

**“4 Advanced Secrets to a LinkedIn<sup>®</sup>  
Profile That Will **ENROLL** High-Paying  
Coaching Clients”**

**E-Book**

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## 1. Why should Coaches promote themselves on LinkedIn®?

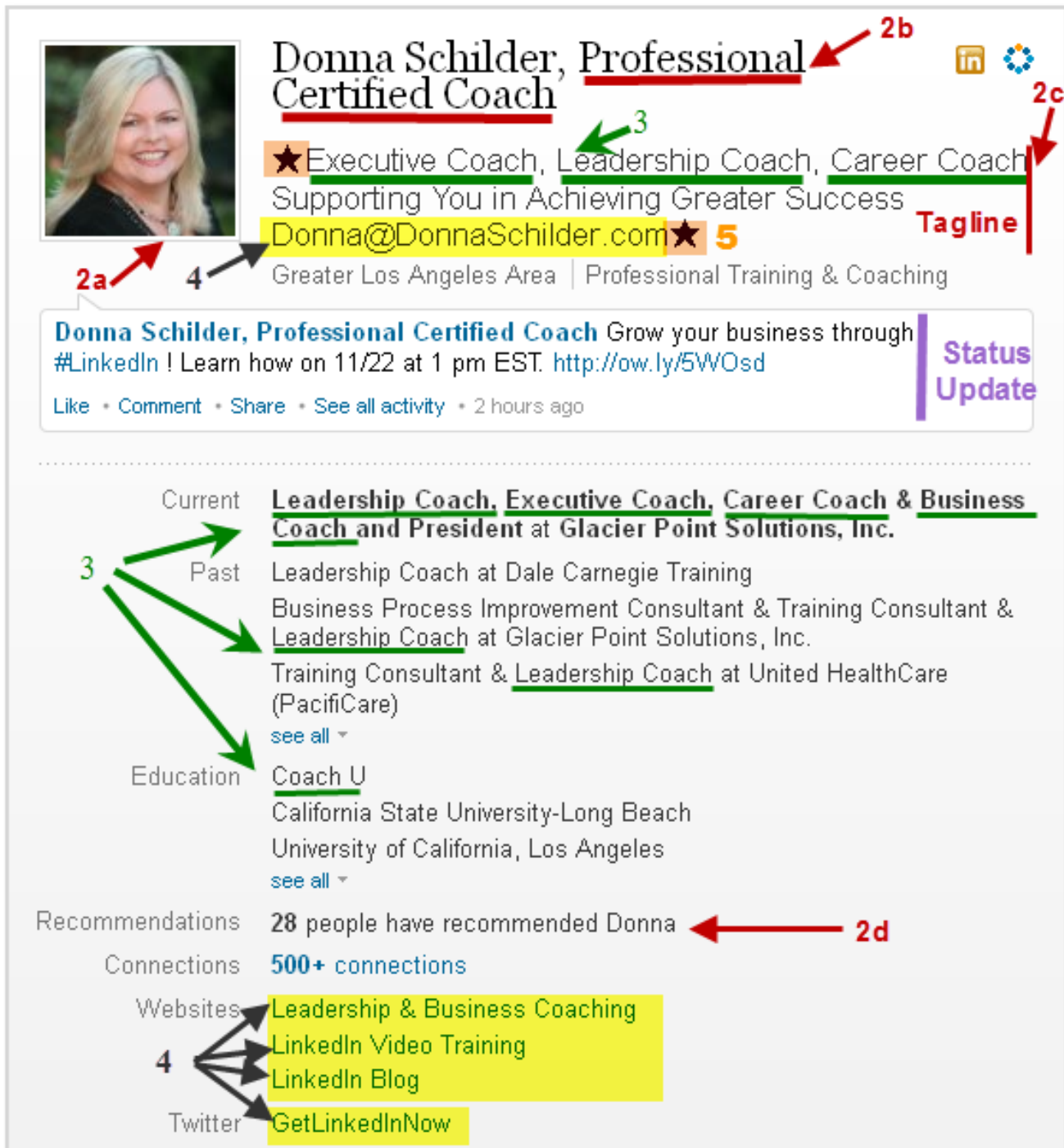
- Being on LinkedIn builds credibility
- Your LinkedIn Profile gives potential clients another experience of you and presents you differently than your website
- LinkedIn Profiles show up high in Google Searches because it's a highly regarded website
- Your potential clients are on LinkedIn



