Get in the News, Attract Clients and Grow | Speaker | Podcast Guest

New York, New York, United States · [Contact info](#)

Let's get you in the news! 

LinkedIn Profile: Background

If you do not create a background, this is the (boring) default:



LinkedIn Profile: Background

Here are your choices to not be boring:

- Customize the space using a template or hire a graphic designer
- List your services
- Consider search terms and keywords
- Include your contact information

Confirm it displays well on a computer, tablet and mobile phone

“
*Customize your background
using a template at
Canva.com*
”

LinkedIn Profile: Background

This is my background.

It confirms that I am a Public Relations and Marketing Communications professional who offers specific services.

The reader can easily contact me by phone or email, plus visit my website.

They can even get an e-Book.

212/677-5770 Janet@JanetLFalk.com www.JanetLFalk.com	FALK COMMUNICATIONS AND RESEARCH + Strategy + Media Relations + Marketing + Communications + Newsletter + Speaking	FALK COMMUNICATIONS AND RESEARCH How YOU Can Be the One Reporters Call To download e-book, click link in See contact info
---	---	--

LinkedIn Profile: Background

Here's why you should NOT include these in your background:

- **Cityscape:** Being located in St. Louis does not mean you understand the issues with my landlord.
- **Photo of you at a podium:** Speaking at the local Chamber of Commerce does not prove you can resolve my tax lien.
- **Stock photo of people in a room:** Why do you have a picture of someone else on your profile?
- **Symbols of your profession:** Scales of justice, adding machine and chef's toque are overused and not distinctive.

“

If you cannot create a memorable background, use your company logo.

”

LinkedIn Profile: Photo

30% of the time people spend scanning your profile is looking at your photo.

People will check your photo **before** they meet you.

People who met you will look at your photo to confirm your profile is the same person they encountered.

Not displaying a photo is unprofessional and reflects poorly.

LinkedIn Profile: Photo

Best practices for a photo, which should be useful for five to eight years:

- Wear business attire.
- Hire a professional photographer.
- Project a warm, approachable and professional persona in your stance or seated position.

Photo DON'Ts

- ***Do not*** include anyone else in the photo.
- ***Do not*** use a photo where someone has been cropped out.
- ***Do not*** use an old photo where your hair color, hair style or facial hair is very different from your current appearance.

LinkedIn Profile: Name Pronunciation

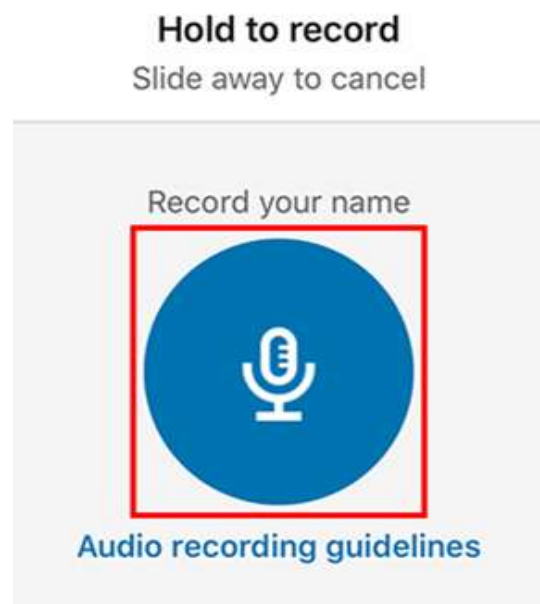
This feature was introduced in 2020, but is not widely used. People with a name that is difficult to pronounce can indicate how to say it correctly.

Others say this niche is a mini-platform where they can promote themselves; they state their name, who they help and the benefit of using their services.

Either way, here's how to record your name statement or a 10-second mini ad using the LinkedIn mobile app for phone or tablet.

- Click on **View Profile** and the **pencil** to edit.
- Click on **Record name pronunciation**. Depress the blue microphone during the entire process and speak clearly. (You will get a red warning at the five-second mark.)
- Re-record until you are satisfied with the segment. Tap **Apply** when you are done and click **Save** in the upper right corner.

The recording will display as a sound icon next to your name.



LinkedIn Profile: Contact Info

This section can only be seen by your connections. There are multiple spaces to complete.

Your Profile link is automatically generated by LinkedIn with a random series of numbers. Customize it by:

- Go to the **Me** icon and click **View Profile**.
- Click **Edit public profile & URL**.
- Select **Edit your custom URL**, click the pencil and make your edit.
- Click the blue **Save** button.

You can include links to THREE websites and adjust the categories for each one.

- Click on **Contact info** and the pencil icon to edit.
- Enter the URL for your website.
- Select **Other** and specify the type of business you have, rather than the generic Company Website. *For example, add a link to your newsletter or blog, if you have one. Link to a giveaway tip sheet.*
- Click the blue **Save** button

Similarly, add your preferred phone (Home, Work, Mobile) and business address.

Your email address is automatically included. Remember to keep that address current when you change jobs.

Consider if you wish to add your Twitter, Skype and WeChat accounts.

Some people add their birthday, but I prefer not to do so. If someone wishes me a happy birthday in a LinkedIn post, another person could figure out my birthday and age, and conduct other online research for a potentially nefarious goal.

LinkedIn Profile: Contact Info

Here's my contact info. Note the link to the e-Book mentioned in the background.

Janet Falk

Contact Info

 Your Profile
linkedin.com/in/janetlfalk

 Websites
JanetLFalk.com (Legal & Business PR)
JanetLFalk.com/newsletters (Monthly Public Relations Tip)
JanetLFalk.com/how-you-can-be-the-one-reporters-call/ (Download e-book with tips)

 Phone
212-677-5770 (Work)

 Email
janet@janetlfalk.com

 Twitter
JanetLFalk

LinkedIn Profile: About

When people scan your profile on LinkedIn, they spend 52% of their time on the **About** section.

Given the high visibility of this section, plus the fact that it accommodates a narrative of up to **2,600 characters**, DO NOT leave that free space crying for more details.

- Write long.
- Use bullet points.
- Break the text into short paragraphs.

People will keep reading until they lose interest.

Remember, your goal is to confirm you are the professional they seek.

“
*Here's how people spend time
on a LinkedIn profile:*

Headline 18%

Photo 30%

About 52%

”

LinkedIn Profile: About

Demonstrate you are the person who will solve the reader's problem.

