

THE ULTIMATE LINKEDIN GUIDE

this guide will cover 4 main sections.

page 4 **Your profile**

page 6 **Your connections**

page 8 **What to post**

page 11 **Using LinkedIn for Business Development**



Plus a printable 10-minute LinkedIn Routine and a 'to-do' list to keep you on track!

more than just looking for a job.

LinkedIn turned 20 years old in May 2023. LinkedIn is the largest B2B networking platform, with over 38 million users in the UK and over 875 million worldwide. It is home to many senior-level decision-makers, business owners, job seekers, entrepreneurs, thought leaders and professionals. And it is continuously growing.

48% of the UK had a LinkedIn account in 2023

LinkedIn has become more than a job searching platform. It is now somewhere that you can read news, source content, research, build relationships, socialise, learn, make meaningful connections, be entertained, advertise, personally develop your career and win business.

277% more effective at generating leads than Twitter or Facebook

If you work in professional services then you need to master LinkedIn, otherwise you are missing out on a HUGE opportunity. And it's free to use!

Understanding that your chargeable time is precious, we have created this 'ultimate guide' to be concise and informative, giving you some actionable takeaways that you can get started with right away.

use this section to note down 2 numbers:

your 'LinkedIn Score' - Social Selling Index.

[Visit this link and click on 'get your score'.](#)

If you are already logged into LinkedIn, it will take you straight to your results. If you are not logged in, then you will need to enter your login and password. This test is based on multiple factors. It will tell you where you rank in your Industry, your Network and give you your current social selling index, which is a score out of 100. This is the number you should take a note of.

your total number of connections.

To find out how many connections you have, login to LinkedIn, select 'my network' along the top tab and 'your connections' total will be listed on the left-hand column.

Make a note of these 2 figures and put them into the 'now' column in the table below. Revisit in set intervals to see how you are progressing.

	now	one month	three months	six months	one year
SSI ranking					
connections					

your profile.

Your starting point should be to focus on your profile before you make headway with connecting, posting or using LinkedIn to generate business. No matter your goal when it comes to using LinkedIn, it is essential to have a profile that is up-to-date, accurate and engaging. Your profile is your 'shop front' and it should place you in the best light possible to be the choice of professional to work with in your field.

LinkedIn provides a helpful step by step guide to setting up your profile. If there are any sections that are not complete, it will prompt you to complete these. If you are operating with an incomplete profile, then it is very likely that you will not be ranking very high on search results or LinkedIn's home feed. To access your profile, either click on your name/image on the left-hand side of your LinkedIn home page or select 'me' on the top tab, which is also your image.

Looking at your profile from the top down, give yourself an audit in these areas and make improvements where you can:

banner.

This is an image that you can insert to inject some colour, information and character to your profile. Your business may have some pre-set images for you to use here. If they don't or you run your own practice, then you can create these yourself or use a logo or image that you have.

The size of the banner should be 1584 x 396 pixels. It can be cropped, so just make sure the image looks how it should before setting.

Make your banner simple but interesting. It could showcase your skills or your brand colours. It could be a photograph of your local area. Or something that could be a conversation starter.

location.

Often in professional services, your location is key. Make sure this complete. If you joined LinkedIn many years ago, the options were limited, they are now much better, so if your location is vague, try to update this section for more accuracy.

headline.

Here you have 200 words to express who you are and what you do in a nutshell. This should not be used for your job title, but something more dynamic. E.g. instead of Solicitor, use Family Law Solicitor specialising in high-value divorce

Your headline is your first opportunity to impress and make people want to connect with you. What you say in your headline will also impact how you come up in searches.

profile photo.

You must have a profile photo. Nobody will want to connect with a faceless person. Make sure your photo is up-to-date and friendly. It could be a professional headshot, but it doesn't need to be – a good selfie or photo of yourself at an event would be fine. Just make sure it is recent and that you are dressed professionally.

Avoid using a group photo – people need to know who they are connecting with. Ideally your head and shoulders should take up at least 60% of the image.

your profile.

contact details.

Make sure that your contact details are correct and up-to-date. Many people forget to update this part of their profile and therefore are pointing people towards a former work twitter handle or old employer's website. In this section you can add multiple websites, phone number, address, email address and your birthday. These are all optional.

