

# Rocking LinkedIn

LinkedIn, whether you love it or hate it, is a great tool for sharing your insight, grow your connections and identify your ideal client. I have to admit, I love it and haven't even begun to tap into its potential!



We will look at ways to update your LinkedIn profile. First you have to remember: **It's not about you!** I know that sounds counterintuitive but it's about your audience, your client. With each statement you write, consider what your client is reading and what you hope they will take away.

## What is your messaging and intent for your profile?

- 1) Do you want them to know more about you and your expertise?
- 2) Brand awareness? Leadership?
- 3) Do you want to move them to action? Open/read/purchase/engage?
- 4) Who are you targeting? A new boss? A new client? A new (you fill in the blank)?
- 5) Are you wanting to build a relationship? Build trust? Build numbers and connections?

What do you want to accomplish with your LinkedIn Profile?

---

## A picture says a 1,000 Words!

I must be truthful; I check out new acquaintances profiles before I meet them for the first time. I meet new people all the time and if their picture on LinkedIn (or Facebook for that matter) is outdated (hair style, from ten years ago, face covered with a dog/cat/hat) I am being set up for failure.

Please choose a clear, updated, smiling profile picture. PLEASE!



Update Profile Photo

## Update systematically

Profile Headline is your Salutation, your expertise, business, short/concise

Rebecca Rose, CVT CATALYST Veterinary Professional Coaches, Team Innovator & Certified Career Coach



Update Headline




Updated Contact Information and add a few website links



Update Banner (I change my at the beginning of each month)



Open to Job Opportunities?

 About section, what do they need to know about you? What you want them to take away? Are you trustworthy, competent, respected, expert...? Do you want them to purchase or build a relationship? Is your client driven by growth, seeing results or what?

### **About Example:**

Following the advice I often give, I took a leap of faith, followed my passion and created CATALYST Veterinary Practice Consultants ([www.CATALYSTVetPC.com](http://www.CATALYSTVetPC.com)). We focus on team development, igniting passion, engaging talent and rising to excellence. Learn more about CATALYST Workshops & Consultations, download [http://data.axmag.com/data/201709/20170913/U156913\\_F456702/FLASH/index.html](http://data.axmag.com/data/201709/20170913/U156913_F456702/FLASH/index.html)

With over 30 years experience in the veterinary community, together we will help your veterinary practice THRIVE!

You may be seeking assistance in career development, team efficiency and effectiveness, client satisfaction or hospital profitability. As the founder and lead consultant of the CATALYST Team, I can help you in all of these areas. With decades of experience in the veterinary community as a credentialed veterinary technician, practice manager, author, industry leader and educational facilitator, I bring a diverse background to my consultations.

#### 1) 30+ Years of Veterinary Industry Experience

- \* Veterinary Practice Management Consultant, Speaker & Educator
- \* Veterinary Practice Manager of two AAHA-credentialed veterinary hospitals
- \* Award-winning Certified Veterinary Technician

#### 2) Author of Veterinary Industry books

- \* Co-author of "Career Choices for Veterinary Technicians"
- \* Co-Editor of "VetTeamCoach"
- \* Contributing Author to "Principles and Practices of Veterinary Technology"
- \* Contributing Author in AAHA's Guide to Veterinary Practice Team Wellness

#### 3) Strong Record of Service & Leadership In Veterinary Industry

- \* American Animal Hospital Association: Consultant, guest blogger, author & conference speaker
- \* Veterinary Support Personnel Network: Curriculum development & educator of veterinarians, veterinary practice managers and veterinary technicians
- \* NAVTA Past President (2016)
- \* Colorado Association of Certified Veterinary Technicians: Past president (2001)