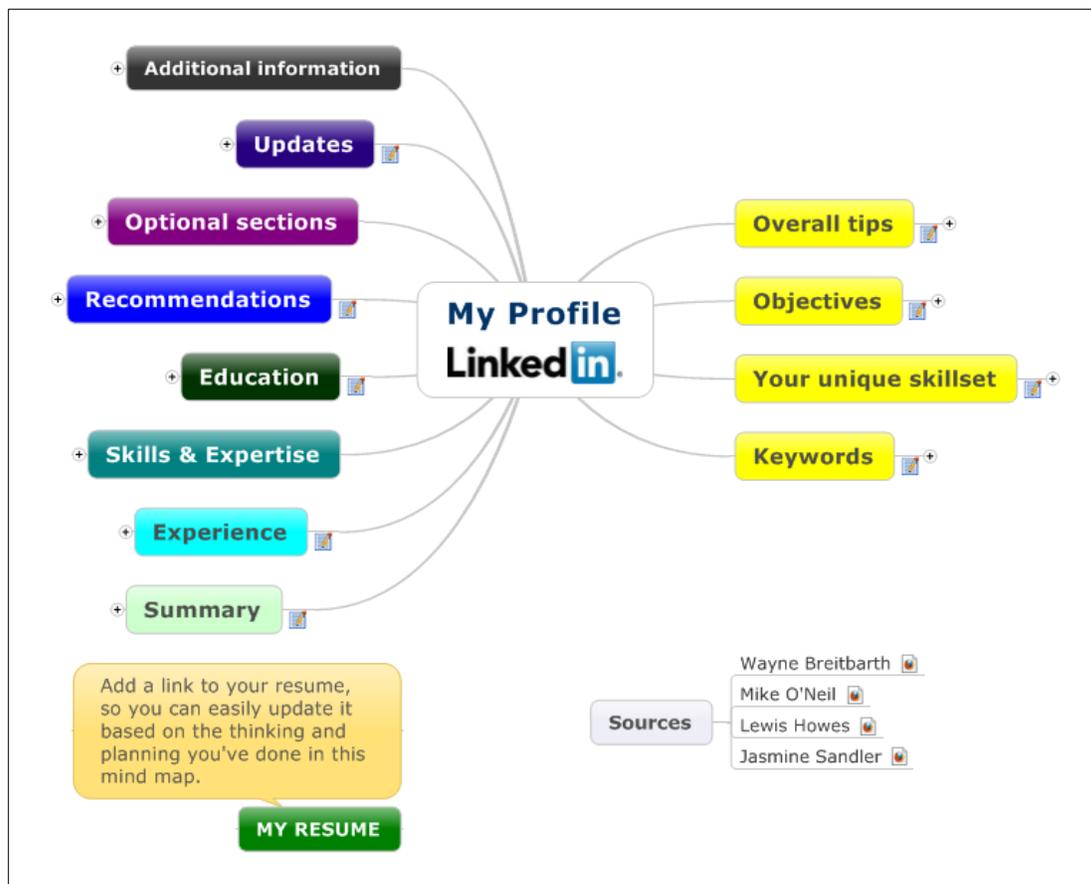


## How to improve your LinkedIn profile - visually - so it gets outstanding results

Your LinkedIn profile is critically important to the success of your career. It determines the connections you make, the knowledge you gain and the opportunities you are able to leverage - to an extraordinary degree that most of us don't appreciate. It has become the ultimate business networking tool, enabling us to find others with similar interests, locate candidates for key jobs in our organizations and present yourself to the world in a richer hue of colors and nuances than a resume would ever allow.

I think there's real value in approaching your LinkedIn profile just as you would any other large, complex report you prepare for your job. In other words, it makes sense to develop a complete "skeleton" – a mind map overview of your ideal profile and the key words recruiters and others



would use to find a person with your unique skill set – before you actually add information to or update your LinkedIn profile.

In effect, this technique enables you to step back and look at your career – and the LinkedIn profile that will represent it to the world – from the 50,000 foot level. Laying out the content of your profile and refining it in visual form can help you to identify themes that you may want to reinforce. It will also help you to use keywords more consistently throughout your profile, which will result in it appearing higher in LinkedIn's search results.

This mind map template that will help you to rethink your LinkedIn profile. It's filled with some of the best LinkedIn advice available, embedded in the map's topics, giving you both the tool AND the context to make the best use of it.

## How to use the template

Rather than provide you with a lengthy written report, the bulk of the strategic advice on how to create a top-notch LinkedIn profile is actually contained within the mind map itself – in the form of topic notes. This ensures that you will have the specialized knowledge you need as you modify this template to meet your needs. Tool plus context – don't you love it?

In its current form, this mind map provides you with a framework, plus some subtopics that teach you key principles and practices you need to effectively craft each part of your profile. When it comes time to start working on your own, you should delete those supporting subtopics – such as the tips that are subtopics of “experience.”

The yellow topics to the right of the central topic are your research. This is where you decide on your objectives, describe what makes you unique, and develop a list of keywords and phrases that you will utilize throughout your profile. This consistency will help you to rank higher in LinkedIn search results.

The multicolored topics to the left of the central topic correspond to each section of your LinkedIn profile. This is where you will translate the results of your research into a tightly written, highly optimized profile that will be compelling not only to prospective employers and colleagues, but the LinkedIn search engine will love it, too!

The primary and secondary keyword topics include attached spreadsheets, where you can track the keywords you're using throughout the major sections of your profile. You may find that these

are embedded in the mind map file. I recommend that you download both Excel files, store them in the same folder as this map template. Depending upon the mind mapping program you're using, you may need to re-establish these file links.

## Read this if you don't own mind mapping software

If you're reading this report and don't have one of the four programs below, you can still use the MindManager Viewer to open the map, view the notes and click on the links. It's interactive, but is read only (which means you cannot edit it).

## Download the template

[MindManager 9](#)

[MindManager Viewer](#) (read only interactive PDF)

[NovaMind](#)

[XMind](#)

[MindGenius](#)

If your mind map template doesn't include embedded spreadsheets in the keyword topics, then download these two files and re-link them to those topics.

[Primary keyword Excel spreadsheet](#)

[Secondary keyword Excel spreadsheet](#)

If anyone needs this mind map template in iMindMap format, please contact me via e-mail and I'll do what I can to get this working. When I tried to import the MindManager map into iMindMap 5 or 6, I encountered errors.

## Conclusion

For more information on a strategic approach to building a kick-butt LinkedIn profile, I can't recommend enough the work of Wayne Breitbarth – including his book, [The Power Formula for LinkedIn Success](#), [his blog](#) and his [video training DVDs](#). I attended one of his seminars on how to set up company and product pages within LinkedIn, and was very impressed with his expertise and genuine interest in helping others. He's the real deal!

## Questions?

Please contact Chuck Frey at [chuck@innovationtools.com](mailto:chuck@innovationtools.com).

Please [visit the Mind Mapping Software Blog](#) for all of the latest news, trends and resources related to visual mapping.

You can also [follow Chuck Frey on Twitter](#) for even more insights and ideas.

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