A Comprehensive Guide to

Personal Branding on LinkedIn for Diverse Professionals



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Meet Melanie Borden

A Comprehensive Guide to Personal Branding

On LinkedIn for Diverse Professionals

LinkedIn has become the leading platform for professionals with over 700 million users worldwide. With this astounding number also comes a diverse range of individuals with various interests, personalities, and ideas looking to make their digital footprint.

Learning about these variations can help you better understand how to optimize opportunities and leverage your strengths. Whether you're a seasoned professional ready to make a career change, an introvert craving more visibility, or a multi-passionate go-getter balancing a full-time career and side hustle, there's a strategy for you!

Get ready to discover how you can create a converting profile, build authentic connections, and establish a forward-facing brand that magnetizes opportunities



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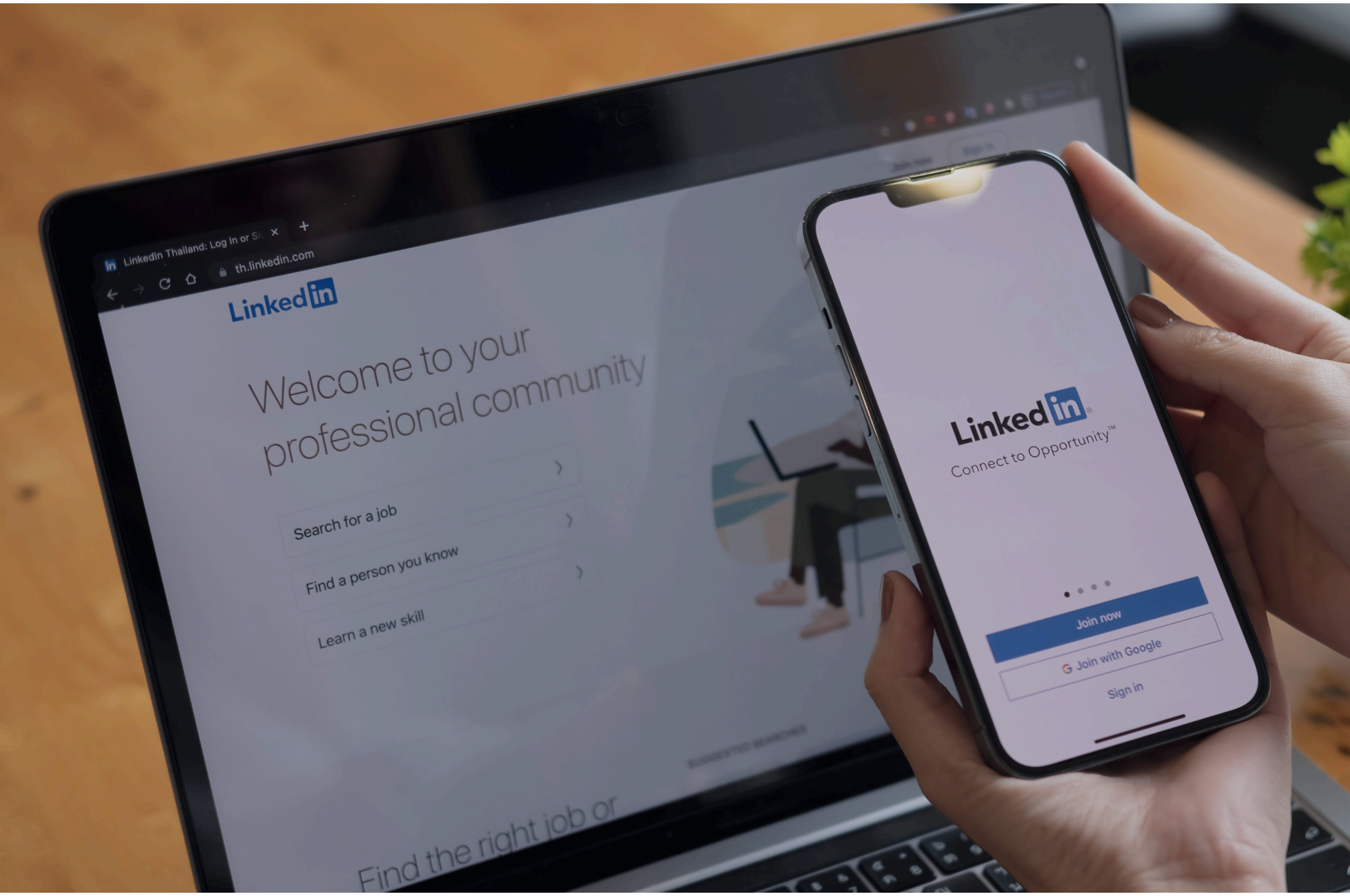
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Chapter 1:

Rebranding After 50

Introduction

Are you considering a “second act” in your career? You’re not alone. There are many midlife professionals out there who have hit that ‘I’m ready for a change’ feeling. This can be a bit intimidating after climbing the proverbial corporate ladder for decades or being accustomed to one industry for the entirety of your professional career. However, it’s never too late and you’re never too old to pursue a career change. In fact, professionals over 50 are among the fastest-growing demographic on LinkedIn. This alone shows that there are many others out there in the exact same boat as you, which also means there are many potential collaborations and opportunities on the horizon.

Since we know the market is there, it’s now about positioning yourself for these new endeavors. With the right strategies, your extensive expertise, wisdom, and industry knowledge can become powerful assets to leverage on LinkedIn!

The In-Demand Strengths of Professionals Over 50

One of the most significant advantages professionals over 50 bring to the table is their extensive industry experience. This wealth of knowledge is invaluable, as it can’t be taught. Use it as part of your content strategy to boost credibility and authority. Your years of experience allow you to offer unique insights and perspectives that younger professionals may not have acquired yet, giving you that extra edge to stand out from the crowd.