Promote your experience from their perspective: ***Audience, Problem, Benefit.***

- Explain what you do.
- Show what motivates you as a professional to serve clients.
- Give a brief example of a client success.
- Indicate specific industries that you focus on.
- Close with a ***Call To Action.***

There are 270-320 characters before a reader clicks *see more*. Consider a short ***Call To Action***, as in this example:

example

Executives learn of fraud and financial malfeasance too late. They can only try to stop their losses. They must investigate the situation and implement new procedures to prevent a recurrence. That's where Falk Forensic Services steps in. Call me at 347-256-9141 to review your fraud situation. see more

This is 292 characters

LinkedIn Profile: About

Explain what you do and for whom:

example

Falk Forensic Services works at the juncture of accounting, business and law, providing:

- Rapid response and deployment of resources
- Personal attention and hands-on approach to client service
- Actionable recommendations and assistance in implementation

example

Clients in diverse industries contact me to:

- Preserve enterprise value
- Identify and manage risks arising from fraud, litigation and regulatory investigation
- Assist in recovering assets

Show what motivates you as a professional to serve clients:

example

Clients recognize I care passionately about the health of their business, so I evaluate their financial strength and risks. By working closely with all the stakeholders and addressing their concerns, I can prevent and deter fraud and financial risks before they occur.

LinkedIn Profile: About

Give a brief example of a client success:

example

A veterinarian noticed an increase in overtime pay to her staff. Upon closer examination, she figured out the bookkeeper was logging unauthorized extra hours and receiving additional pay. The bookkeeper had altered time-keeping records.

Working closely with the veterinarian, I figured out how the records were doctored. The next day, the bookkeeper *overheard* a conversation between the veterinarian and the office manager about personnel records. He resigned the following day when he realized his fraud was discovered.

LinkedIn Profile: About

Indicate specific industries that you focus on

example

My industry expertise includes:

- Law firms
- Nursing homes
- Retail
- Transportation, among others

Close with a Call To Action

The sooner we speak, the sooner you will be on the path to recover your lost assets, get back on track with policies that safeguard your business and forge ahead with your plans for growth, without fixating on your loss.

Call 347-256-9141 for a free consultation.

LinkedIn Profile: Featured

The Featured section is akin to a bookshelf in a library. You can display samples of your work and create a fuller picture of yourself and your business.

It sits between **About** and **Activity**.

Possible items are:

- Articles
- e-Books
- LinkedIn posts
- Newsletters
- Podcasts and videos
- Presentations
- Reports

Here's how to create this section:

- Click on the **Me** icon and select **View Profile**.
- Click on **Add section**.
- Click **Featured**.
- Click the blue **Save** button.

You can post as many items as you like by clicking on the **+ sign**. Only the three most recent are visible.

LinkedIn Profile: Featured

About



EXECUTIVES, CONSULTANTS and CPAs hire me to get in the news and attract clients. ATTORNEYS want news stories to pressure opposing counsel. Do you want your phone to ring? Call for a FREE consultation.

... see more

Featured



What's Your Elevator Pitch?

YouTube

Keynote speakers use the first 15-30 seconds to capture the audience's...



Three Lessons to Improve Your Networking Success

Janet L. FALK

NETWORKING. Love it or not, it is THE best way to attract new business. If you want...

How Be the Rep

THE GUIDE TO INTRO

Falk -- Excerpt
Attorney Repo

Reporters call
likely that an a

LinkedIn Profile: Recommendations

Recommendations are social proof. They confirm you are who you say you are.

Customer testimonials are reported to have the highest effectiveness rating for content marketing.

A LinkedIn member must be your connection to give you a recommendation.

Not having recommendations – or not having recent ones – raises unnecessary doubts about your professionalism.

“
*Customer testimonials are
reported to have the highest
effectiveness rating for
content marketing.*
”

LinkedIn Profile: Recommendations

Ask someone for a recommendation from your LinkedIn profile.

- In your recommendation section, click + and **Ask for a Recommendation**.
- Indicate the nature of the relationship (was a client of yours, reported to you).
- Note the position you held at the time.
- Write a note to request the recommendation; perhaps write the recommendation itself.

Sample note to request a recommendation by *writing the text that the person can edit*:

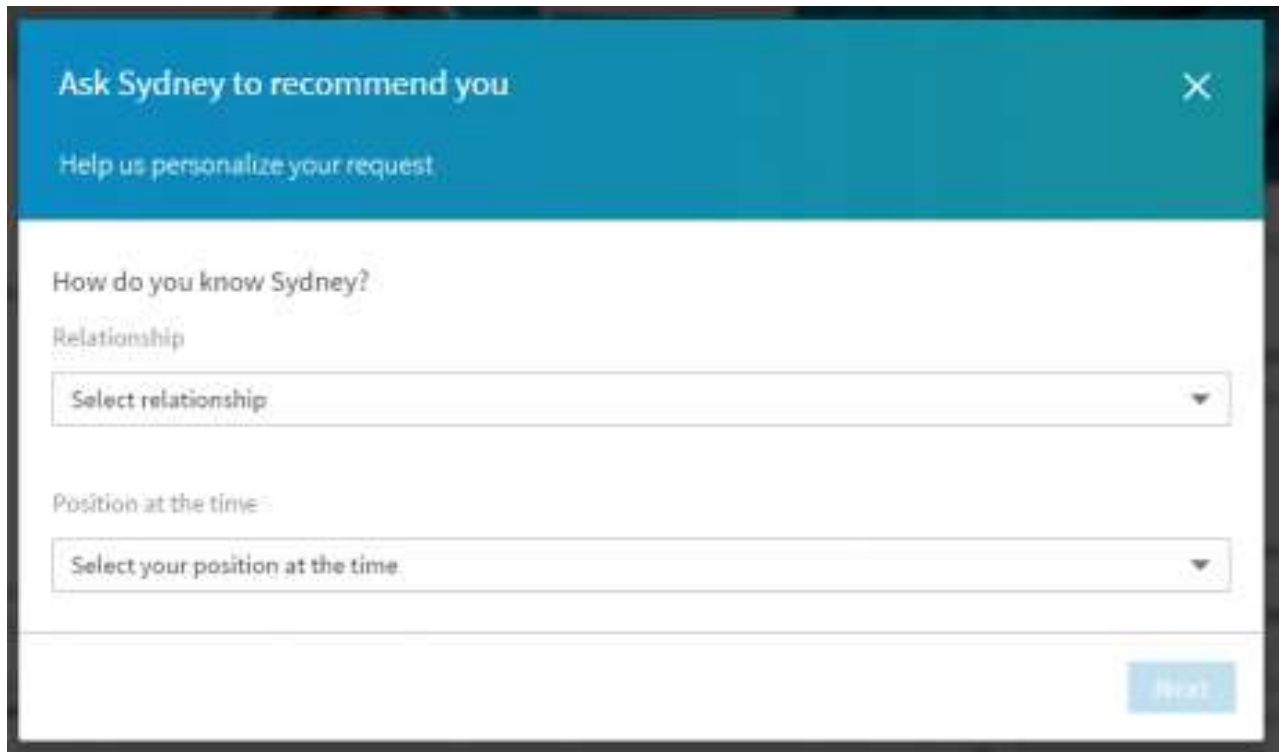
example

Sydney, Your name came to mind thinking about the great work we accomplished together on the **NAME OF PROJECT**. It would be very helpful to me if you would write a recommendation for my LinkedIn profile:

Copy recommendation text.

