

How to Create a LinkedIn Profile

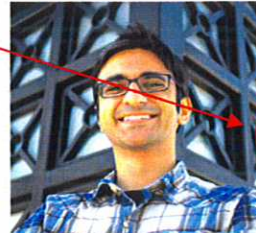
- 1) Go to www.linkedin.com and you will see a screen similar to the one on the right
- 2) Begin to fill out your information (First Name, Last Name, email address, and set a password for your LinkedIn account) then click "Join Now"

LinkedIn

Email

Password [Forgot your password?](#)

Be great at what you do.



"As an entrepreneur, I find LinkedIn invaluable for reaching decision makers and experts."

[Avichal Ogra](#) - Co-founder at Speed

[Lisa O'Neilley](#) - Founding Attorney at O'Neilley

Get started. It's free.

Registration takes less than 2 minutes.

First Name

Last Name

Email

Password (8 or more characters)

Join Now

By clicking "Join Now" or using LinkedIn, you agree to our [User Agreement](#) and [Privacy Policy](#).

LinkedIn

Dave, let's start creating your professional profile

* I live in:

* ZIP Code:

e.g. 94043

I am currently: Employed Job Seeker Student

* Job title:

* Company:

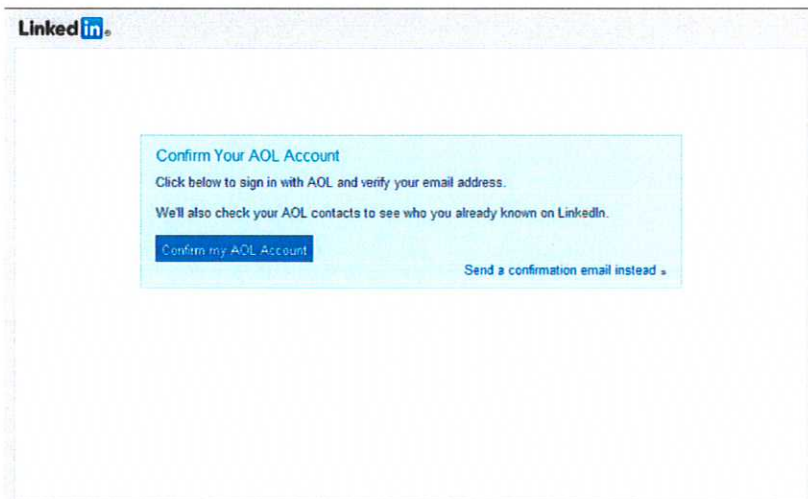
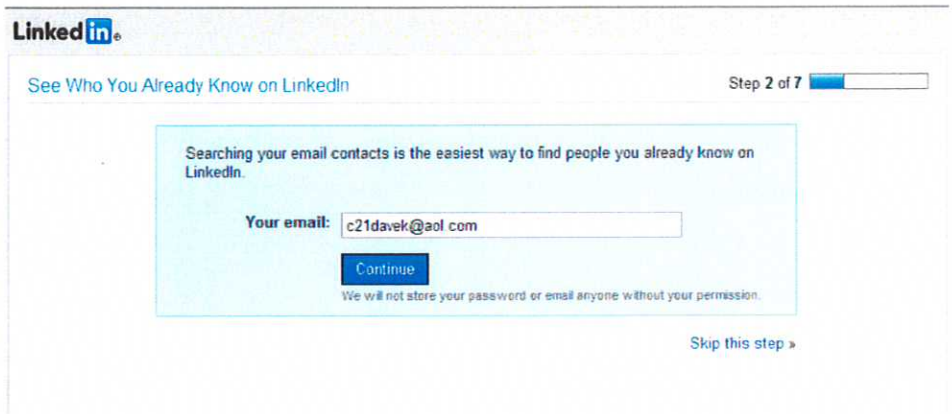
Industry:

Create my profile

* Indicates required field.