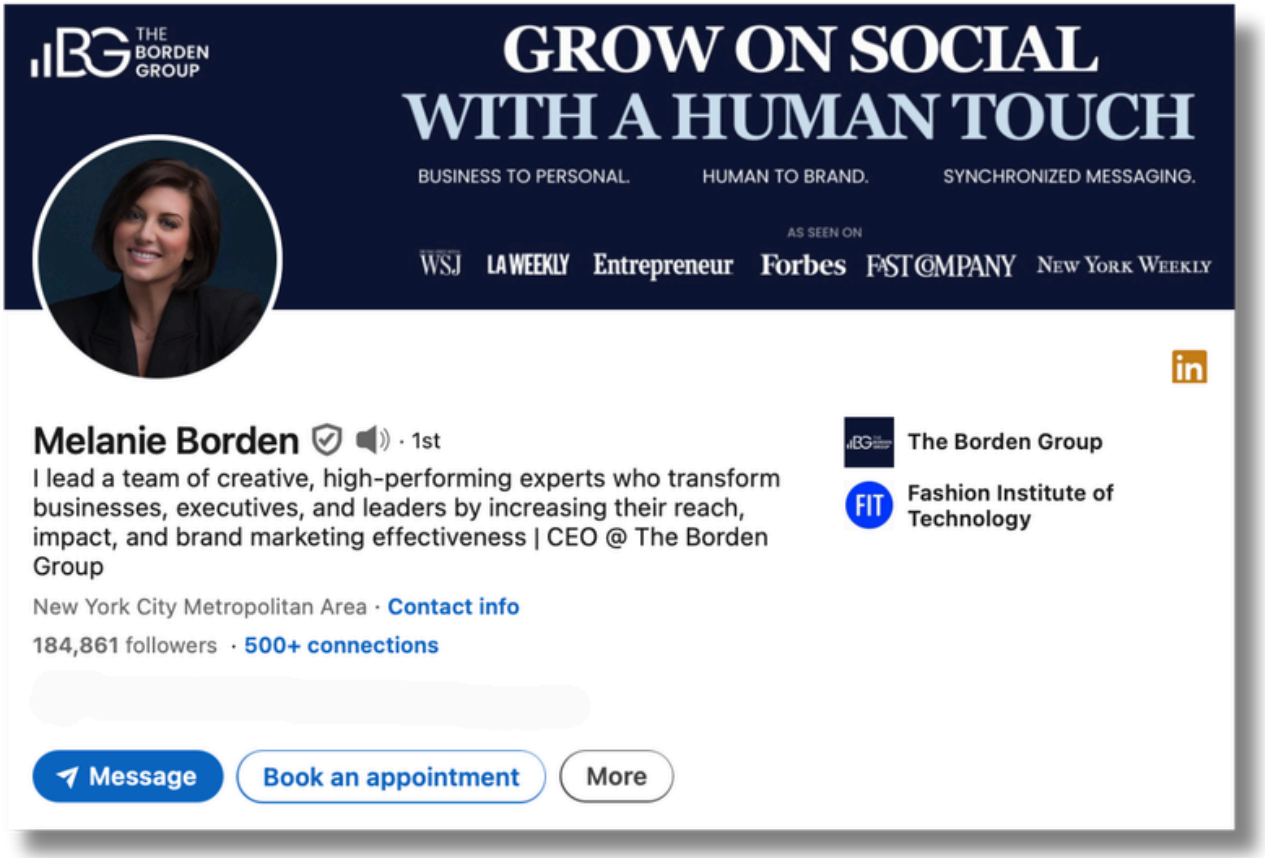
Furthermore wisdom, derived from years of professional and personal experiences, is another key strength. It enables you to make well-informed decisions and provide thoughtful advice. Exercising this strength will establish you as a trusted voice in the industry. Sharing your knowledge through LinkedIn posts and articles will position you as a mentor and thought leader, attracting a network of professionals who value and respect your insights.



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Optimizing Your Profile to Reflect Your Experiences

1. **Profile Picture and Headline:**
   - Use an inviting professional headshot that reflects your personality.
   - As one of the first things your connections will see, create a headline that effectively communicates your professional identity and aspirations.
2. **About Section:**
   - Bring your career-related achievements and skills to life with a compelling and authentic summary that tells your story. Integrate your accomplishments, your professional experiences, and how you plan to implement these key components into your new role.
3. **Experience:**
   - Detail your career history, focusing on accomplishments and skills developed over the years as opposed to just responsibilities. Use metrics to quantify your impact.



(Above is an example of headshot and headline that clearly convey a professional identity)

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Content Creation to Enhance Visibility and Leadership

1. **Types of Content:**
   - Write blog posts or articles on industry trends, share insights from your experience, or create videos where you discuss topics you're passionate about. Choose formats that you're comfortable with and that demonstrate your strengths.
2. **Consistency:**
   - Develop a content calendar and stick to a regular posting schedule (algorithms love consistency!) . Start with at least three times a week and build your way up to five. This keeps your profile active and shows your network that you're engaged, eager, and up-to-date with industry developments.
3. **Engagement:**
   - Engage with your network by commenting on posts, sharing relevant content, and participating in discussions. After publishing your own posts, it's best practice to respond to all interactions within the first 15-20 minutes. Thoughtful engagement helps develop relationships and increase visibility on the platform.