Please feel free to edit as appropriate. Thanks. I truly appreciate your support. Janet

LinkedIn Profile: Recommendations



A screenshot of a LinkedIn dialog box titled "Ask Sydney to recommend you" with a close button (X) in the top right corner. Below the title bar, it says "Help us personalize your request". The main content area asks "How do you know Sydney?" and contains two dropdown menus. The first is labeled "Relationship" and has the placeholder text "Select relationship". The second is labeled "Position at the time" and has the placeholder text "Select your position at the time". A "Next" button is located in the bottom right corner of the dialog box.

Ask Sydney to recommend you X

Help us personalize your request

How do you know Sydney?

Relationship

Select relationship ▼

Position at the time

Select your position at the time ▼

Next

LinkedIn Profile: Recommendations

When you get the recommendation, thank the person

- Make any edits, if appropriate. Send it back and forth, politely.
- When it is complete, click **Save**.

You should have two or three recommendations per role or per year.

Only the two most recent are displayed; readers must click to **Show more**.

LinkedIn Profile: Accomplishments

The **Publication** section is straightforward:

- Title
- Publication/Publisher
- Publication date
- Author (if anyone in addition to yourself)
- Publication URL (this may link to the article on your website)
- Description

The **Projects** section is where you can list workshops, speaking engagements and podcast appearances:

- Project Name
- Start and End dates
- Creator (if anyone in addition to yourself)
- Associated with (your position at the time)
- Project URL
- Description

LinkedIn Profile: Put it all together

Let's summarize the sections under review:

- Headline
- Background
- Photo
- Name pronunciation
- Contact info
- About
- Featured
- Recommendations
- Accomplishments

The following sections are self-explanatory. Use the tips gleaned from the previous discussions to polish these parts of your profile. Where relevant, focus on the benefit to the reader:

- Experience
- Education
- Licenses
- Volunteer experience
- Skills & endorsements (*these are generated by your connections*)
- Interests

STEP 2: LinkedIn Connections

As the world's largest [professional database, LinkedIn is seen as a massive virtual networking arena.

Consider who you wish to connect with.

Review why *they* would be a valuable contact for you AND *you* would be a valuable contact for them.

Do you have shared interests or are your professions aligned?

Might they introduce you to others at their company or be a referral source of potential clients?

*Are they in touch with leaders in the industry, legislators or regulators?
Do they have their finger on the pulse of the marketplace and potential laws or changes in compliance?*

Do they ask you for advice on how to approach a problem?

What is it that you offer them and others in their circle?

LinkedIn Connections

Every connection counts; the power of LinkedIn is magnified when you cross the threshold of 500 names.

If everyone in your circle of 500 names themselves knows another 500 people, you can see the number quickly grows exponentially.

You probably have a solid number of connections already.

You actually have a gold mine of 5,000 contacts:

- Names in your address book
- Recently emailed addresses
- Subscribers to your newsletter and blog
- Business cards
- Lists of speakers and attendees at events
- Membership directories
- Committee members

Look these contacts up on LinkedIn and plan to invite them to connect with you. Focus on a few each week.

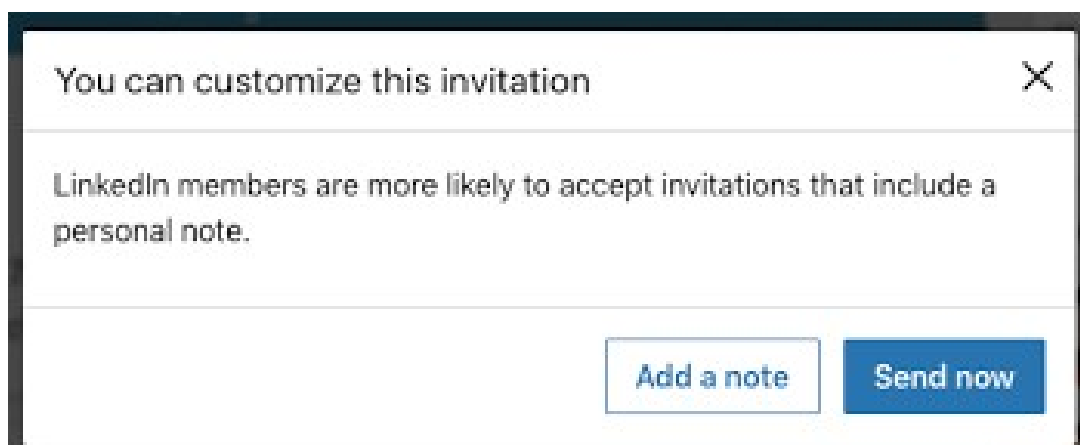
LinkedIn Connections

Personalize your invitation to say how you know the individual. State that you wish to catch up with them and have a casual chat.

examples

- Your name came up in conversation with PERSON. Let's connect here. What are you working on now?
- Your business card re-surfaced. Let's connect here. What's new?
- We're both on LinkedIn, but haven't yet connected. Please accept this invitation to connect.
- LinkedIn suggested your name. Let's connect here. When can we chat to catch up?

When you customize the invitation to connect, you demonstrate that you thoughtfully read the individual's profile. Plus, at a future date, you will have a record to remember why you reached out to them.



LinkedIn Connections

You can courteously connect with people that you do not know well.

You can even start the conversation with someone you do not know and create an opportunity to develop a relationship with them.

example

Name, Your thoughtful article/post/comment on ____ caught my eye. I am a ____ with a business focused on _____. Let's connect here and get acquainted. Janet Falk

250 characters of 300

Be judicious with your connections.

Keep your network filled with active contacts. Annually review these names and decide to keep, delete or re-connect by email or phone.

