



LinkedIn Profile Questionnaire for Women Speaker's Association

This LinkedIn Questionnaire is the first place to start crafting a new, or optimizing an existing, LinkedIn Profile. It can also work as a backup in case your LinkedIn Profile is ever deleted and a template for other social media profiles.

LinkedIn sign in email:

Password:

Other email addresses (all of them – no matter how insignificant!)

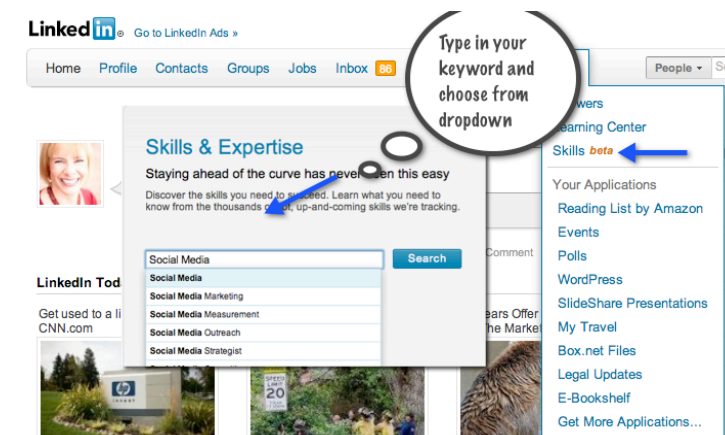
- 1.
- 2.
- 3.

Keywords (List the top three keywords you would want to be found under, and then about 20-30 other keywords including verb, noun, acronym and synonym)

- 1.
- 2.
- 3.

Others:

Need Keywords? Check out Related Skills in Skills (Found under the “More” tab)





Skills & Expertise *beta* > Social Media

Search Skills & Expertise

Related Skills

- Social Media Measurement
- Social Media Strategist
- Pinterest
- Hootsuite
- Social Media Marketing
- Twitter
- Foursquare
- Radian6
- Google+
- Tumblr
- Social Media Blogging
- SMO
- YouTube
- Social Media Outreach
- Corporate Social Media

Social Media

▲44% y/y

Primary Industry: Marketing

Social media includes any communication or media through which users can create and share content or exchange information in virtual communities and networks. Social media is used to connect and interact with people and organizations. It is a key component of digital marketing and is used to build brand awareness, engage customers, and drive sales. Social media is also used for user-generated content, social networking, and social commerce.

Michael Haenlein defines social media as "any application or technology that enables the user to create and share content or information within a virtual community." Social media is a super-set beyond social communication....

More on 'Social Media' at Wikipedia »

✓ Listed on your profile [See Suggested Skills](#)

Social Media Professionals

Peter Shankman (2nd)

Owner, The Geek Factory, Inc.

An author, entrepreneur, speaker, and worldwide connector, Peter is recognized worldwide for radically new ways of...

Jeremiah Owyang (2nd)

Partner at Altimeter Group

You can also find me on my blog at: <http://www.web-strategist.com/blog/about/> You can also find me on Twitter at:...

These can also be considered as keywords

Professional Headline: (120 characters describing who you are, what you offer, what you want people to know about you or call to action. To see mine go to www.linkedin.com/in/linkedinexpert):

[Edit Photo](#)

Viveka (Vivica) von Rosen [Edit](#)

Author of Wiley's "LinkedIn Marketing: An Hour a Day" ★Forbes Top 10 Most Influential Women★
Moderator of #LinkedInChat

Fort Collins, Colorado Area | Online Media



Website(s) - You have three websites and / or landing page opportunities:

Home Landing Page:

Products & Services Page:

Specials Page:

Blogsite:

About Us Page:

Websites:			
Other:	LinkedIn for Business Pro	http://linkedintobusiness.c	Clear
Other:	List of Social Resources	http://list.ly/people/Linked	Clear
Other:	Click Here to Connect Wit	https://www.fullyfollow.me	Clear

No Websites? Google yourself and see what interviews, articles, presentations represent you.

Google pages:

The magic word is "Other":

Job Titles and Company – Current and Past (you can use a resume as well):

- 1.
- 2.
- 3.
- 4.
- 5.

Get your keywords in your title field. You have 100 characters.

Education: Traditional (or resume):

- University
- Graduate School:
- Post Grad:

Current	<p>Founder, Social Media Coach /Consultant, Keynote Speaker, Trainer, Social Media, LI & Twitter Expert at Linked Into Business, LLC Edit</p> <p>Author of LinkedIn Marketing: An Hour a Day at John Wiley and Sons Edit</p> <p>Director of Social Media Training and Social Media Authority at Hellerman Baretz Communications Edit</p> <p>see all ▾</p> <p>+ Add a current position</p>
Past	<p>Twitter, Facebook, YouTube, LI and Social Media Marketing Expert Speaker and Trainer at SkillPath Seminars</p> <p>Social Media Speaker, LI Trainer, Consultant, LinkedIn Expert, Twitter Expert at ExecSense</p> <p>Social Media Master, Social Media Webinar Instructor, Social Media Implementation at The Alliance Academy</p> <p>see all ▾</p>



Education: Licenses, Certifications or Workshops

- 1.
- 2.
- 3.

Publications: (With URL link of possible)

- 1.
- 2.

Skills (up to 25):

- 1.
- 2.
- 3.