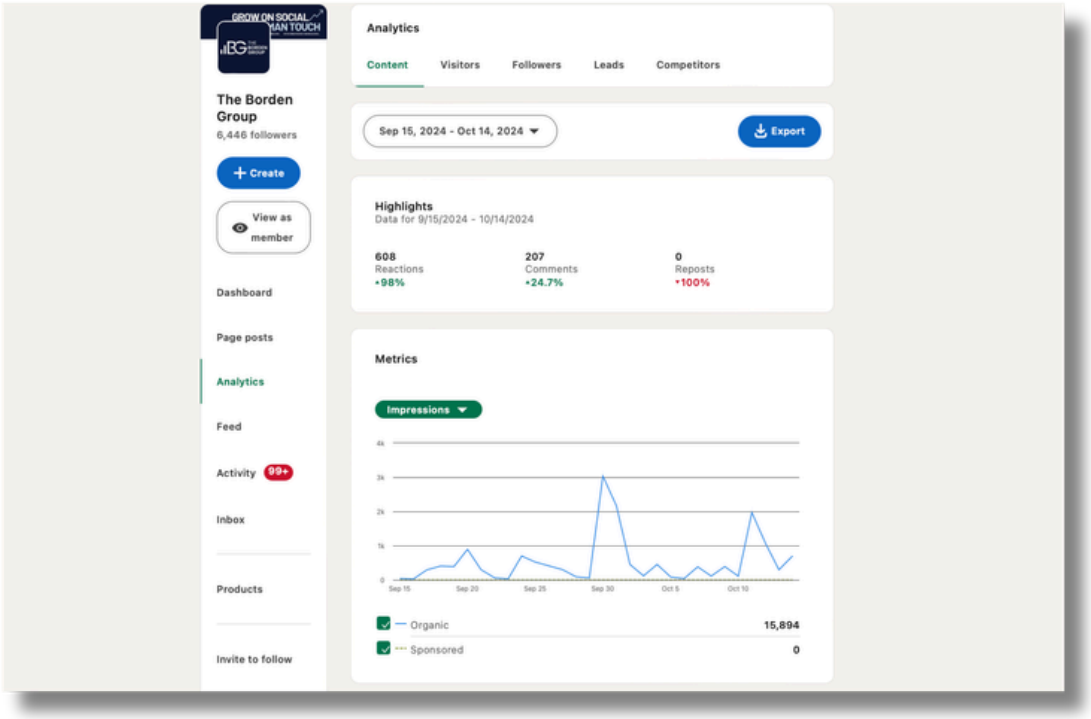


Scalable Networking Strategies

1. **Expanding Your Network:**
   - Utilize LinkedIn features like Live Events and Groups to make more meaningful connections that are relevant to your future goals. This will ensure even exchanges and powerful collaborations. When sending connection requests, personalize your message, people love to hear how they're making an impact. Explain why you want to connect and how you can add value to each other's network – make this about *them* versus *you*. An authentic and professional approach will always make for a winning outreach strategy!
2. **Engagement:**
   - Maintaining the relationships you've built through regular, enthusiastic engagements will keep you top of mind and establish trust. Here are some ways you can keep communication lines open: Begin by commenting on posts or sharing articles with a personalized note. Ask open-ended questions to encourage dialogue and show genuine interest in others' perspectives.
3. **Groups:**
   - Groups provide a niched-approach to industry topics and present opportunities for deep, fun, and engaged networking. This is a great way to make specific connections that are most aligned with your career aspirations.

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Leveraging LinkedIn Tools



(Above is an example of the performance analytics provided by Linkedin)

1. **Recommendations:**
   - Professionals over 50 typically have access to an expansive community of former colleagues, supervisors and clients. Don't be afraid to ask for recommendations to provide social proof of your talents and the value people receive working with you. Recommendations and Endorsements on LinkedIn can add immense credibility to your profile, as well as verify your extensive professional career. Similarly, return the favor. Endorse others for their skills and provide recommendations when appropriate. This reciprocity can strengthen relationships and create a trusted referral network.
2. **LinkedIn Articles:**
   - Writing LinkedIn articles allows you to share in-depth insights and further establish thought leadership. Since LinkedIn also serves as a search engine, SEO keywords used within your article will populate to search engines like Google. Therefore it's important to choose topics that align with your expertise and career goals to enhance visibility in these areas.
3. **Analytics:**
   - Measuring analytics and feedback regularly will enhance growth potential. LinkedIn analytics provides valuable insights into the performance of your content so you can refine your strategy and get a sense of what resonates most with your community. This direct line to your audience is an incredible resource to better understand the gap you fill in the marketplace and how you can leverage it with specialty services or when pitching yourself for a new position.

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Overcoming Common Challenges

1. **Technology Adoption:**
    - LinkedIn is always rolling out new features, which is excellent for scaling and keeping up with new developments! However, it can be slightly overwhelming to stay up to date with the latest and greatest, especially if you're not tech-savvy. I highly recommend following LinkedIn's official blog and joining relevant online communities to stay in the know. If you feel you could use more support with your digital skills, take online courses or listen to podcasts. These resources are perfect starting points for optimizing your digital footprint.
2. **Confidence:**
    - Building confidence in the digital arena takes time, especially if you're new to it. Start by setting small, achievable goals like posting once a week or engaging with a certain number of connections. Celebrate your small wins and learn from any setbacks. Don't get discouraged if the results aren't instantaneous. Remember, reinventing your professional career is a marathon not a sprint. When you commit to showing up as your best self and seeing your dreams through, you can't fail.



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Case Study: Tech Executive

Dynamic Storytelling Increases Technology Client Profile Views by 969% in 90 Days

About Our Client: The featured client in this case study is a global community of companies and organizations that work together to accelerate the development and deployment of open, disaggregated, and standards-based technology solutions worldwide.

Marketing Challenges:

The client had limited visibility within the industry and no active presence or ongoing strategy. They struggled to stand out among their competitors and reached out to our team for guidance and support in developing a LinkedIn presence with high visibility and engagement, executing a relevant content strategy, and building greater brand awareness online.

Solutions:

Our team created an organic LinkedIn strategy for the Executive Director that aligned closely with other members of his C-Suite team and their company-wide initiatives. We focused on telling compelling stories that tied back to the company mission and implemented controls for the marketing department to work in lockstep with our team.

Results: In just the first 90 days after launch, the improvement in profile and content engagement was remarkable:

- 620% increase in content production
- 969% surge in profile views
- 476% more 'likes' on content



Rebranding after 50 and leveraging LinkedIn for career transitions is not only possible but also highly rewarding. By simply optimizing your profile, consistently sharing valuable content, and engaging thoughtfully with your network, you can establish a strong digital presence. Your extensive experience and expertise are valuable assets that can open new doors and lead to a fulfilling career path you never even thought to pursue before. Remember, it's the small steps that move mountains!

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Chapter 2:

Authentic Personal Branding for Introverts

Introduction

If I said the names: Bill Gates, Warren Buffet, and Marissa Mayer — what do you immediately think of?

