

# [PDF] How To Write A KILLER LinkedIn Profile... And 18 Mistakes To Avoid

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## Books Details:

Title: How to Write a KILLER LinkedIn

Author:

Released: 2013-09-05

Language:

Pages: 154

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ISBN13:

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## Description:

**Review** "Many people are beginning to truly understand the strategic networking power of LinkedIn, but it's surprising how few have adopted good habits when constructing and maintaining their LinkedIn profiles. Personal branding and sending a concise message to people who visit your profile is critical. Brenda Bernstein's e-book holds key profile strategies and important tips on avoiding networking pitfalls. As a LinkedIn trainer myself, it's good to know I have a resource like this for my clients to help them after they've left my classroom." - Michael Phelps, LinkedIn Trainer, Milwaukee, WI

"I just love this new book! It absolutely addresses topics no one else has and that people should be

paying attention to. It hits the bulls-eye on making LinkedIn work the way it's intended!" - Larry Megugorac, Sales Executive, Brentwood, CA

"I have read How to Write a Killer LinkedIn Profile a few times now, and it has truly alerted me to the power of words, the use and turn of language, and the positioning power that I can master and take advantage of as I transition into my next job opportunity. I appreciated the knowledge and hands-on expertise Ms. Bernstein has laid out in these pages and honestly wanted more at the end of the book." - Luisa Michel, CFA, Columbia University MBA, St. Louis, MO

I especially appreciated the step-by-step instructions for changing certain parts of the profile. It's funny, but after the work I did yesterday, I had seven hits from colleagues who were seeing me "surface" again. - Will

**From the Author** Writing a book about LinkedIn is a constantly evolving process. As LinkedIn changes its game, I am constantly being called on to change mine. If you read the book and find there is something not updated to the current version of LinkedIn, rest assured that a new edition is in the works!

I wish there could be a print version of this book, but with the frequency of updates to LinkedIn any version is only valid for a couple of months. If the changes ever slow down I promise I'll go to print.

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