Summary Section: (2000 Characters to go into more depth on who you are, what you offer, why someone should hire you. Did you win the day? Work with someone famous? Work with a Fortune 500? What do people like about you? What's in it for your customer? WIIFM
(EXAMPLE at www.linkedin.com/in/linkedinexpert):

Asking for Endorsements

I'm sending this to ask you for a brief recommendation of my work that I can include in my LinkedIn profile. Could you speak to my:

- Knowledge

Education Wilfrid Laurier University
Wilfrid Laurier University
Integrated Alliances "University"
Larimer County Workforce Center
King Edward and W.D. Lowe
Our Living Center
United Center for Spiritual Living

Summary

WHY SHOULD YOU HIRE VIVEKA VON ROSEN TO DO YOUR SOCIAL MEDIA?

- Forbes Top Ten Women in Social Media: <http://onforb.es/top10SMwomen>
- Forbes Top 50 Most Influential People in Social Media: <http://onforb.es/top50SM>
- TopRank's 25 Women Who Rock Social Media in 2011
- BigMoneyWeb's 200 most fearless women on the web:
- Listed by Mari Smith as having the niche quality of a social media superstar: <http://www.marismith.com/ten-qualities-of-social-media-superstars/>

★★I AM IN NO WAY ASSOCIATED WITH LINKEDIN CORPORATE★★

BUT WHAT'S IN IT FOR YOU?

- I will get you and your company found on LinkedIn which will get you more business leads
- I will teach you the correct ways of creating business and relationships on Social Media
- I will help you craft your company story, so that your branding crosses all social and marketing mediums.
- I'm easy to understand so what I teach you will stick.
- I've taught over 10,000 business people so I know what I am talking about - see my 84 recommendations.
- I've made the mistakes so you don't have to!

JOIN OUR TUESDAY NIGHT #LINKEDINCHAT ON TWITTER: <http://linkd.in/linkedinchat> AT 5 PM PST, 8 PM EST

► **WHAT DO I DO?:** I train individuals & companies to create a more powerful social presence via seminars, webinars, implementation, one-on-one training and consultation.

► **MISSION:** Linking people into their potential, MAKING SOCIAL MEDIA WORK FOR YOU.

► **If you are feeling OVERWHELMED by LINKEDIN** and all its new features, please ask about the **TRAINING WEBINARS and WORKSHOPS** we provide. We provide training for basic as well as strategic use.

► **Linked Into Business** offers individuals, companies and groups **LINKEDIN HANDS-ON WORKSHOPS and WEBINARS**, and consulting as well as other social media presentations and trainings.



- Expertise
- Organization
- Timeliness
- Etc

By endorsing me you will have a presence on my LinkedIn profile and it links back to your profile.

Sincerely,

Interests: What do you do when you are not working? Hobbies? Interests? Books? Movies? (KEYWORDS)

Who do you like to work with? (Corporate, Entrepreneurs, Event Planners, etc.)

Companies you might want to work with? Use this to search and follow companies on LinkedIn.

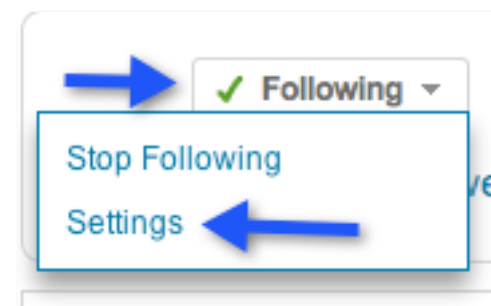
Events you have spoken at: (Use to optimize your Summary section and profile)

Areas of Expertise: (Use to optimize your Summary section and profile)

Niche Markets: (Use to optimize your Summary section and profile)

Resume: (save as a separate document – chronological – jobs then schooling)

Email list (Save as excel CSV – separate document)





How You Can Use Me...

At Linked Into Business, we believe that no matter what channels we use, social media marketing comes down to these three strategies

- Creating your Social Story
- Building Relationships
- Managing your Social Reputation (including Marketing and Monitoring)

There are three ways we can go about creating your New Media strategy:

- We can teach you how to create and implement your social media strategy (Training)
- We can create and implement your social media campaign with you (Masterminding)
- We can create and implement your social marketing for you (Execution)

If you need your Social Marketing **done right now**, call us for a free consultation on what you feel your needs are, and we will work together to get your campaign up and working immediately. If you need help getting set up on social media, integrating social media with the rest of your marketing program, or getting a campaign launched, please give me a call at 970-212-4711 or [shoot me an email](#) and let's get started.

Training

For companies with employees, sometimes it is better for me to come in as a trainer. In your training session/s, I will teach your staff about the culture and strategies of new media and social media marketing. This will increase your staff's capacity to work independently and help them become more proficient marketers.

There are four ways I can engage with companies: Speaking (keynotes and breakout sessions), Training, Training Camps and QuickStarts.

Masterminding

Sometimes we just need a different perspective or a consistent voice of encouragement. I can be your personal marketing trainer, either on-call as needed or as part of a disciplined monthly program. Monthly programs include at least two one-hour coaching sessions in addition to email and telephone support.



Execution or Implementation

If you just don't have the time, we will work together. My team will take on the bulk of implementation, from profile and network building to communication and marketing strategies. I have a team of specialists who will create beautiful profile presences for you; record and edit powerful video introductions; work with you in creating and implementing your company voice; and increase brand recognition and social reputation. Together, we can create a strategy to determine how much – or little – is needed.

Connect with Viveka

- ✉ Email: Viveka@LinkedIntoBusiness.com
- ✉ Website: www.LinkedIntoBusiness.com
- ✉ Phone: (970) 212-4711
- ✉ Feed: www.LinkedIntoBusiness.com/feed
- ✉ LinkedIn: www.linkedin.com/in/LinkedInExpert
- ✉ Twitter: www.Twitter.com/LinkedInExpert
- ✉ Facebook: www.facebook.com/VivekavonRosen
- ✉ Page: www.facebook.com/YourLinkedInExpert
- ✉ YouTube: www.YouTube.com/LinkedInExpert