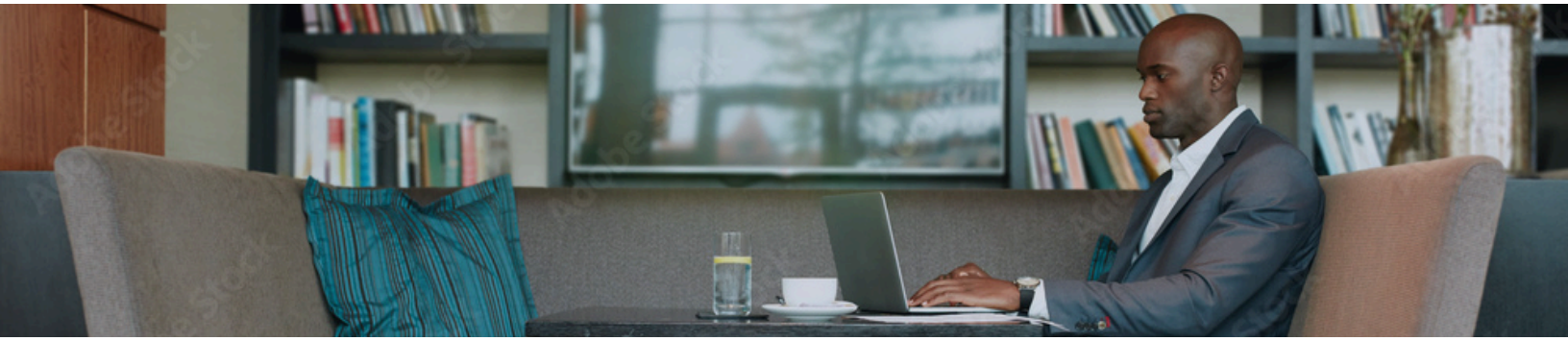
I'm certain your mind races to the many accomplishments, innovations, and philanthropic efforts these incredible individuals have brought forth in the world. I'm also certain that the last thing you'd think of, if at all, is that they're all introverts. But it's true. These impactful leaders have leveraged their introverted strengths to achieve remarkable success. Which means, you can too!

It's often assumed that if you're not the loudest in the room, you'll be overlooked for opportunities and never find success in today's fast-paced business world. With the rising popularity of TikTok trends, TedX stages, and podcasts it can feel as if the spotlight is only reserved for those with extroverted personalities. However, that's far from the truth. And as a believer that there's room for us all at the top, this chapter is dedicated to guiding all my introverted professionals out there in leveraging their own unique strengths on LinkedIn (no dancing or public speaking required).

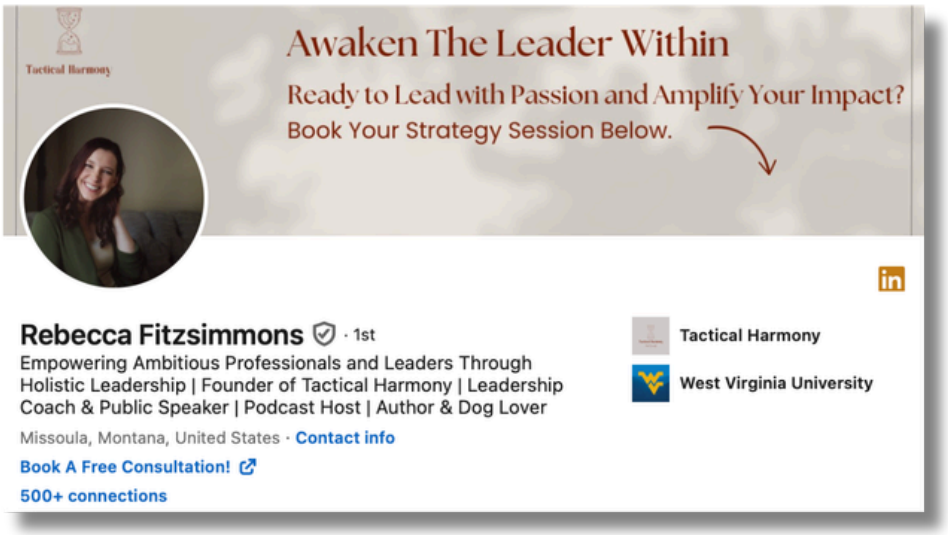
The Power of Quiet Influence

You might be wondering "what are my superpowers as an introvert?" And the answer is: quiet influence.

Quiet influence is the ability to impact others and initiate change through thoughtful and often behind-the-scenes actions, making them integral assets to any industry or team. Introverts typically possess the gifts of active listening, empathy, and deep thinking. These intuitive attributes create meaningful connections and open up aligned opportunities effortlessly.



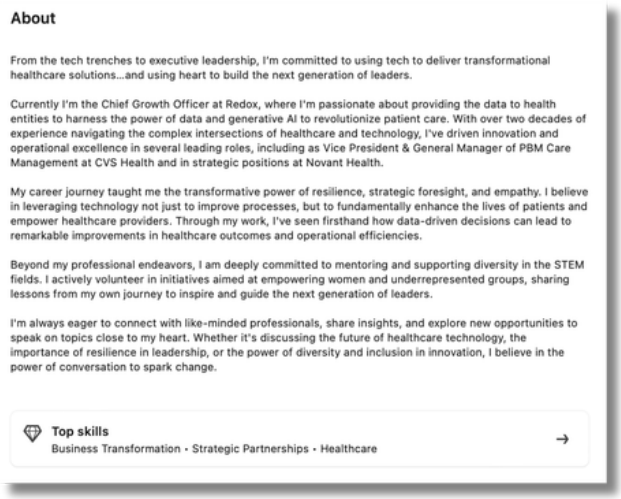
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(Above is an example of a friendly professional headshot and a banner that matches a personal brand)

Enhance Visibility with a Strong, Authentic Profile

1. **Profile Optimization:**
   - Use a warm and welcoming professional headshot that reflects your personality.
   - Choose a banner image that aligns with your professional brand, such as a relevant industry photo or a personal branding graphic.
   - A compelling headline is what will draw in prospective clients and opportunities. This should consist of your expertise, career goals, and special talents.
2. **About Section:**
   - Write an authentic summary that tells your story and emphasizes your unique gifts. Include significant achievements, your personal journey, and future aspirations.
3. **Experience:**
   - Focus on achievements rather than just responsibilities. Use relevant results and metrics to quantify your impact.