## 2. How can a Coach give the right first impression with their LinkedIn Profile?

- Upload a professional and appealing profile picture (Diagram A – 2a)
- Add your credentials after your name. (Diagram A – 2b)
- Write a compelling Headline/Tagline that describes specifically what you do (Diagram A - 2c)
  - Use your Tagline to draw people's attention to the features and benefits you offer
  - Remember that your Tagline appears below your name on all your LinkedIn messages, so write it accordingly
- Get strong, articulate Recommendations for the kind of coaching you want to sell (Diagram A – 2d)
- Have a complete profile. Here's a link to an article I wrote that was published by *choice* Magazine (a Magazine for Coaches) that will help you make your profile complete:  
<http://tinyurl.com/7o7z69q>.

**Diagram A – The Top of LinkedIn® Profile**



### 3. What’s the #1 **SECRET** for attracting the “right” people to your LinkedIn® Profile?

- Use keywords that your potential clients would use to find you (Diagram A, B, C, D – green and purple underlines labeled 3)

**NOTE:** Green underlines represent Keywords placed in areas thought to have high impact on the LinkedIn Search Algorithm. Purple underlines represent Keywords placed in areas thought to have lower impact on the LinkedIn Search Algorithm

**NOTE:** The LinkedIn Search Algorithm is the formula LinkedIn uses to return results in LinkedIn Searches. To appear as high as possible in a LinkedIn Search, you would want to optimize placement and repetition of Keywords.

- Use your chosen keywords in the areas of your Profile that are thought to have more weight in LinkedIn’s Search Algorithm:
  - Tagline
  - Job Titles
  - Specialties Section - This section is probably being phased out and replaced by the Skills Section.
  - Skills Section
- Use your chosen keywords throughout your profile
- **Here’s an article I wrote for *choice* Magazine with more information:** <http://tinyurl.com/7sjw8md> and <http://tinyurl.com/8693fh7> and an blog on my website: <http://tinyurl.com/7wd6kh2>.

**NOTE:** When you type in the LinkedIn Profile sections you cannot type in symbols. But you can Copy and Paste symbols into your Profile (See the symbols highlighted in orange with the number 5 next to them. I have symbols you can copy on the “Free Tools” page of [www.GetLinkedInNow.com](http://www.GetLinkedInNow.com). Here’s the tiny url: <http://tinyurl.com/7ff6blj>. In addition, my “**6 Weeks to More Success With LinkedIn Video E-Course**” will show you how to insert symbols into your Profile, step by step.

**NOTE:** The number of characters for each LinkedIn Profile section is available on [www.GetLinkedInNow.com](http://www.GetLinkedInNow.com) under Free Tools. Here’s the tiny url: <http://tinyurl.com/6nanoph>

**NOTE:** **Make yourself accessible to your Profile reviewers** by including your contact information in multiple places on your Profile (Highlighted in yellow and labeled with a 4). Give your E-mail Address *and* a phone number. From my experience, people are more likely to E-mail you from LinkedIn than call you, but you want both options available to them.

#### **Diagram B – Summary & Skills Section of LinkedIn® Profile**

## Summary

My mission in life is to help people be successful and happy, using the quickest, most efficient path possible. My clients experience amazing improvements in their productivity, time management, leadership skills, goal attainment, stress reduction, and work/life balance.

I love being a Coach because it is the most powerful development tool available. I have done training, team building, process improvement, staff development, OD and HR systems improvement and nothing is as effective as Coaching.

When I work with my clients, I help them create goals for professional and personal growth, create meaningful actions to attain their goals, get to the core of what is holding them back, and I help them hold themselves accountable to take action.