Add a second email address and make sure your current work email is listed under your contact details, not your personal one. Your personal one can still be used to manage your account and notifications, but your work email should feature here for any direct approaches.

profile sections.

There are multiple different sections that you can choose to add to your profile and LinkedIn is updating these all the time.

As long as you have the basic sections completed, the rest can be optional and will depend on your background, sector or preferences as to whether you see value in completing all the possible parts that LinkedIn allows you to add.

experience.

This is the section reserved for your current and previous work positions. Make sure that the company logo is showing on each position listed. As you would on your personal CV, list the rough dates, job title and a brief description of your role at each place.

Remember! Your LinkedIn profile is public and it will be indexed by search engines. Optimising your profile and using plenty of keywords, search terms and links will help you rank highly when people are searching for your services.

about.

This is a really key part of your profile and it is worth spending some time on this section. It should be detailed, but not too long. 3 or 4 short paragraphs is an ideal length. It could mirror what you would write in your covering letter or opening section of your CV.

Your about section should cover who you are, what you do, what type of clients/businesses you can help, the way you work, your aspirations, your background and also inject a bit of personality or personal details.

Don't be dull. This is an opportunity to stand out in a sea of other professionals on LinkedIn.

This is a good place to also list your contact details to maximise people getting in touch offline.

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your connections.

54% of people on LinkedIn have fewer than 500 connections.

The average number of connections per LinkedIn profile is between 500-999. Are you above or below the average? The more connections you have the higher your total engagement will be. Professionals using LinkedIn should aim to have 500+ connections to have your content favoured by LinkedIn's algorithm and to be found more easily in searches.

Your posts are only likely to be seen by 10-15% of your audience. So, if you have 200 connections, you may only have 20 people actually seeing what you are posting. Therefore, it makes sense to always be growing your LinkedIn connections. You can do this in several ways. Depending on how the 10-15% of people engage with your post (likes, comments, shares, click-throughs) will then drive the release to the other 85-90% of your connections.

That said, having thousands of connections who you do not have any interaction with can be counterproductive. So, it is best to have a growing base of connections, but connections that will be valuable. I.e., those who live locally, are in a similar industry, are people you know, potential clients or referrers, and those who are likely to interact with your posts.

1st connections

People that you are connected with. Either one of you has sent or accepted an invitation to connect.

2nd connections

You are not connected, but you share mutual 1st connections. You can see your mutual connections, send an invitation to connect or an In Mail message.

3rd connections

You are not connected, but you share 2nd degree connections. You can send an invitation to connect or an In Mail message.

out of network

People who do not share any connections in the above categories. You are not able to send requests to connect, but you can send a message to them.

your connections.

who to connect with.

Once you have updated your profile and decided that you need to grow your LinkedIn connections, you might be wondering where to start. Some people that you may wish to connect with could include:

- Colleagues
- Clients
- Family Members
- University, College or School Contacts
- Past Colleagues
- Competitors
- Friends
- Target Clients / Referrers
- Professional Referrers / Contacts
- Local Business Owners / Directors / Management
- People you meet at networking events
- Industry influencers or spokespeople or key voices

For ideas on who to connect with you can:

- Look at your colleague's connections
- Look at LinkedIn's recommendations of people you may know
- Look at company LinkedIn pages and the staff listed under the business
- Directly search for people you know
- Search for people in certain areas, industries or positions
- Join Groups or communities

interacting with your connections.

Once you have built up connections, it is important to have some interactions with their posts.

- Like their posts (there are also options to love, celebrate, laugh, etc.)
- Comment on their posts
- Share their posts with your connections
- Share their posts with your own added comments / thoughts
- Follow their company pages
- Sign up for their company newsletters if they have one
- Respond to polls
- Contribute to discussions in groups
- Respond to your LinkedIn messages
- Tag connections in posts that you think would interest them

Building up relationships by supporting their content is likely to result in them returning the favour and this is mutually beneficial.