Some people mine the contacts of their connections to grow their networks, with little thought to reciprocity. Decide whether or not a mutual contact is a sufficient basis to accept an invitation of a badge-hunter.

“
*Annually review your
connections to keep, delete or
re-connect.*
”

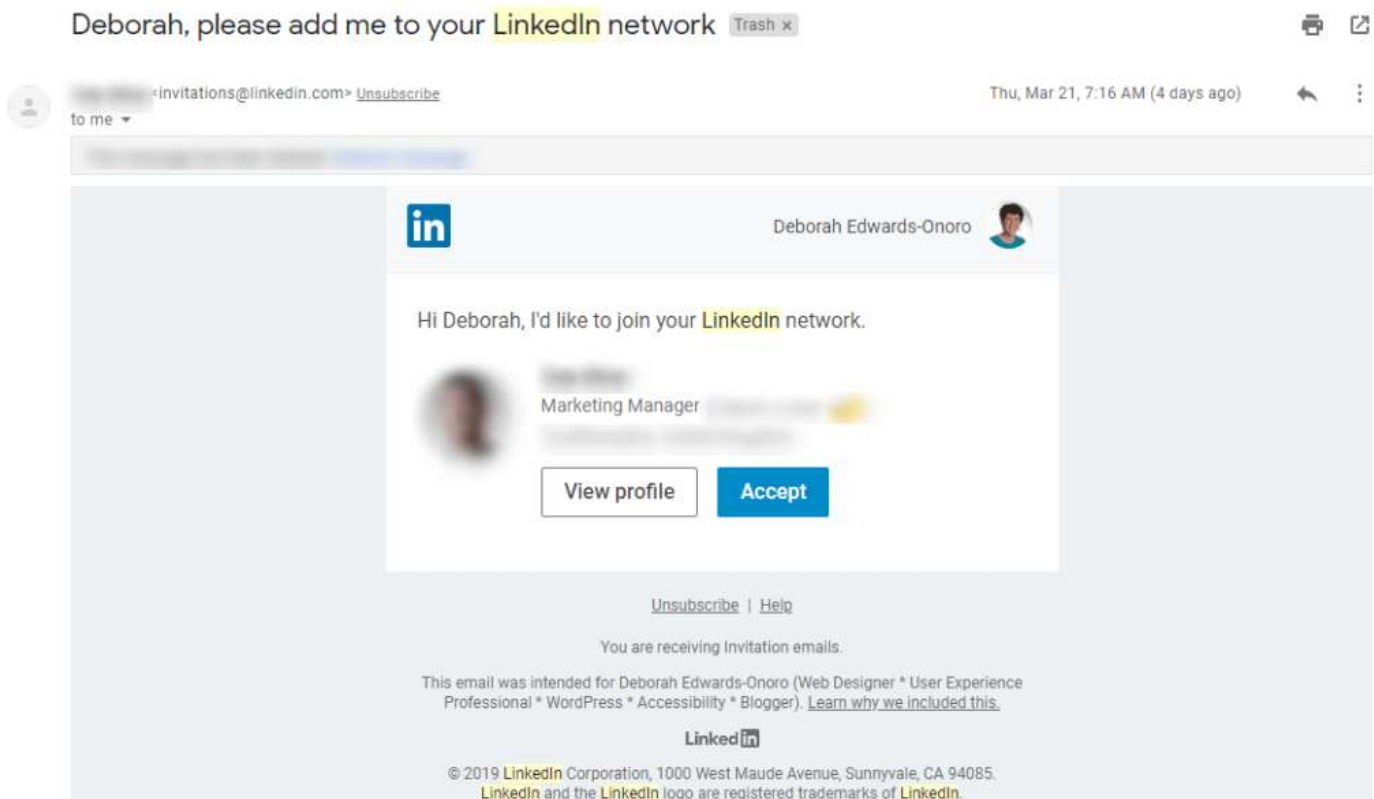
LinkedIn Connections

Do **NOT** use the default invitation.

default

Hi Deborah, I'd like to join your LinkedIn network.

It conveys that you are too lazy to spend time reading the profile of the potential connection and are not likely to be a valuable contact.



STEP 3: LinkedIn Activity

Post original content in posts to:

- Educate
- Engage
- Entertain
- Inspire

Use images or photos to attract attention.

The first 210 characters are visible before the phrase *see more*. The maximum length is 3,000 characters.

Keep paragraphs short and use while space.

Refer to others by using **@person's name**. This will turn the name bold and notify the person you mentioned their name. Now their connections will see what you wrote about the person.

Use up to three hashtags (#topic) to highlight broad categories:

examples

#employmentlaw #marketing #personalbranding

Post documents, tip sheets and reports. If you link to something on your website or elsewhere online, it is recommended you put the link in the first comment. Or you may post and then edit the post to include the link. The LinkedIn algorithm that distributes posts does not favor links that lead traffic off the platform.

LinkedIn Activity

You are posting on LinkedIn to educate and generate engagement.

Only 1% of LinkedIn members post, which leaves a huge vacuum that you and others can fill.

Post at least twice a week. Only 20% of your connections see what you post, so you must post more often for visibility.

Yes, you can post every day and more than once a day, provided there is a gap of four hours between posts.

It's fine to **like** a post by someone else. It's even better to **comment** and say what struck you about the discussion. *Congratulations* or *I agree* are not insightful comments that spur further dialogue and engagement.

examples

I agree, moreover, people in this situation often _____.

I disagree. Consider the consequences of _____.

“ *Only 1% of LinkedIn members post, which leaves a huge vacuum that you and others can fill.* ”

LinkedIn Activity

Post that you will attend a networking event.

example

Excited to attend the Networking event of the @Downtown Business Association and meet @Jack Villela and @Pat Stevens and learn about their upcoming programs.



LinkedIn Activity

Post a photo from a networking event.

example

Great networking at the @Downtown Business Association where I met @Jack Villela.



LinkedIn Activity

Post a report or a tip sheet.

example

**Janet Falk**
Media Relations, Public Relations and Marketing Strategy for Revenue Growt...
5d • 

Post ALL your newsletters on your website. A new subscriber in July might find your newsletter of February helpful. But they won't read it if you essentially hide your prior issues. Don't treat newer subscribers like second-class readers ...see more

Resources to Rev Up Your Newsletter or Start One • 1 page



Rev Up Your Newsletter or Start One

You've been meaning to launch a newsletter, at least quarterly.

A newsletter is the BEST way to keep in touch with clients, colleagues and referral sources.