- 3) On the next screen, you are requested to enter more information. Here you will let LinkedIn know your Country, your zip code, that you are employed, what your Job Title is and what your Company is.
- 4) Century 21 Gold has a LinkedIn profile. So when you begin to type in your company name, you can select the correct one. Since there are many Century 21 Gold's and other variations out there - we suggest you begin typing your company name identically: Century 21 Gold - Pennsylvania
- 5) Once you start typing Century 21 Gold you will see suggestions pop up underneath. When you see the one that looks like the picture on the left, click on that office and you will now be linked to our office.
- 6) Finally, after you pick your Company, LinkedIn will ask you for your Industry. Scroll down and click on Real Estate.
- 7) Once you have completed this screen, click on "Create My Profile"

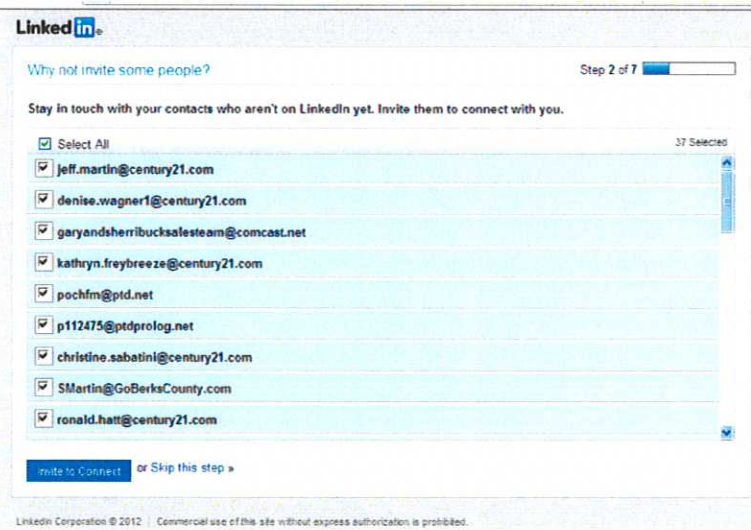
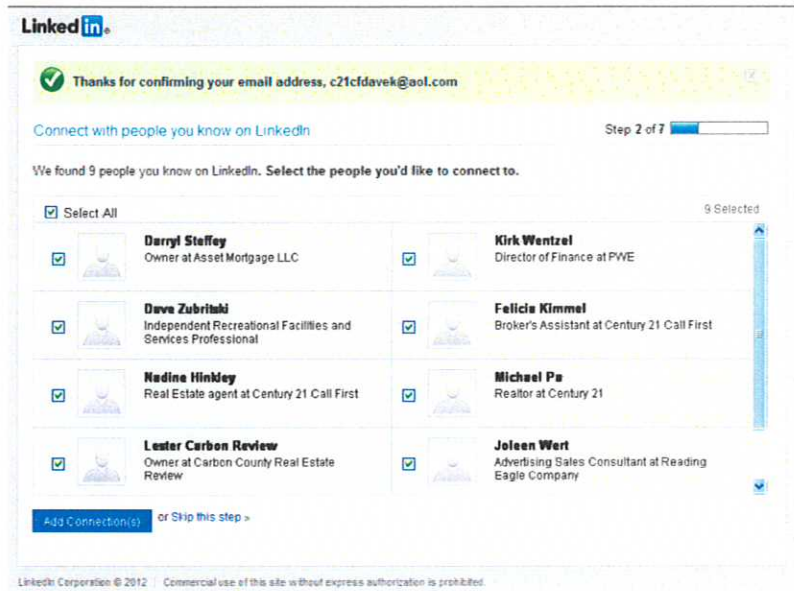
8) Your next option is to find people you already know on LinkedIn. I suggest skipping this step until you fully set your profile up. You can see who is on LinkedIn at a later time. If you choose to do this now, enter your email address and click continue. If you have a national email address (such as aol, msn, yahoo, etc), by doing this it will sign you into your email. If you are using your C21 email, the system won't be able to sign you in. There are other ways to do this which we will cover in other tutorials.



9) The next step asks you to confirm your email address. If you use your C21 Gold email, then LinkedIn will send an email to that email address. Check your email for an email from LinkedIn and click on the link inside that email to verify your account. Once verified, your LinkedIn Account will be live.