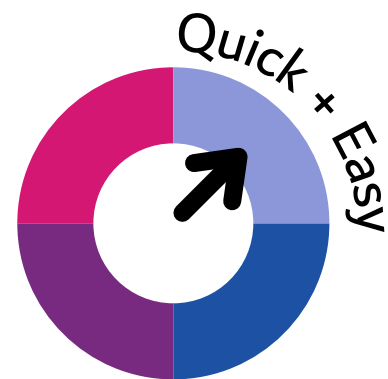
You need to comment using more than 5 words for LinkedIn to class it as 'engagement'. So, typing "congrats" on a new job post, won't cut it. Instead, write 'congratulations @Martin on your new role, wishing you all the best and look forward to catching up soon' This is much more impactful.

what to post.

posting is often where many professionals become unstuck.

They understand the importance of LinkedIn, they can create a decent profile and connect with people, but then struggle to post regularly.

There are many different types of posts that you can share on LinkedIn. We'll start with some quick easy wins, then gradually move onto more challenging posts that you can build up to once you feel more comfortable using LinkedIn.



re-share posts from your company LinkedIn page.

Not just those that mention you or your department, but everything that your company page shares to help the firm as a whole. If your company page is active, then this alone could provide you with at least one thing a week to post.

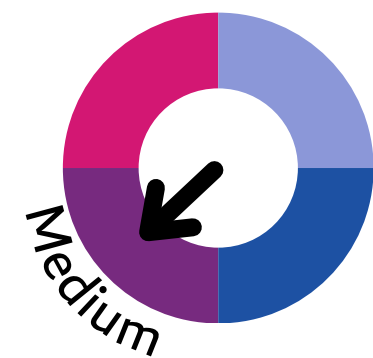
- Drives followers to the company page
- Directs people to your company's website
- Raises the firm's profile
- The work is already done



share existing content.

Share posts, articles, or news from LinkedIn or other sources, such as industry websites, forums, or news sites. Either copy and paste the hyperlink or use sharing buttons if they are available. Ideally, you should also add a short line of commentary to give the post added value, rather than just broadcasting.

- Sharing other people's posts/content can build relationships
- Sharing topical news can show that you are up-to-date
- Sharing industry insights demonstrates your knowledge/specialisms
- The content is already written



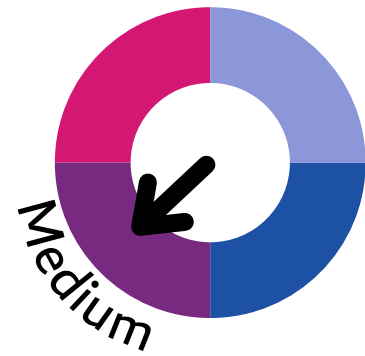
short-form posts.

These could include quick updates, what you are currently working on, commentary on trends or news, a Poll, shout-outs to your team/colleagues, announcements, sharing a photo from an event, asking your connections for help with something, celebrating an achievement, a status update, a 'throw-back', an inspirational quote or funny story.

You should aim to keep these short and sweet. Include a question or a call to action to boost engagement.



what to post.

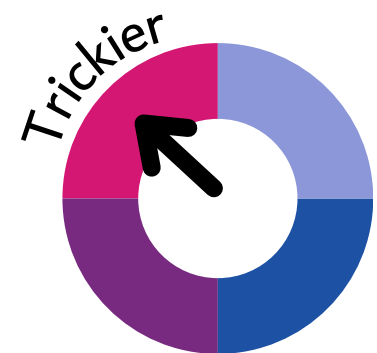


personal/'Facebook style posts'.

We have all seen the social posts that professionals share on LinkedIn – whether it's a picture of their breakfast, them walking the dog, or out with their family.

Many professionals shy away from 'these types' of posts and some even detest them and regard them as content that should be reserved for Facebook or Instagram rather than their professional networking platform. This is of course a matter of opinion and there will be certain updates that are definitely not for LinkedIn. However, injecting a bit of your personality, interests, and lifestyle is a brilliant way of building relationships and rapport. Your connections will feel that they 'know' a bit more about you, which of course is the first step in the 'know-like-trust' cycle.

People buy from people, especially in the professional advice industry, and 'social selling' is a much softer sell. So, give it some consideration. You have ultimate control of what you share on your LinkedIn, so only share what you are comfortable sharing.



long form posts.

A chance to provide a more in-depth piece of content that positions you as an expert in your field.