Follow these suggestions to get started, develop reader-centered content and more.

Rev Up Your Newsletter (or Start One) (slide presentation) <http://bit.ly/2UoNyIE>

Vote for Email and NOT for Social Media <http://bit.ly/2fuTXi6>

Orient Your Newsletter <http://bit.ly/2DhVLyn>

Make Your Five W's Reader-Centered <http://bit.ly/2wDkoQ0>

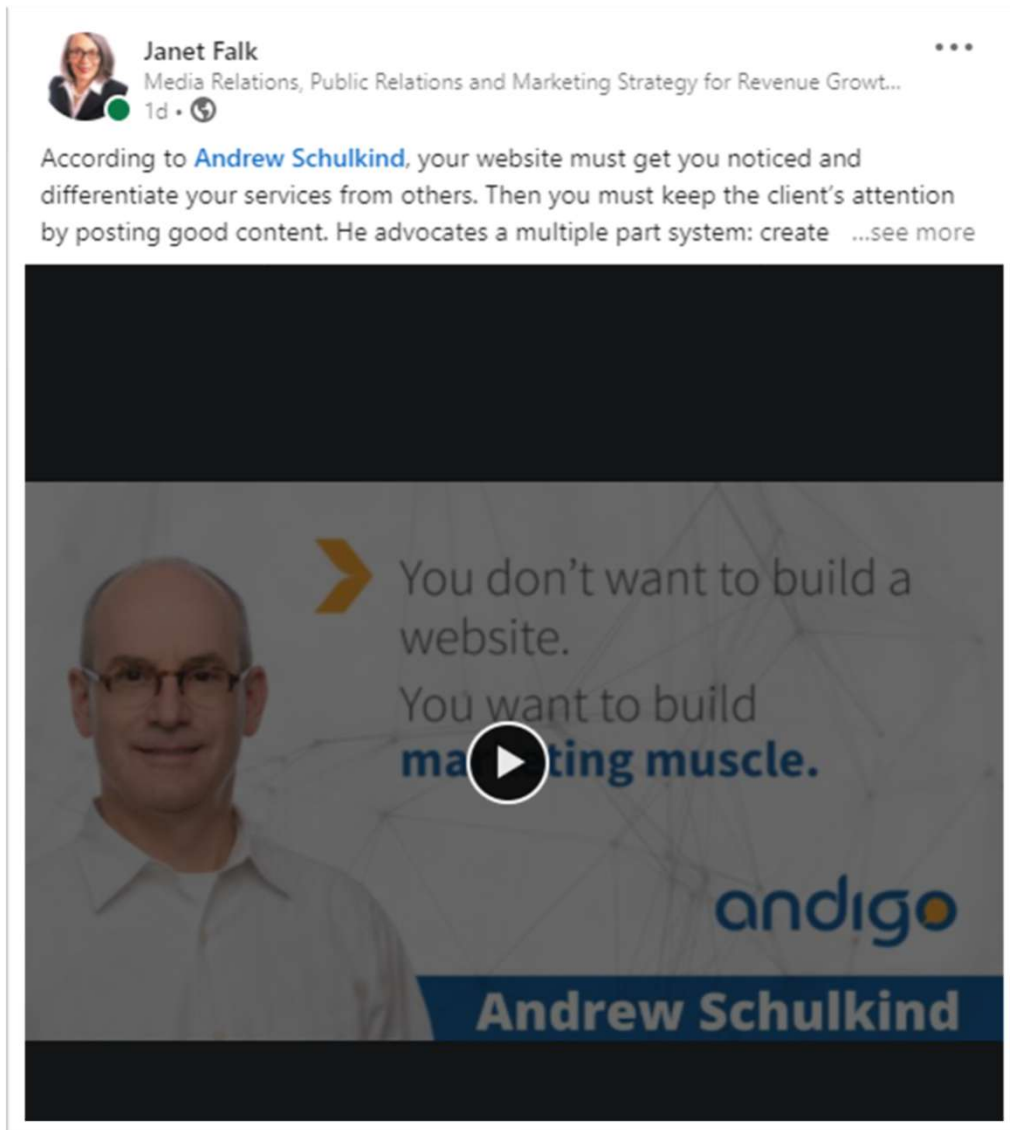
Post Your Newsletter on Your Website <http://bit.ly/2ZY7g2K>

When you get stuck, contact me for a FREE 30-minute consultation on your newsletter plans: Janet@JanetLFalk.com and 212/677-5770.

LinkedIn Activity

Share a colleague's video.

