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# Focus on LinkedIn: Create a Personal Brand on LinkedIn to Make More Money, Generate Leads, and Find Employment (Business Professional Series) (Volume 7)

*Richard G Lowe Jr*

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Professional Business Series #7

# FOCUS ON LINKEDIN™



Create a Personal  
Brand On LinkedIn to  
Make More Money,  
Generate Leads and  
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Richard G Lowe Jr

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## LinkedIn to Make More Money, Generate Leads, and Find Employment (Business Professional Series) (Volume 7):

0 of 0 people found the following review helpful. Maximizing the Most from LinkedInBy Beverly Ann McCallRobert Lowe did a superb job detailing and explaining the steps I needed to build an promote my personal brand using this program. As a result of reading this book, I learned about all of the components of my account. I also got a better appreciation of the importance of this program. He provided background information that will help me to integrate the other social media sites I use with my LinkedIn account. The message I took away from this book is that to be successful in developing my brand platform, I need to invest wisely in this endeavor taking full advantage of all of this program's options. The dedication of time will yield positive results.2 of 2 people found the following review helpful. Meet with your LinkedIn ConsultantBy Susan NealWow, this book was like meeting with a consultant on how create your LinkedIn profile. The book explains in detail what to include in your summary paragraph, under experience, and how to deal with gaps in work experience. He give examples from a lot of different job fields. Tips on how to utilize the background photograph space are provided, along with, several examples of backgrounds he has created. Business pages are discussed, as well as, LinkedIn etiquette when conversing with others on site. Overall, this is an excellent book that is a lot less expensive than meeting with a consultant!3 of 3 people found the following review helpful. As a former manager I recognize the value offered by ...By RAKAs a former manager I recognize the value offered by this service, I referred to it when considering potential job candidates and others have found me through it. Richard's book helps bring to light the importance of being visible in a technology focused world and how LinkedIn can assist with this. The only missing piece might be how to use it as you transition into retirement from one career to another.

Don't know what to do with your LinkedIn? Does it appear complex and overwhelming? Do you even have a LinkedIn profile, or is in such a bad state that it's embarrassing? I know what you mean, because a few years ago My LinkedIn profile was barren, with just a few lines from my resume. I had no idea what to do with it, and didn't know how valuable taking the effort would be? I mean, it's just another social media platform, right? Well, not exactly. Since I rewrote my profile, I get a steady stream of qualified business leads that come straight to me. Most of these turn directly into money. In fact, my first huge ghostwriting project came directly from LinkedIn. "I read your LinkedIn profile," a customer told me in an email. "Let's talk. I want you to write a book. How do I pay?" You can get results like that as well - unless your LinkedIn profile doesn't exist or doesn't describe you and your products and service well. If that's the case, you're passing up on money, leads and potential employers. As you read Focus on LinkedIn, you'll learn what you need to do to your profile to make it work for you. One satisfied reader said, "As I read, it felt as if I had a highly-trained consultant telling me his secrets." Once you've completed reading Focus on LinkedIn, you will: Understand the unique importance of LinkedIn, which is one of the best ways to get employers and clients to come to you. Best of all, they'll be pre-qualified leads, for the most part, which means they are ready to hire or buy your products and services. Increase your qualified leads by targeting your LinkedIn to the right audience. Decrease the time you spend fruitlessly searching for anyone who will buy your products or services, or offer you a position in their company. Explode the size of your professional network by spending as little as a few hours optimizing your professional brand on LinkedIn. Define your Personal Brand and deliver an effective message to build a Professional Network that looks to you for answers. Increase your business or job offers by several times the current level. Increase your earnings while reducing the time you spend with unqualified leads and employers. You'll learn all of this and much more within Focus on LinkedIn. My name is Richard Lowe Jr, and I am a Senior LinkedIn Branding Expert, trained by Donna Serdula of LinkedIn Makeover. I am the Senior Writer and Owner of The Writing King, and have written several books about professional branding, business networking and social media. You can continue to ignore the power of LinkedIn and by doing so pass up on countless qualified leads from clients or employers, or you can learn how to write your own LinkedIn profile from an expert with 35 years of experience. Stop turning away work and clients. Click the buy button and get started on your new profile today. Don't you want to leverage the massive power of LinkedIn to your advantage?

"Focus on LinkedIn is an excellent piece of work, a great read I must say. It is not very often I get a piece on the full functionalities of LinkedIn that kept me reading from the very first page to the last. Great work sir." - Olawale IbrahimFrom the AuthorIn 2013, I left my job of 20 years as the Director Computer Operations for Trader Joe's to pursue my dream of becoming a professional writer. One of the first things I did was to engage the services of a company to help me update my LinkedIn profile to professional standards.