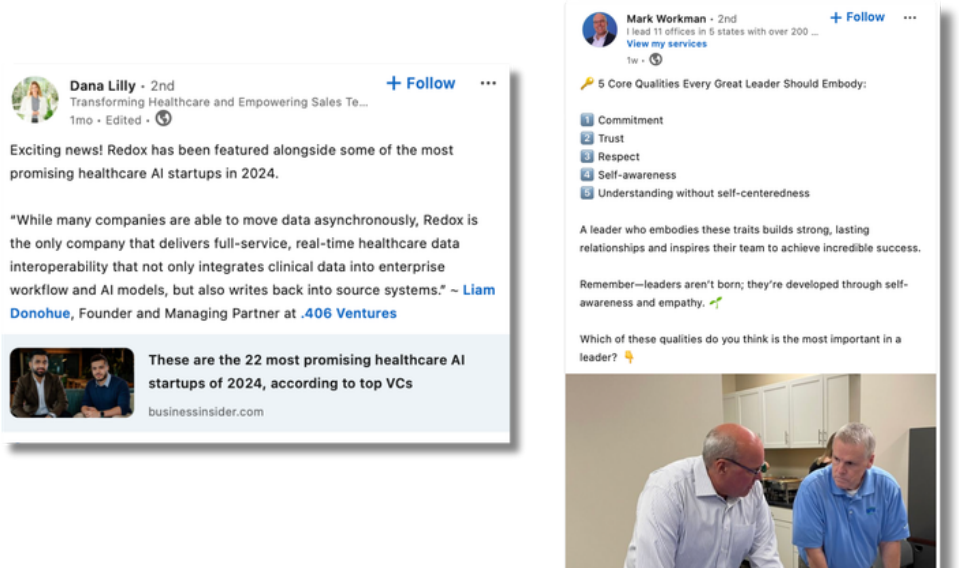


(Above is an example of a strong and authentic "About" section)

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Strengths-Based Content Creation

1. **Types of Content:**
   - **Written Content:** Put your deep thoughts to work! Blog posts and articles that provide in-depth analysis and insights on industry trends, challenges, and solutions are the perfect way to showcase your expertise.
   - **Visual Content:** Infographics and slideshows that present data in an easily digestible format are perfect for providing a snapshot of your brilliance. You can also use images intentionally as a visual storytelling element to reveal more about you, your brand, and your personality.
   - **Curated Content:** Sharing relevant articles, studies, and stories with your network, along with your own commentary and insights, will provide a deeper look into your thought processes and empathetic nature.



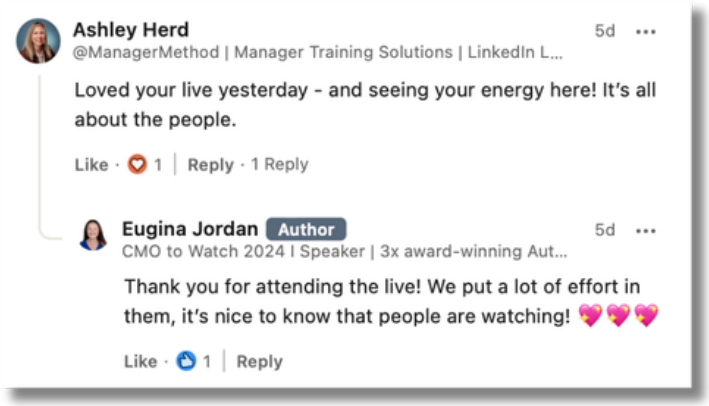
(Above are two examples of curated content that reveal more about a brand and its empathetic nature)

2. **Consistency:**
   - **Content Calendar:** Develop a content calendar to plan your posts in advance. This ensures a steady flow of content without last-minute stress. An additional bonus to planning your content ahead of time is that you can even publish it ahead of time via a scheduling app. This way you'll never miss a beat! One of my favorite apps to use is Agorapulse.
   - **Batch Content:** Create multiple pieces of content when you're most inspired and schedule them for future posting. This allows you to maintain consistency even during busy or low energy days.
   - **Repurposing Content:** Which of your posts performed the best? Use these as inspiration for repurposing in different formats. You don't have to *always* reinvent the wheel. You can save creative energy by optimizing top posts of the past. An example of repurposing can be to turn a blog post into an infographic.

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Strengths-Based Content Creation (continued)

3. **Engagement:**
   - **Quality Over Quantity:** Focus on meaningful interactions versus trying to engage with every post. Comment on and share posts that genuinely resonate with you. Did you know LinkedIn has a feature where you can 'star' specific accounts to receive notifications when that person posts? This will ensure you continue to prioritize meaningful connections like clients and colleagues, without losing sight of them in your feed. We know how valuable it is to support those who support us!
   - **Scheduled Engagement:** Alarms sounding on your phone all day is enough to drain even an extrovert! Not only is it an energy vampire, it can also be distracting when trying to get important tasks done. I recommend keeping your phone silent and allocating specific times during your day for engaging with your network. Not only will this save you time (and sanity), it will also prevent you from feeling overwhelmed by the urgency to respond right away.
   - **Personalized Responses:** When responding to messages or comments, personalize your replies to show genuine interest and appreciation. This is the start of many meaningful connections!