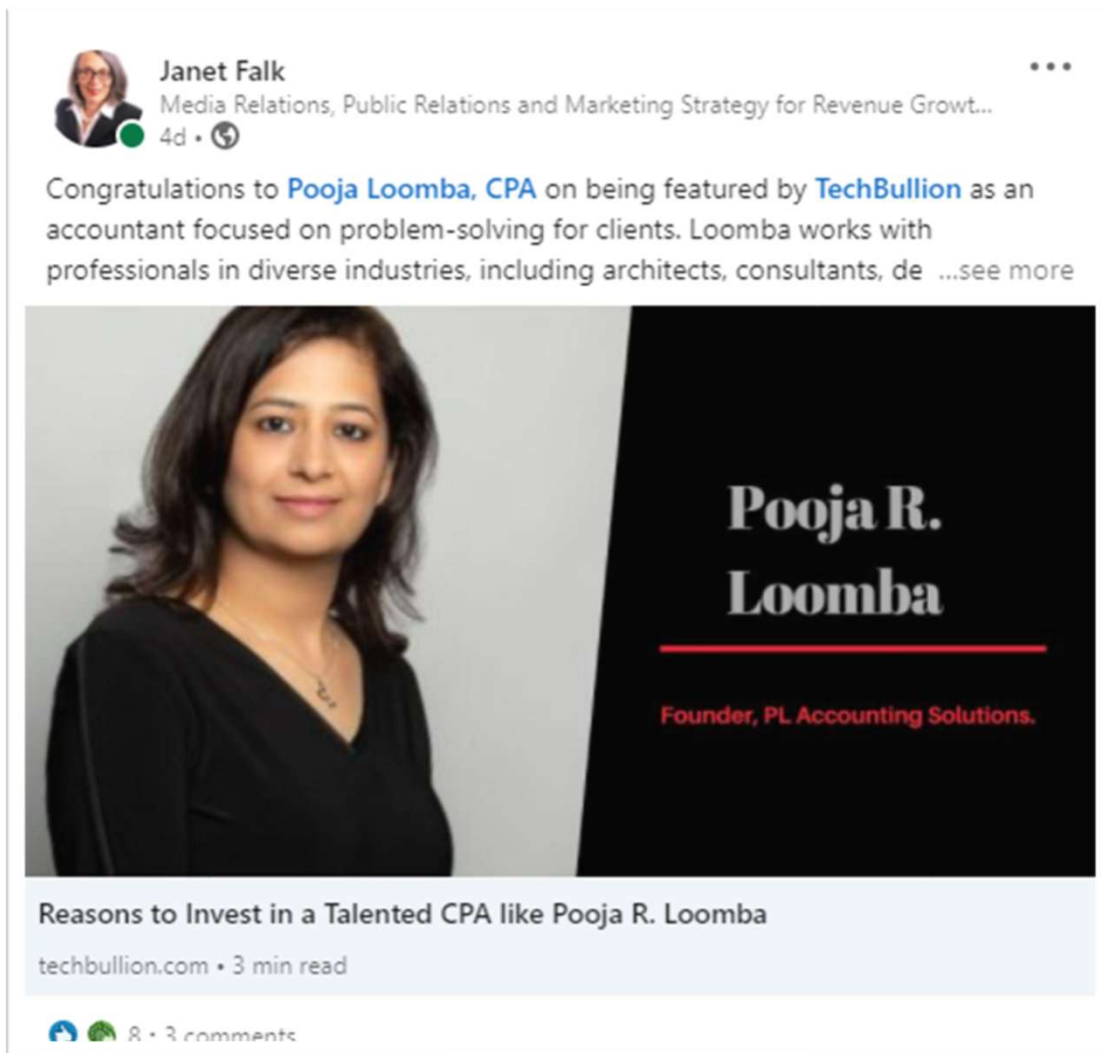
example



LinkedIn Activity

Congratulate a connection.