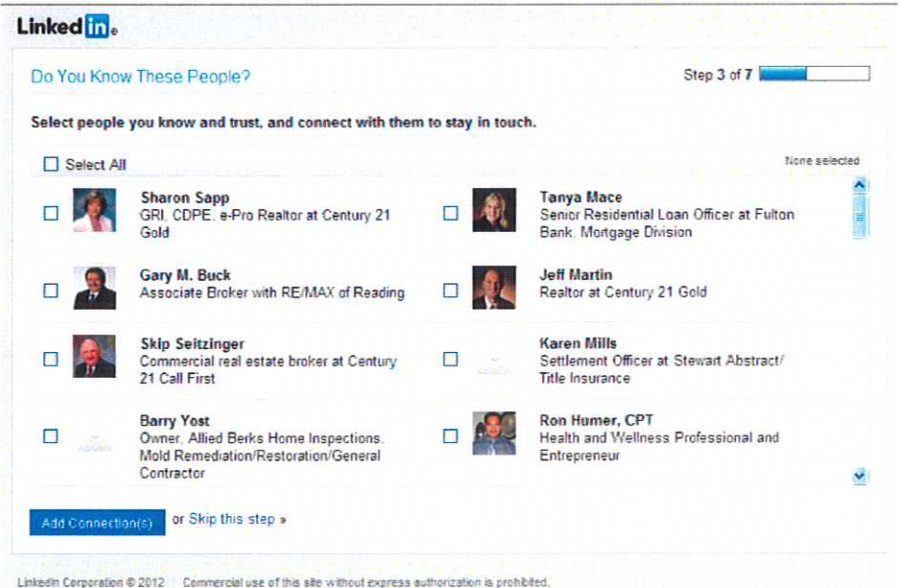
Continue on to see more things you can do after you verify your account

10) If LinkedIn finds anyone you know from your email (if you are using an email that is recognized by LinkedIn such as aol, yahoo, etc) that is already on LinkedIn, you will see a list of these people that you can begin to connect with. If you wish to connect your profile to any of them, click the check box in front of their name and then click on “Add Connection(s)” You can also skip this step and as you work in LinkedIn you will continuously see people you know that you can add at any time.

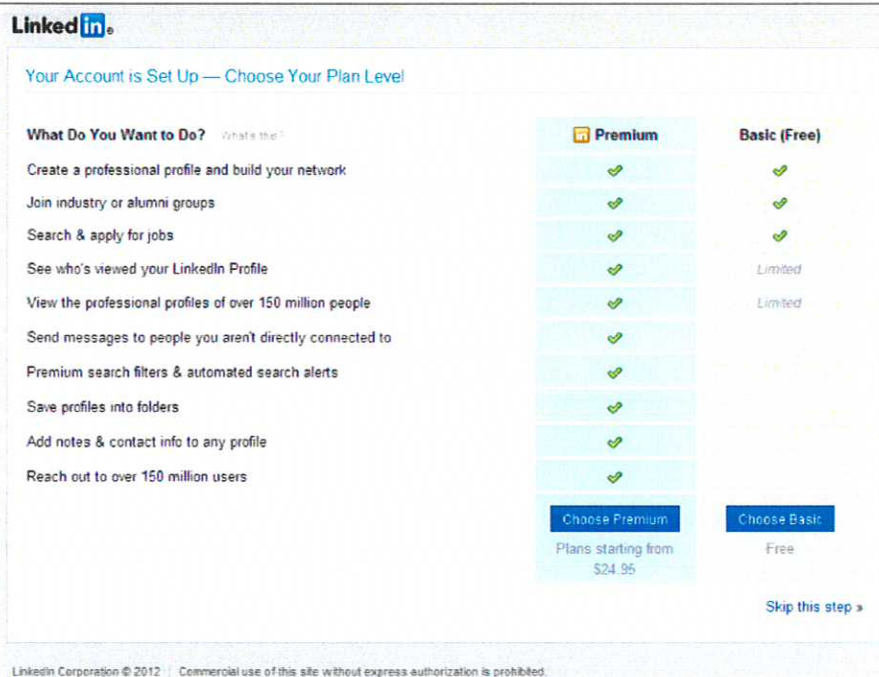
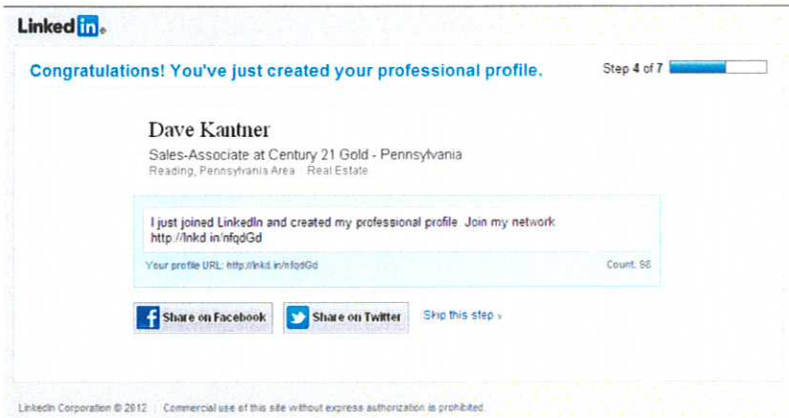


11) LinkedIn also searches your email contacts for those that are not on LinkedIn and allows you to send an email inviting them to join LinkedIn. You can select the ones you want to invite and then click on “Invite to Connect” or you can also “Skip this Step” to move on for the time being.