This could include a deep dive into a topic where you write in longer sentences and paragraphs, a guide, a list, an article or blog, results of a survey, a case study, etc.

These will take more consideration and take longer to write. But they can help to share your thoughts, boost your search ranking (both on and off LinkedIn) and has more potential to 'go viral' and reach a much wider audience.

See the 'help I don't know what to post' sheet at the end of this guide for more inspiration.

for example...

Hannah Perryman • 1st
Helping Solicitors, Accountants and Professional Services firms with the...

If you firm relies on referrals, repeat work and recommendations, then excellent client service is a must.

But is everyone within your business rowing in the same direction when it comes to putting clients first? ...see more

How do you Build a Customer-Focused Culture? - Consortium - more than marketing
consortiumbiz.co.uk • 4 min read

what to post.

how often should you post?

A professional using LinkedIn should make sure they are posting once a week as a bare minimum. Whilst there is not a magic formula for the number of posts you should make each week, it does pay to be consistent. Try not to leave long gaps in between posting or fluctuate too much by posting daily and then disappearing for a month.

You need to strike the balance between posting interesting and different types of content, regularly.

If you want to raise your profile and start to win work from LinkedIn, you should aim to post 2-3 times per week using a range of long-form and short-form posts to engage your audience and receive a good number of interactions.

Tuesdays, Wednesdays, and Thursdays between 8am and 5pm are the best times to post on LinkedIn as this is when most members are using the platform. The weekends tend to be quiet on LinkedIn and Mondays and Fridays are often when people are catching up, working from home, or have booked days off. However, every industry is different, and you may find your own optimal time of day/week to post.

tips for getting your posts noticed.

- Always include an image. Posts with images get 50% more interaction. You can take your photo on your phone, and use a royalty-free image or an image belonging to your business.
- Use Hashtags to help LinkedIn categorise your content and to appear in searches. Avoid basic hashtags like #Comment or #Business as these will probably be flagged as spam. Instead, choose popular hashtags that are relevant to your topic or niche that you are discussing. A quick Google search can provide you with hashtag ideas. You should use somewhere between 2-10 hashtags in your post. LinkedIn will help suggest some once you start typing.
- Tag connections in your posts. This will help with your reach as the post will then be seen by a percentage of their connections as well as yours. Avoid overdoing this as it may irritate someone if you tag them every week!
- Over time you will learn what style of posts receive the best interaction, you can then adapt your plan and post more of this content.

the power of a good post.

A good post will grow and grow. A post that receives likes and interactions from your 1st connections will then be seen by their 1st connections (your 2nd or 3rd connections). Someone re-sharing your post is incredibly powerful, but it does take some good content and time invested into building up the know-like-trust process with your connections.

using LinkedIn for business development.

So now that you have reviewed and improved your profile, made some new connections, and become a more regular LinkedIn poster, it is time to start winning business from LinkedIn. Yes, it is possible to win clients and build referral relationships from LinkedIn.

taking it offline.

Growing your connections online is great, but where you are really going to get value is when you can turn your online contacts into real-life meetings or conversations.

- Use your 1st connections to ask for an introduction to 2nd connections
- Send personalised messages rather than cold requests
- Follow up with new connections
- Ask if you can meet for coffee
- Ask if you can send them an email
- Attend networking events alongside your online networking efforts
- Find your local LinkedIn meet ups
- Export your LinkedIn connections into a database
- Add your LinkedIn connections to your newsletter communications

business development.

If you have identified a business or a work referrer that you would like to work with, then LinkedIn is a great way of building a relationship. If you do not know them, then you can connect, follow their business, and interact with their posts. This will position you as a nice, supportive, and professional person that they might wish to engage with.

You can use LinkedIn to research too. Say you are an Employment Lawyer and your 'target' is HR Managers or Directors in a certain location or certain sector. You can perform a quick, free search that will list everyone that fits that criteria. From here you can message, connect, and find out more about them to create a plan of action.

Here is where those 'personal' posts that you hate really come in handy! You might find that your key target enjoys golf and you can then use this as a conversation starter or invite them to your company's next golf day. You could discover that the referrer you want to work with posts about a regular networking event that you can ask about and attend as a guest of theirs. Finding something in common is a great ice-breaker and door-opener to working together.