What sets me apart as a coach is:

5

- ★ My ability to bring many different modalities and tools to coaching because of my experience as a Process Improvement Consultant, Trainer, and Teacher
- ★ The extensive resources I offer my Coaching clients (books & article recommendations, online resources, the vast curriculum I have developed over the years, and my contacts)
- ★ My ability to help people see their progress which builds their momentum to keep moving forward
- ★ My life experience with walking through fear to get what I want, which inspires my clients and informs my coaching
- ★ The fact that I have more training in coaching than most coaches do (through Coach U and CSULB)

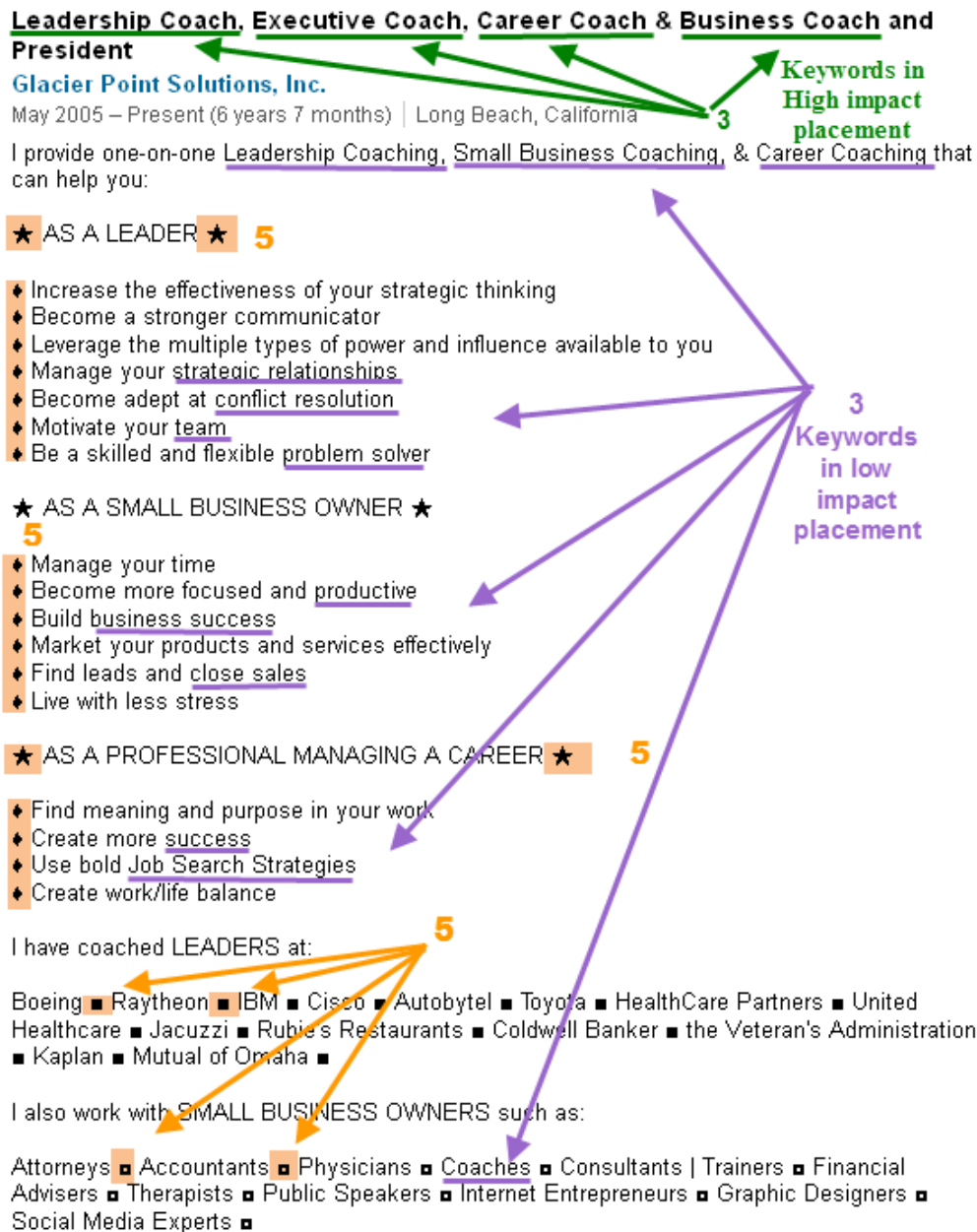
(562)434-7822 4

### 5 Specialties

- ▶ LEADERSHIP COACHING
- ▶ EXECUTIVE COACHING
- ▶ COMMUNICATION COACHING
- ▶ PRESENTATIONS COACHING
- ▶ CAREER COACHING
- ▶ BUSINESS COACHING
- ▶ SALES COACHING
- ▶ JOB SEARCH COACHING
- ▶ CAREER CONSULTANT
- ▶ COACHING & MENTORING
- ▶ TRUSTED ADVISER
- ▶ CONFLICT RESOLUTION

Executive Coach | Business Coach | Career Coach | Leadership Coach | Life Coach | Small Business Coach | Personal Coach | Sales Coach | Communication Coach | Presentations Coach | Job Search Coach | Executive Leadership Coach | Career Consultant

### Diagram C – Experience Section of LinkedIn® Profile



The Skill Section of your LinkedIn Profile is a new section in Beta Test. This section is also thought to have a high impact on the LinkedIn Search Algorithm. Here you select from terms that auto fill. I will be covering this in a future blog post on [www.GetLinkedInNow.com](http://www.GetLinkedInNow.com) and it is covered in the video program.