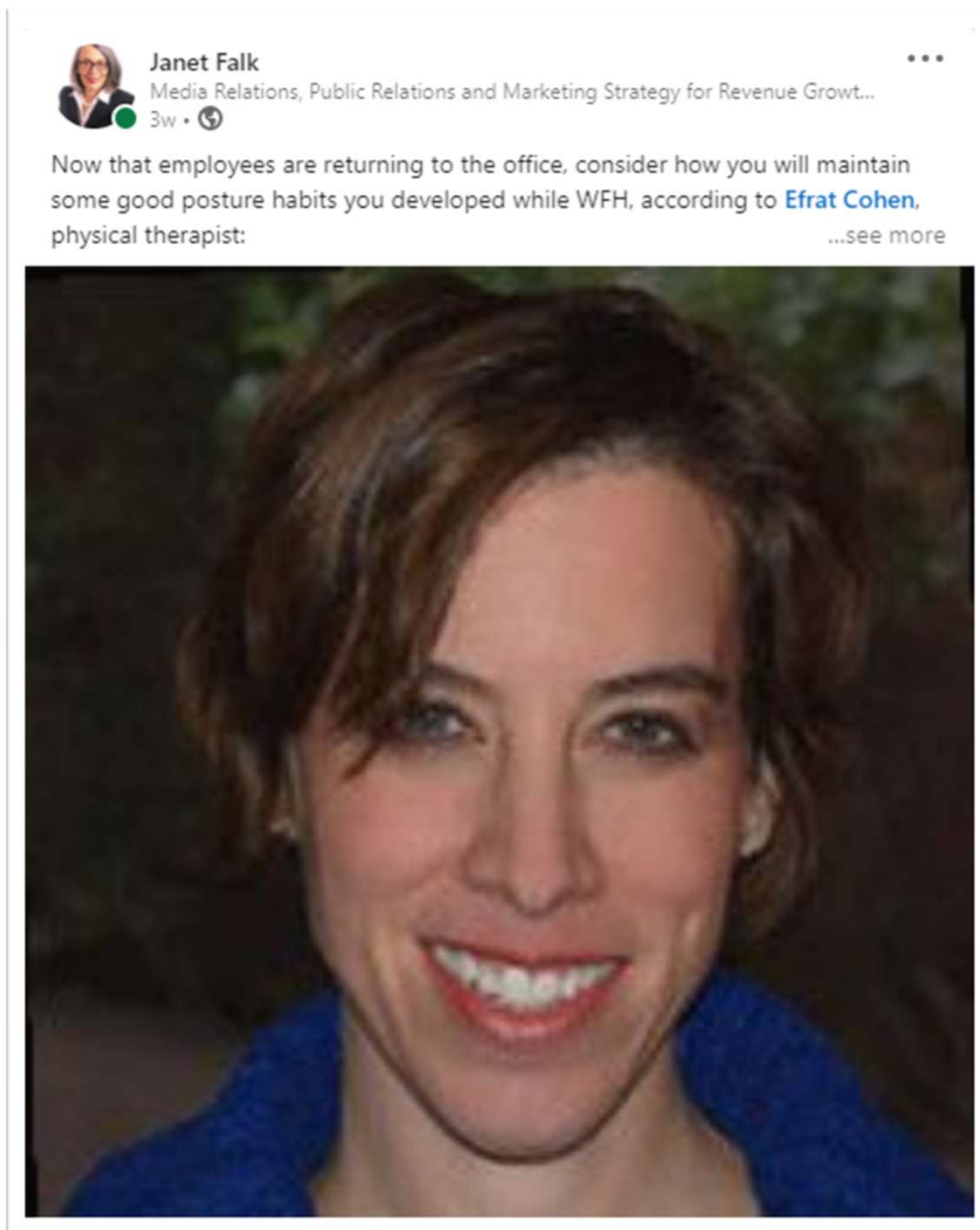
example



LinkedIn Activity

Introduce a networking contact

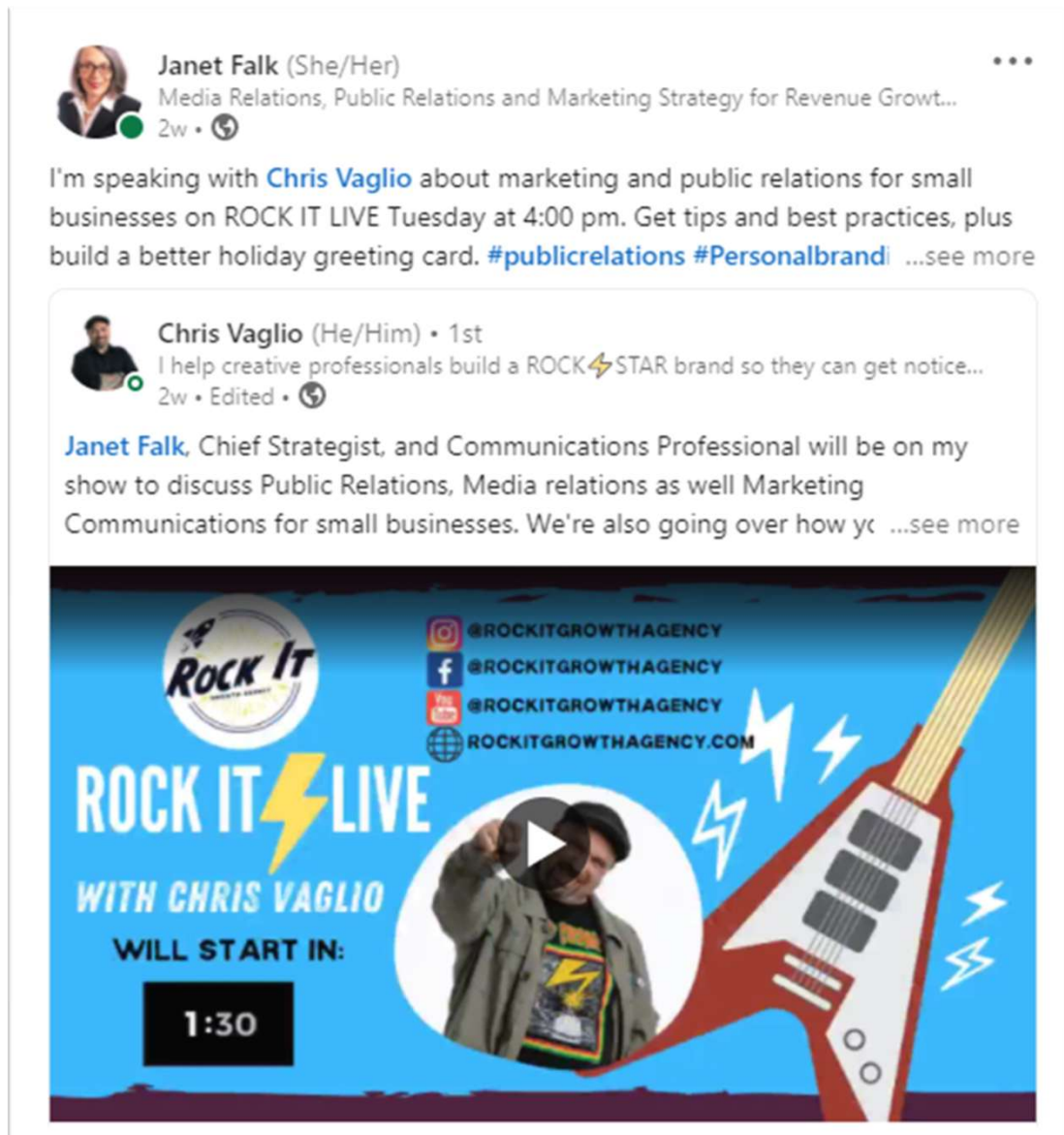
example



LinkedIn Activity

Announce that you are speaking at a conference, leading a workshop or appearing on a podcast

example



Janet Falk (She/Her) • 1st
Media Relations, Public Relations and Marketing Strategy for Revenue Growt...
2w • 

I'm speaking with [Chris Vaglio](#) about marketing and public relations for small businesses on ROCK IT LIVE Tuesday at 4:00 pm. Get tips and best practices, plus build a better holiday greeting card. [#publicrelations](#) [#Personalbrandi](#) ...see more

Chris Vaglio (He/Him) • 1st
I help creative professionals build a ROCK⚡STAR brand so they can get notice...
2w • Edited • 

[Janet Falk](#), Chief Strategist, and Communications Professional will be on my show to discuss Public Relations, Media relations as well Marketing Communications for small businesses. We're also going over how yc ...see more



The graphic for 'Rock It Live' features a vibrant blue background with a large red electric guitar on the right side. In the center, there is a circular inset showing a play button over a photo of Chris Vaglio. To the left of the guitar, the text 'ROCK IT LIVE' is prominently displayed in white, with a yellow lightning bolt replacing the letter 'I'. Below this, it says 'WITH CHRIS VAGLIO' and 'WILL START IN: 1:30'. In the top left corner of the graphic is the 'Rock It' logo. On the right side, there are social media handles for @ROCKITGROWTHAGENCY on Instagram, Facebook, and YouTube, along with the website ROCKITGROWTHAGENCY.COM. Several white lightning bolts are scattered around the guitar.

LinkedIn Activity

Publish an article, perhaps based on your newsletter or blog.

- Articles can be up to 110,000 characters
- Articles automatically cue a post, which will drive viewers to read the article

example



Time to Spring Clean and Prune Your LinkedIn Connections

Published on April 28, 2021 [Edit article](#) | [View stats](#)



Janet Falk
Media Relations, Public Relations and Marketing Strategy for Revenue Growth
for Attorney, Business Owner, Consultant, CPA | Podcast Guest

[54 articles](#)

Re-consider what constitutes a valuable LinkedIn connection

As you conduct a spring cleaning of your household, take a closer look at your LinkedIn

LinkedIn Activity

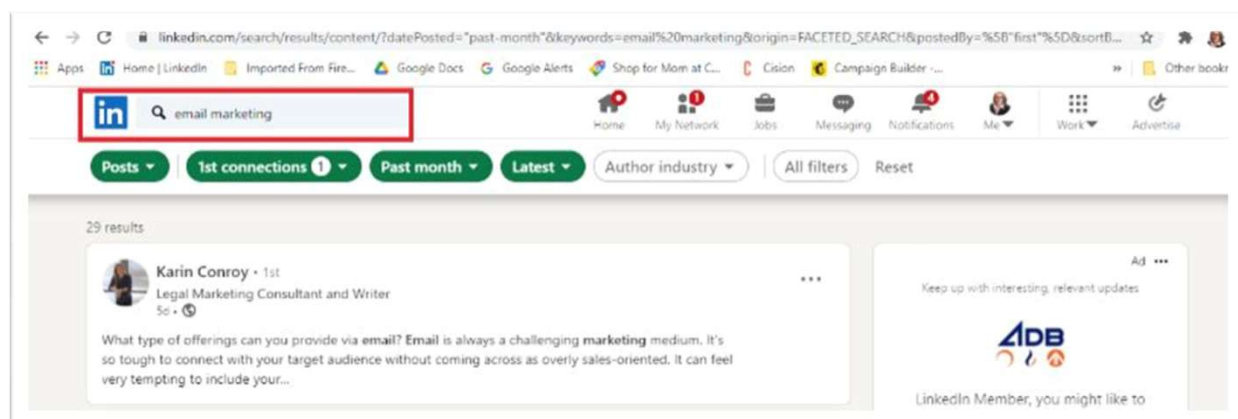
The LinkedIn algorithm will deposit posts in your feed based on your previous activity and, in the following order, what your connections:

- Have written
- Have shared
- Have commented on
- Have liked

You can determine what you read, and not the algorithm. Actively look for posts on topics of interest by using the hashtags the authors indicated.