If you have a meeting with a client or potential new client, then LinkedIn is a great way to source some useful information ahead of time. It will be really impressive if you can comment on something they have posted on LinkedIn or if you have an insight into what their business has been doing. For example, they may have recently been shortlisted for an award or opened a new office location, or the connection you are meeting could have just taken part in a running event for charity which you can congratulate them on. This instantly turns your meeting into a friendly and personable exchange rather than a transactional meeting.

using LinkedIn for business development.

ask for introductions.

Another powerful tool on LinkedIn is looking at who you have mutual connections with. If you have identified a client, referrer, or person of interest that you would like to know, look at your mutual connections and see if any of them can introduce you.

ask for recommendations.

Testimonials are powerful. You can ask your LinkedIn connections for a recommendation and give them to others. These appear on your profile. It is worth asking connections from time to time so that you have new, up-to-date comments to embellish your profile.

make use of 'who viewed my profile'.

You can see 'who's viewed your profile' which you can find in the left-hand column of your home page, underneath your name and photo. If you have the free version of LinkedIn, you can see how many people have viewed your profile in the last 90 days. This is also a good number to make a mental note of, to see if your efforts are getting you noticed more. On the free version, you can see the last 5 viewers. People who viewed your profile in private mode will be locked. However, LinkedIn does provide some insight into the sectors or businesses that people are viewing your profile from. If you want to unlock all your profile views and other functions you can upgrade to a premium account.

Regularly check who has viewed your profile and connect with anyone of interest. It is also a great strategy to message those who have viewed your profile and ask them if you can help. Often people lurk on LinkedIn, but taking a proactive approach to reach out and start a conversation will help you stand out. Perhaps someone is looking for a new accountant and is taking a look at several profiles, you could be the only one that reaches out, that is powerful in itself.

examples of what to say:

to an existing connection viewing your profile:

Hi <first name>

I noticed that you have taken a look at my LinkedIn profile this week, which prompted me to get back in touch.

How are you doing? Shall we catch up over a coffee soon? <or insert a reference to a previous conversation you have had>

to a non-connection viewing your profile:

Hi <first name>

I hope you are having a good week.

I noticed that you have recently viewed my profile. I wanted to check to see if you found what you were looking for or if I can help you at all?

Or; I noticed that you have recently viewed my profile. It would be good to connect and stay in touch. Is there anything that I can help you with in the meantime?

LinkedIn 'to-do' list.

We hope that you have found this guide useful. Be sure to refer back to it from time to time to refresh your memory on some best-practice for using LinkedIn. Remember to also revisit it to make a note of your SSI score and number of followers as this will be a great motivator!

getting started.

Check your login details, make a note of your password	
Ask your PC/Laptop to remember you	
Make sure your profile is not set to private or restricted in any way	
Download the LinkedIn App	
Check your SSI score and make a note of the figure	
Check your total followers and make a note of the figure	

your profile.

Do you have a banner?	
Is your profile photo up-to-date, professional and friendly?	
Re-write your headline	
Make sure your contact details are complete and correct	
Ensure that your work email address is showing	
Add your company website to your contact details section	
Is your town/city listed in your location?	
Re-write your about section	

your profile.

Make sure your experience is up-to-date	
Beef out your experience in previous roles if this is slim	
Ask for recommendations if you do not have any recent ones	
Remove any old content from your profile that you no longer want to share	

actions.

Connect with all your colleagues, professional clients and referrers	
Join some relevant groups	
Follow key influencers, industry experts and key voices	
Follow key publications or news pages for your industry	
Invite your connections to follow your company page	
Diarise your daily 10-minute routine	
Diarise your weekly post	
Start a word document to save links or jot down post ideas	
Diarise to check your SSI score and connections total in 3 months	
Diarise to check your SSI score and connections total in 6 months	
Diarise to check your SSI score and connections total in 9 months	
Diarise to check your SSI score and connections total in 1 year	

daily 10-minute LinkedIn routine.

Here is your daily 10-minute LinkedIn routine, which you can print and pin up near your desk or save to your desktop as a reminder. Spending just 10 minutes on LinkedIn each day will help you develop a rhythm and build your confidence and creativity.