(Above are two examples of personalized responses and engagement)

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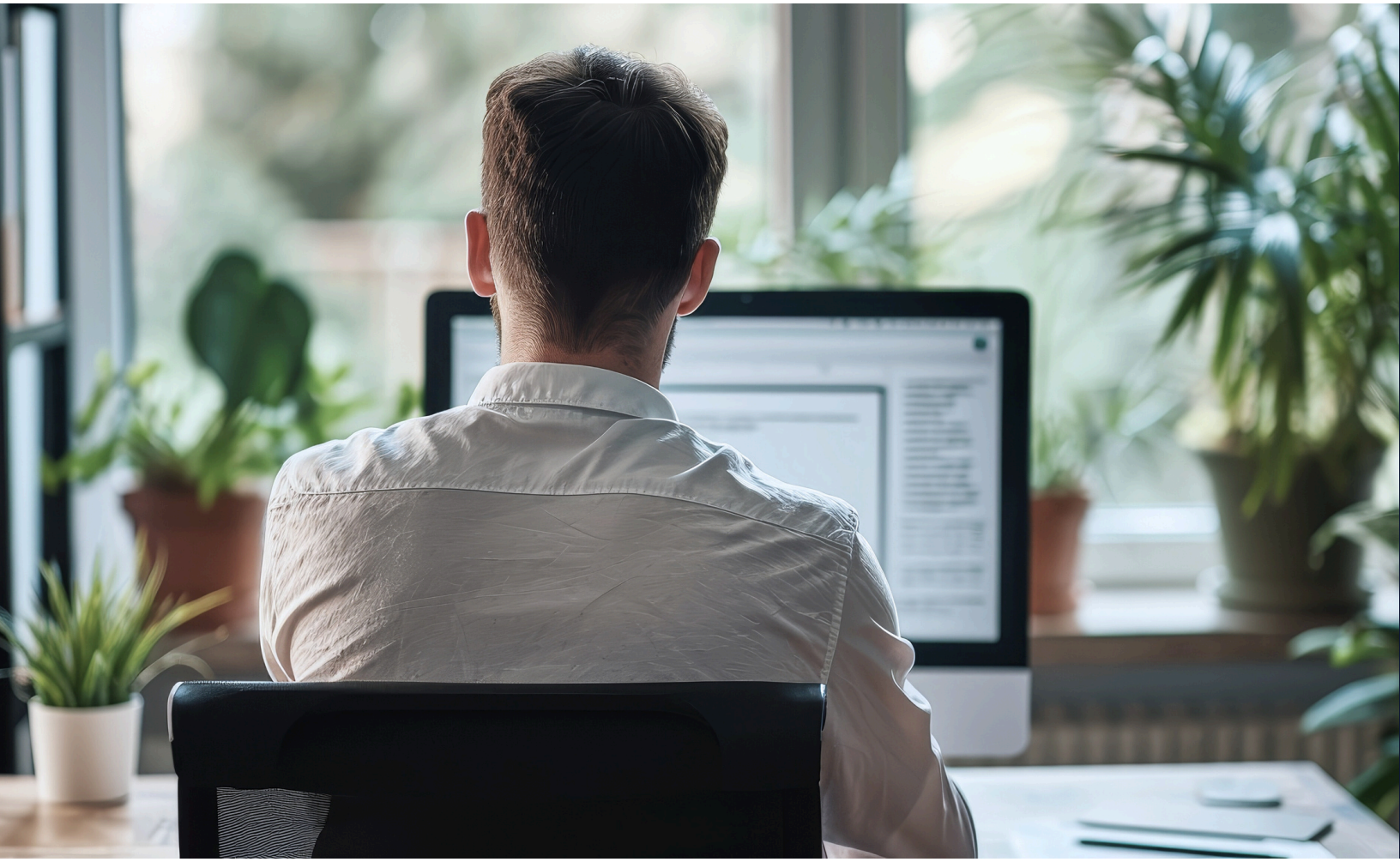
Stress-Free Networking Tips

1. **Connection Requests:**
    - Introverts tend to be more intentional with their outreach, which is flattering to express. Always include a personalized message with your connection request to show genuine interest. Mention how you came across their profile and why you want to connect.
2. **Messaging:**
    - All relationships develop from shared interests. This is a crucial bridge building component when engaging online. Send messages stating shared interests or mutual connections to establish common ground and leave a lasting impression.
3. **Groups:**
    - LinkedIn groups are a great source for finding connections related to your specific industry or interests. There are a variety of niched groups that make it easy for any professional to find their place. Look for active ones with regular discussions and valuable content that you can contribute to.
4. **Recommendations / Endorsements:**
    - In this fast-paced business world, many professionals are busy jumping from task to task. It's refreshing to receive recommendations that reflect how all that hard work has impacted someone. Providing a compliment is a thoughtful way to connect.

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Overcoming Common Challenges

1. **Fear of Self-Promotion:**
    - Introverts tend to feel more comfortable behind-the-scenes than front-and-center, which can make self-promotion uncomfortable. However, this is a vital component when it comes to standing out, receiving new opportunities, and exerting your authority within the industry. View self-promotion as sharing valuable information rather than boasting. Focus on how your insights can help others overcome challenges, navigate around blindspots, and achieve their goals faster.



2. **Consistency:**
    - As an introvert, one of your superpowers is empathy. However, with this power also comes the ability to burnout from social interactions — *fast*. To stay consistent while protecting your energy, look into batching content ahead of time, utilizing a scheduling app, and setting aside specific times to engage with your audience.

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Case Study: Automotive Insurance

Unlocking Growth with the Borden Group: This C-Suite team grew their online visibility by +9K%

About Our Client: Our client is one of the top-rated automotive insurance providers across the U.S. With a nationwide team that streamlines its technology-first approach, they are setting new standards for performance among its competitors.

Marketing Challenges:

The client had a lack of cohesion between their company's corporate page and the executive team's social media presence. They lacked social media controls or processes within their marketing department, and their C-Suite struggled to build go-to-market plans that aligned with company goals and branding initiatives.

Solutions:

We implemented comprehensive LinkedIn training for the C-Suite and marketing team, established marketing department controls, and developed go-to-market strategies for the company's LinkedIn corporate page and the C-Suite's individual pages.

Results:

- 314% increase in content likes
- 13K% surge in user comments
- 350% increase in followers



As a brilliant and thoughtful introvert, there are an abundance of networking opportunities waiting for you on LinkedIn! Remember to set achievable goals and establish your systems early on to avoid unnecessary burnout. Lead with your authentic superpowers and customized strategies and you'll create many impactful waves with your presence, insights, and quiet influence.

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Chapter 3:

Values-Driven Personal Branding

Introduction

Authenticity and uniqueness are the two crucial components that will make your personal brand standout in an otherwise saturated market. People are drawn to more than just your skills and achievements, they want to get to know you.