**Diagram D – Skills Section of LinkedIn® Profile (New Section in Beta Test)**

**Donna Schilder, Professional Certified Coach's Skills**



You are able to set your Personal Information to show your phone number and E-mail address. My "6 Weeks to More Success through LinkedIn" VIDEO E-Course shows you how to do this.

**4. How can you keep new clients continuously flowing to your LinkedIn Profile?**

Be active on LinkedIn. LinkedIn activity impacts the LinkedIn Search Algorithm so that continue you appear higher in LinkedIn "People" Searches. Also, LinkedIn activity makes you more visible to potential clients on LinkedIn and builds your credibility.

Here are some ways to be active on LinkedIn:

- a. Write Recommendations and Request and approve Recommendations for your Profile
- b. Revise your Profile
- c. Connect with People
- d. Join a Group
- e. Post a comment in a Group, ask a question in a Group, answer a question in a Group
- f. Post a Job in a Group
- g. Post an Event in a Group
- h. Write a Status Update
- i. Comment on someone else's Status Update
- j. Like a Status Update
- k. Post an Event under the Events Feature
- l. Answer or Post a Question within the Answers Function
- m. Follow a company
- n. Revise your company profile
- o. Vote on a Poll
- p. Create a Poll

**5. What are some of the Advanced Features & Functions in LinkedIn that will drive your profile reviewers to contact you?**

There are several sections you can add to your Profile that will enhance your Profile so that it will build more credibility with reviewers and sell your services:

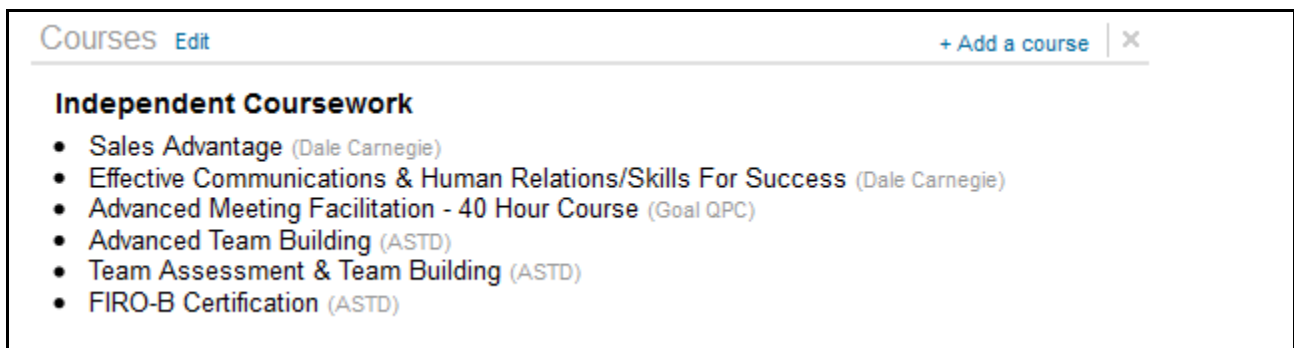
Sections to Add:

- a. Courses (a place to highlight your specialized professional development)
- b. Publications - post your publications or quotes in the media
- c. Honors & Awards
- d. Certifications
- e. Projects
- f. Volunteer Experience
- g. Languages
- h. Patents
- i. Test Scores

Applications to Add:

- j. Reading List by Amazon (links to Amazon) or E Bookshelf (allows you to include periodicals)
- k. Projects and Teamspace
- l. Google Presentation or Slideshare
- m. Post a link to a Video through a Google Presentation or Slideshare
- n. Polls

**Section Examples:**





## Publications

[+ Add a publication](#) | [×](#)

### **Do's And Don'ts For Moving Up When The Boss Is On Vacation** [Edit](#)

Glass Door.com | July 2011

Authors: [Donna Schilder, MCC, BCC](#), [Vickie Elmer](#)

I was quoted extensively in Vicki Elmer's article that gives you do's and don'ts for stepping up when the boss is out of town to move forward in your career.

Your boss' vacation is coming up soon. Last time she left it felt chaotic and as if no one was minding the store. This time, you want to step up – for the department's sake and for your own too.

If you've been hoping to move into... [more](#)

### **Need a Paying Job? 8 Ways Volunteering Can Help** [Edit](#)

USAA.com | July 2011

Authors: [Donna Schilder, MCC, BCC](#), [Lisa Plendl](#)

I was honored to be quoted in Lisa Plendl's article for USAA.com.

Laid-off workers often become discouraged when they don't land a new job right away. If you're unemployed and looking for work, try channeling your angst into altruism and becoming a volunteer.

Also known as working pro bono, volunteering lets you use your skills and abilities to help others. And from a practical standpoint,... [more](#)

- Honors and Awards:
- ☆ Master Certified Coach (MCC) through the International Coach Federation (ICF)
  - ☆ Board Certified Coach (BCC) through CCE
  - ☆ Coaching & Mentoring Certificate from CSULB
  - ☆ Coach U Graduate
  - ☆ Dale Carnegie Sales Advantage
  - ☆ Dale Carnegie How to Win Friends & Influence Others
  - ☆ Advanced Meeting Facilitation, Goal QPC
  - ☆ Advanced Team Building, ASTD
  - ☆ Team Assessment & Team Building, ASTD
  - ☆ Customer Service Workshop, DDI
  - ☆ Six Thinking Hats, The McQuaig Group

Certifications + Add a certification | ✕

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**Master Certified Coach (MCC)** [Edit](#)  
International Coach Federation (ICF) | 2012

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**Coaching & Mentoring Certificate** [Edit](#)  
California State University at Long Beach, Extension Program | 2005

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**Board Certified Coach (BCC)** [Edit](#)  
Center for Credentialing & Education | License BCC000291 | 2012

Volunteer Experience & Causes + Add a volunteer position | ✕

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**Past Hospitality Chair, Communications Chair, Event Organizer** [Edit](#)  
**Professionals In Human Resources Association**

Education  
2008 – 2012 (4 years)

Event Organizer - Created events to support Leadership growth for women and Career growth for college students and Human Resources Professionals.

Presented workshops on Leadership and using LinkedIn for Career growth and Recruiting.

Hospitality Chair - ensured members and visitors were supported in networking and building meaningful business relationships.

Communications Chair -... [more](#)

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<b>Causes I care about:</b> <a href="#">Edit</a>	<b>Organizations I support:</b> <a href="#">Edit</a>
<ul style="list-style-type: none"><li>• Education</li></ul>	<ul style="list-style-type: none"><li>• Professionals In Human Resources Association</li></ul>

**Thank you for spending time with me today to learn about LinkedIn.**