Position your cursor in the upper left corner above your profile and type the subject of your choice. Results will be displayed. Then click **Posts**.

You can filter the results by authors who are your connections and how recently the discussions were posted.



LinkedIn Activity

How much time should you spend on LinkedIn on a daily or weekly basis?

Do some or all of the following for 15-30 minutes per day:

- Check to see who accepted your invitation to connect; follow-up with your new connection(s).
- Invite others to connect with you, as discussed above.
- Look at the profiles of people who contacted you to connect and accept or ignore the request.
- Post per the topics mentioned above.
- Search beyond your feed for posts by your connections.

Support your connections and their posts by sharing them with an introductory sentence about why this insight is valuable.

Comment on posts where there is an active discussion.

The LinkedIn algorithm prioritizes and more widely distributes posts that generate engagement.

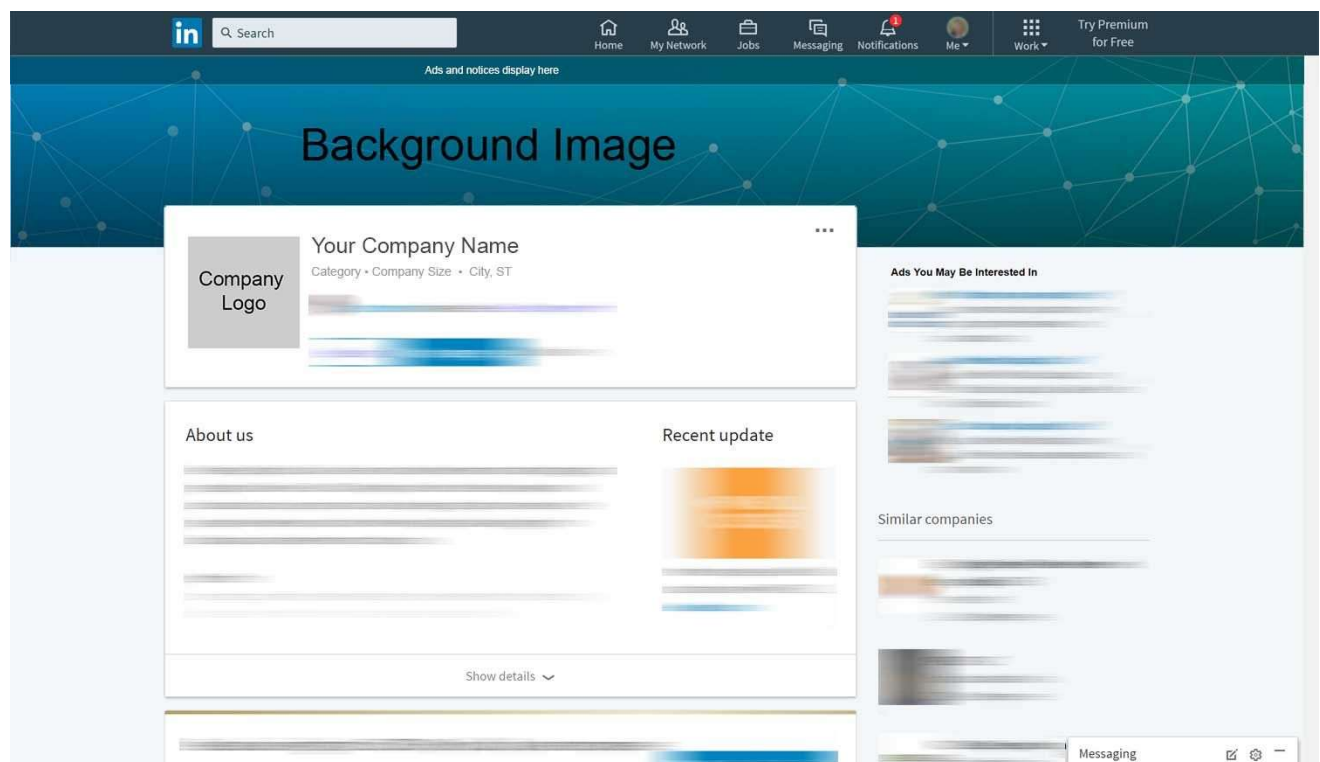
“ *Improve your presence and activity on LinkedIn with 15-30 minutes a day.*

”

LinkedIn Activity

Create a LinkedIn company page.

- Post there and share on your personal profile: two for the price of one



LinkedIn Profile, Connections and Activity:

Congratulations!

- You've tackled your LinkedIn profile and polished it thoughtfully.
- You've expanded your network by connecting with people in diverse circles.
- You may even be reaching out to new folks who have the same profession or an aligned interest.
- You're sharing ideas and resources, plus commenting meaningfully on the posts of others.

The ***step-by-step guidance*** of this book has helped you refresh your LinkedIn presence and raise your level of activity.

If you haven't already connected with me, introduce yourself and we'll walk this path together.

TIME TO *POLISH* YOUR LINKEDIN PROFILE, *EXPAND* YOUR NETWORK AND *REV UP* YOUR ACTIVITY

Contact Janet Falk for a 30-minute Strategic Consultation.

You will be confident your LinkedIn profile is working for you.

Invite Janet Falk to conduct a **one-hour private workshop** on LinkedIn for a minimum of six professionals, similar to sessions given to accountants for Continuing Professional Education. As host you attend for FREE; all others pay a fee. No travel expenses in the New York City area or a virtual session.

Janet Falk of Falk Communications and Research provides Marketing Communications services to attorneys with a solo practice or a small firm, accountants, business owners and consultants.

Contact her at **212.677.5770** or **Janet@JanetLFalk.com**.

Find more resources on her website **www.JanetLFalk.com**, where you can also subscribe to her monthly newsletter.

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