I'm sure you've heard the saying: "when you talk to everyone, you talk to no one." A forward-facing brand is the perfect way to showcase your values, stories, and perspectives. What makes these branding elements so valuable is that they're unique to you and only you, making them impossible to replicate. In other words, these are your keys to escape the echochamber of regurgitated content. By effectively positioning these attributes, you demonstrate true thought leadership and build immense trust with your community.

This kind of value-driven approach resonates deeply with audiences and creates a lasting impact. Did you know that professionals who align their brand with their values are more likely to attract like-minded connections and opportunities? This is why discarding the fear of visibility is the first step to success and sustainability.

This chapter is here to help you highlight your personal values on LinkedIn. By reflecting your values within your digital presence, you'll naturally establish a genuine eye-catching brand...and attract incredible opportunities along the way!



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Understanding Your Core Values

Core values are the fundamental beliefs and principles that guide your behavior and decisions. They reflect what's fundamentally important to you, which then shapes your actions and interactions. When it comes to personal branding, core values help create a consistent and authentic presence. They differentiate you from others and build trust with your network.

Steps to take to define your core values:

1. **Self-Reflection:**
   - Take time to reflect on what matters most to you and why. Consider your beliefs, motivations, and drive. Ask yourself questions like:
     - What principles guide my actions?
     - What am I passionate about?
     - What kind of impact do I want to make?
2. **Identify Patterns:**
   - Look for patterns in your past experiences. Identify moments when you felt most fulfilled, inspired, or proud. These moments often reveal your values.
3. **Prioritize:**
   - Make a list of your values and prioritize them. Choose the top 3 that are most important to you. This will become your brand's foundation.

Building a Values-Based Brand

1. **Profile Optimization:**
   - Your LinkedIn profile is the modern-day version of a 'first impression' when it comes to professional networking. What does yours say? The places I recommend enhancing first are your headline, about section, and experience summaries. These are great places to integrate values-based messaging.
2. **Visual Identity:**
   - Your visual identity is a language in itself. Just like they say a picture is worth a thousand words, visual branding elements are similar. Being intentional with your fonts, colors, and images will go a long way in conveying your core values. For example, if creativity is a top value for you, using vibrant and artistic visuals will express that.
3. **Authentic Storytelling:**
   - It's one thing to say what you're passionate about and what you believe in, but it's another to actually walk the talk. Through personal stories you can share on a deeper, more relatable level the *why* behind your beliefs and how you actively put them into practice. For example, if community service is a core value, share a story about a volunteer project you participated in and its positive impact on the community.

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Content Creation with a Values-Driven Approach

1. **Blog Posts and Articles:**
   - Write about topics you're interested in and reflect your values. For example, if innovation is at the top of your list, write about the latest trends and advancements in your industry. This demonstrates thought leadership and your willingness to help your community succeed. You can also utilize LinkedIn's collaboration feature to contribute your perspectives to various industry-specific articles.
2. **Videos and Visual Content:**
   - Create videos that showcase your values in action. For instance, if collaboration is a core value, utilize LinkedIn Live Events to host a panel of industry trendsetters for a value-packed session your network can engage in.
3. **Studies and Reports:**
   - Stay up to date with groundbreaking releases hitting your industry. Share the ones that resonate most with your top brand values and add your own fresh angles and perspectives to show why these topics matter.



How to maintain authenticity in your posts:

1. **Be Genuine:**
   - Share your *true* thoughts and feelings, not just what others expect of you or what's trending. Authenticity builds trust and credibility. Add a dash of confidence to that, and you'll be a magnet for aligned audiences and opportunities.
2. **Add The Human Touch:**
   - While it's important to be professional, avoid over-polishing your content. Imperfections are what makes us human. At the end of the day, we're all just people behind these screens doing the best we can to make a difference. Don't be afraid to let others see that.

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Engaging with Your Network

1. **Comment:**
   - Engaging with posts from your community is the best way to show mutual support. Leave thoughtful comments that add value to the conversation.
2. **Share:**
   - Share content that reflects your values and explain why it caught your attention or peaked your curiosity. Encourage discussions and invite your network to share their perspectives too. Healthy conversations are important for any industry!
3. **Amplify Voices:**
   - Support and amplify the voices of others with shared interests by giving endorsements and writing recommendations.
4. **Celebrate Achievements:**
   - Celebrate the achievements of your community that have advanced areas in your industry you care about. There's room for everyone at the top!



(Above is an example of LinkedIn's "Endorsements" section)

Overcoming Common Challenges

1. **How to stand strong in your values when faced with external pressures**
   - **Resilience:**
     - Unfortunately, internet trolls are out there. But that's okay! Don't let that stop you from sharing your thoughts and making progress. Stay committed to your values. Confidently and neutrally respond. Remember, your values define your brand and attract like-minded connections…and with that, there will always be those who don't agree.
   - **Support System:**
     - Surround yourself with a supportive network of professionals who you can seek advice and encouragement from. Having a circle that has your back is *everything*.
2. **How to keep your branding consistent**
   - **Content Calendar:**
     - My clients and I use Google Spreadsheets to plan out our content for the month. This ensures we provide an appropriate blend of topics, stay relevant, keep engagement high, and maintain consistency.
   - **Regular Reviews:**
     - Regularly review your profile, content, and analytics. How are your posts performing? This will tell you where you can implement best (and sometimes new) practices to attract more like-minded professionals into your network and better serve your current audience. Make adjustments as needed based on this data and feedback!

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Case Study: Wellness Coach

How the Human to Brand Community Elevated a Wellness Coach's LinkedIn Presence and Client Base in Six Months!

About Our Client: The featured client in this case story is a Wellness Coach, Personal Coach, and Entrepreneur with a significant following on Instagram but a limited presence on LinkedIn.

Marketing Challenges:

The client was initially hesitant to invest time and effort into LinkedIn, believing her ideal clientele was not present on the platform. She lacked a defined LinkedIn strategy and was unsure how to present herself professionally.

Solutions:

We integrated her into the Human to Brand Community, offering tailored advice on creating a LinkedIn strategy aligned with her established brand on Instagram. She learned to position herself as a thought leader, utilizing storytelling techniques to make her posts compelling and relatable.