Put a recurring event in your diary, so that you will be reminded to do your 10 minutes every day. You might want to put time aside for this every morning, or every afternoon when you have a coffee break. Lunchtimes might work best, or you might wish to switch it up and schedule times around your workload or in the evening.

don't forget your weekly post.

Doing your daily routine will really help get you into a habit, but looking at what others are posting everyday will no doubt inspire you to make your own posts. Once a week – as a minimum – post something on LinkedIn.

Block out half an hour in your diary to make sure that this doesn't get overlooked. You might find that inspiration strikes, so make a note of these ideas so that when it comes to your weekly post, you have something up your sleeve. If you are short of ideas, take a look at the 'Help! I don't know what to post' guide.

1. Check your inbox and respond to any messages
2. Check your notifications and take action if needed
3. Check 'who's viewed your profile' and take action if needed
4. Accept/Decline connection requests
5. Scroll through your home page and like at least 3 posts
6. Comment on a connection's post (remember minimum 5 words)
7. Share your Company's latest post (if there is a new one to share)
8. Find a new connection and send a personalised request (this will push you to constantly be growing)
9. If your company doesn't have a new post, share something from another company or industry expert that you are following
10. Follow a company page

help! i don't know what to post!

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work related.

- Photos/ posts from networking events, conferences, training events, coffee meetings etc.
- 'Status' updates – what are you busy working on today
- Share your schedule – what does your busy week look like – particularly if you have something exciting or different to share
- Round up of your week
- Answer an FAQ that you get from clients (this could be a whole series of posts or be a post that you make once a month)
- Create a Poll
- Share the results or commentary of your Poll
- Tip you would tell your younger self
- Top 5 / 10 things you have learned from.....
- A common misconception in your industry
- Crowdfund – ask 10 people in your office for a tip/answer to a topic
- What is your morning routine
- What are your daily work rituals
- Top 3 things you look for in a working relationship
- Top 3 things you look for when interviewing a candidate
- Celebrate a 'win' or a milestone
- Share a recent challenge and how you overcame it
- Share a mistake and how you learned from it
- Tag a colleague and give them a shout out for a piece of work or attitude
- Share a fact or statistic related to your industry with some commentary
- A motivational quote or piece of advice
- Post about key dates or deadlines coming up in your industry
- Post about key events people should know about
- Relate a post to a national awareness campaign or themed day/month
- Share a meme – sometimes you can just post something for fun
- Share a productivity hack or piece of tech you enjoy using
- Interview a team member
- Share a client success story and tag them
- Share a client case study
- Comment on emerging trends
- Behind the scenes – photo of your work area / event / prepping for something
- Speculate on the future – what's the next big thing, discuss trends you have noticed, speculate on what could be coming out of the latest Budget, statement, Government decisions or legal changes
- Promote a service – don't be shy to share the occasional plug
- Promote an offer
- Showcase something new you have learnt – this could be a qualification, exam pass, or something you have learnt from a webinar
- Ask an open-ended question
- Go live with a quick video talking to camera
- Share a short story – this could be about an anonymous client or something about yourself

help! i don't know what to post!

your company.