12) LinkedIn uses your company name you typed in to search for others connected with the company in the next step. Once again, you can select the ones you want to connect with by checking the boxes in front of their picture and then clicking “Add Connections” or you can Skip this Step and just proceed on for now. You can always add people at any time so if you Skip these steps, you still have the availability to add connections at any time!



13) Your profile is now setup and if you have a Facebook or a Twitter you can automatically post a message on either or both accounts in this step. LinkedIn has something typed in that you can use, or you can edit the text - if you edit the text, remember to leave in the "http://" part of the text so your friends and followers on Facebook and Twitter can easily access you. If you click on either the Facebook or Twitter share, LinkedIn will require you sign into either service in order to be able to post that message on your account.



14) Your final step here is choosing a plan for your LinkedIn. LinkedIn is free (if you choose Basic) but does have some premium features if you would opt to upgrade your account. We suggest you click on the Basic column until you get used to LinkedIn. Most users will never upgrade and are fine with the plenty of features free members can utilize. LinkedIn will always be free until you opt to upgrade your account so don't worry about any "hidden" fees. LinkedIn will ONLY charge you if you decide to go Premium and as we said earlier, the Free account is fine for you and your business.

In Real Estate Sales? - Then you need to check out ClearSlide.

Welcome, Dave. Let's improve your profile.

When did you start your current position?

I started working as Sales-Associate at Century 21 Gold - Pennsylvania in

Choose... Year

Save Skip

Improve your Profile

View profile

Import your résumé

Ask for recommendations

Create your profile in another language

Dave Kantner EST

Sales-Associate at Century 21 Gold - Pennsylvania
Temple, Pennsylvania Real Estate

Profile Highlights

Current **Sales-Associate at Century 21 Gold - Pennsylvania** EST
+ Add another position

Past **+ Add a past position**

Education **+ Add a school**

Recommendations **+ Add a recommendation**

Connections **+ Add connections**

Websites **+ Add a website**

Twitter **+ Add a Twitter account**

Public Profile <http://www.linkedin.com/pub/dave-kantner/51/62a/135> EST

Clear PDF Print

36% profile completeness

Complete your profile quickly

Import your résumé to build a complete profile in minutes

Profile Completion Tips (estimated)

- Add another position (+15%)
- Describe your current position (+5%)
- Add your skills & expertise (+5%)
- Add your education (+20%)
- Add a picture (+5%)
- Add connections (+10%)

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Add sections to reflect achievements and experiences on your profile. [Add sections](#)

Summary [+ Add Summary](#)

Applications [+ Add an application](#)

Experience [+ Add a position](#)

Sales-Associate EST

Century 21 Gold - Pennsylvania

Part-time 11-20 employees Real Estate industry

Currently holds this position

[Provide a brief description](#) [Ask for recommendations](#)

Education [+ Add a school](#)

Recommendations [+ Ask for a recommendation](#)

Additional Information

- Websites [+ Add](#)
- Twitter [+ Add](#)
- Interests [+ Add](#)
- Groups and Associations [+ Add](#)
- Honors and Awards [+ Add](#)

Personal Information EST

- Phone [+ Add](#)
- Address [+ Add](#)
- IM [+ Add](#)
- Birthday [+ Add](#)
- Marital status [+ Add](#)

Drag to rearrange profile sections

Contact Dave for [Change contact preferences](#)

- career opportunities
- new ventures
- expertise requests
- reference requests
- consulting offers
- job inquiries
- business deals
- getting back in touch

Skills & Expertise EST [+ Add a skill](#)

15) Your profile will now show up on your screen. You are now finished with all the basic setups of your account.

As you will see in this example, it is only very basic information being displayed and you can go in and edit more which we will cover in other tutorials.