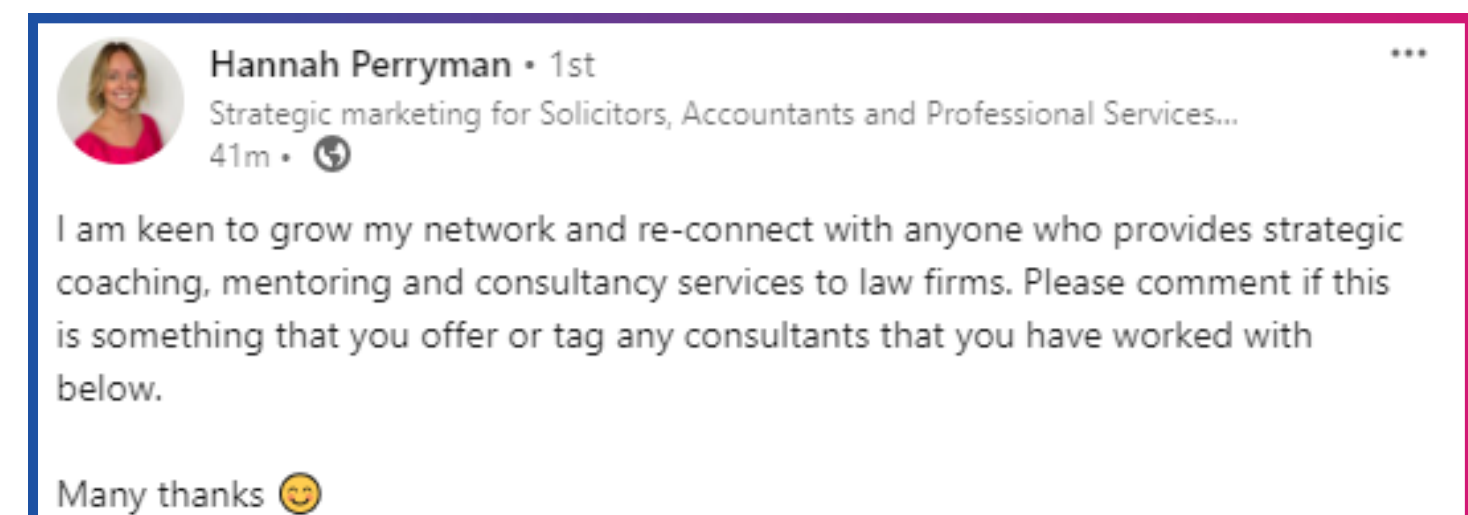
- Share your company's latest blog
- Share an older blog (checking still relevant)
- Pull out 5 points from your company's latest blog and post them as separate tips with a link to the full article
- Share your company's vacancies with a link to the website page
- Share your latest review / testimonial
- Share a link to your Trust Pilot or other review sites
- Share the link to sign up for your company's newsletter
- Promote an event your company is running
- Post about the history of your firm. – is there a quirky bit of history or is there a story behind the company building?
- Share a document – do you have a PDF brochure, flyer, guide or whitepaper?
- Share press stories from your company
- Share award success
- Share industry accolades
- Pick a page of your company website and write a post about that area with a link

places to draw inspiration.

- Google key search terms your clients might be searching for
- Search for your practice area / specialism and look at Google News for topical content to share or comment on
- Look at LinkedIn's trending news
- Look at what your competitors are posting
- Search LinkedIn using a # related to your field
- Look at industry papers, magazine and online publications / forums

personal/hobbies/building connections.

- Share something that inspires you – a book, a coach, a celebrity, family member
- Share a good book – with commentary / what you have learned / enjoyed
- Share a good podcast – with commentary / what you have learned / enjoyed
- Top 5 list or top 10 lists – could be business related or just for fun
- Throwback to something exciting you have done
- Photos and posts from charity events
- What is your 'why'
- What was your first ever job – what did it teach you that you still use today?
- 5 interesting things about you
- Talk about a group, hobby or club of yours – can you relate it back to work or your profession somehow
- Photo and commentary on your desk set up
- Share your story – what makes you, you, how did your career get started or how you got to your current position
- 'This is Me' post. This kind of post is goof for when you have recently connected to lots of new people
- Photos of videos of you doing something you love
- If you have a dog – dog pictures usually get a great response on LinkedIn!



want more?

win free LinkedIn training for your whole team.

If you found this guide useful and think your team should brush up on their LinkedIn skills too then here's your chance to win free training for you and your team. [Write to Lara](#), award-winning coach, and tell her why you think your team needs training. We pick a winner every month!



Ray Crudgington - 2nd

Managing Partner at Grant Saw Solicitors LLP Greenwich, London

November 22, 2023, Ray was Lara's client

Lara gave me and the team a whistlestop, one hour tour of the basics of LinkedIn with lots of hints on how we can do better. I have got a bit out of practice and I'm looking forward to using some of the tips to have better interactions with my business contacts. Great work, Lara.

your first LinkedIn post!

Tell us what you thought of the Ultimate LinkedIn Guide in a LinkedIn post and make sure to tag us. Use the hashtag #ConsortiumCommunity to be in with the chance to be featured in our monthly LinkedIn newsletter!

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