Results: In six months, the client acquired multiple new clients and significantly boosted her business on LinkedIn:

- 375K post impressions
- 7.3% engagement rate
- Went from 20 to 19k followers



Just like integrity is a sought after personality trait, it's equally important in personal branding. Gone are the days when people did business with generic and distant companies. Today, people want to do business with those they *know*, *like*, and *trust*. Shared values are a critical component to any meaningful relationship...even virtual ones! Invest in your community and they'll invest in you too.

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Chapter 4:

Simplified Branding for Non-Tech-Savvy Professionals

As technology continues to accelerate at lightning speed, staying on top of trends and advancements can become challenging...especially if you don't consider yourself 'tech savvy'.

However, if there's one platform I would encourage you to educate yourself on, it's LinkedIn. Why? Because it offers immense opportunities for personal branding and career growth. Did you know that LinkedIn has over 700 million users worldwide, and 40% of them use the platform daily? This statistic alone shows the importance of not sitting on this opportunity. Having a strong digital presence is paramount for staying top of mind for potential collaborations. Let's take a look at the ways to simplify LinkedIn so you can remove the guesswork and invest all your time and energy into what is guaranteed to produce the most return.



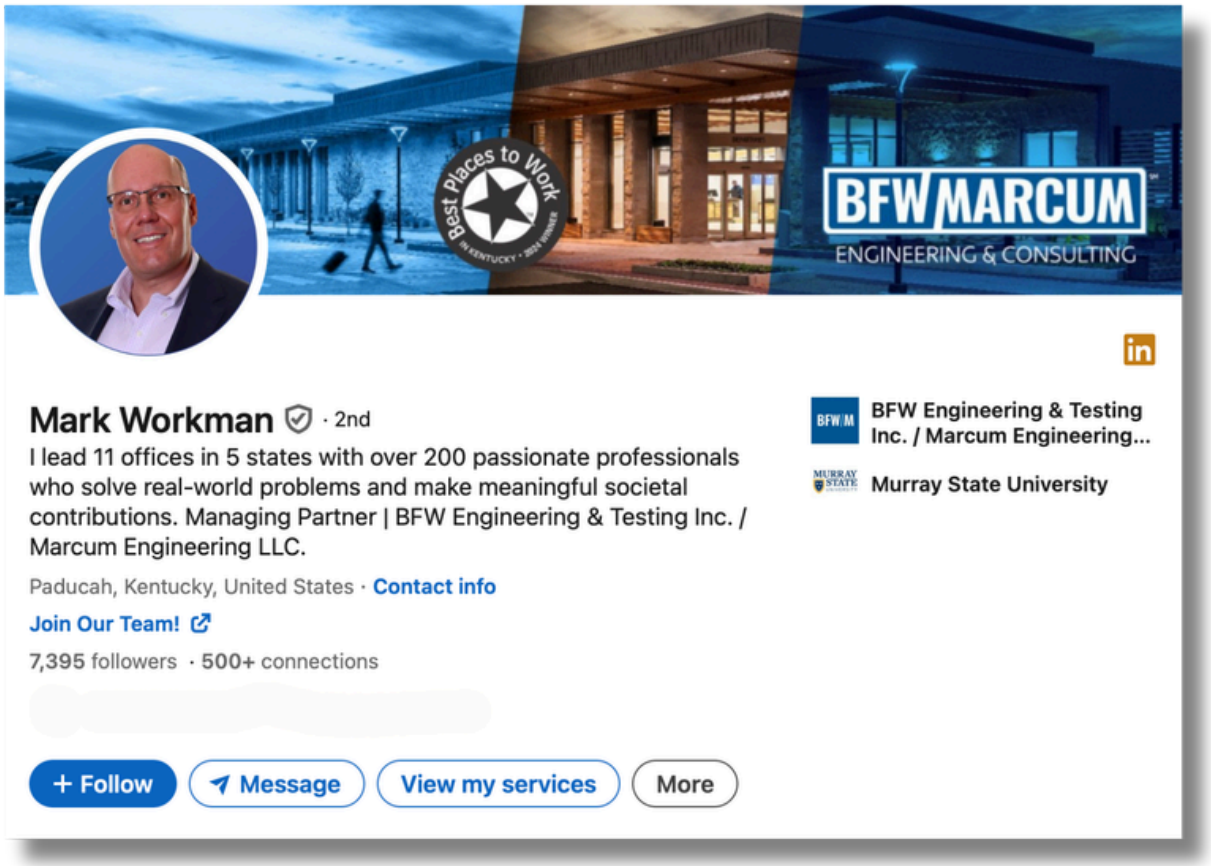
Getting Started on LinkedIn 101

1. **Account Creation:**
   - **Visit LinkedIn.com:** Go to www.linkedin.com and click on "join now."
   - **Enter Your Information:** Provide your first and last name, email address, and create a password. Click "Agree & Join."
   - **Follow the Prompts:** LinkedIn will guide you through the setup process, including entering your location, job title, and industry. Follow the prompts to complete your profile setup. Remember, the more details you provide the better.
2. **Profile Basics:**
   - **Profile Picture:** Upload a professional headshot. Make sure your face is clearly visible and the background is plain or relevant to your profession. Visual recognition is the main stage of personal branding.
   - **Headline:** Create a headline that succinctly describes your position and expertise. For example, "Experienced Project Manager | Expert in Team Leadership & Process Improvement."
   - **Summary:** Write a brief summary that highlights your skills, experiences, and career goals. Keep it concise and engaging to capture the attention of viewers.
   - **Experience:** List your current and past job positions, including a brief description of your responsibilities and achievements.

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Profile Basics for Optimization

1. **Profile Picture and Headline:**
   - **Profile Picture:** Think of this as your 'first impression' moment. Choose a professional, high-quality photo with good lighting. Dress appropriately for your industry and smile to initiate a warm invitation to connect with you.
   - **Headline:** Use keywords related to your profession to make your profile more searchable for those looking for your specific services or expertise.
2. **Summary and Experience:**
   - **Summary:** Start with a strong opening sentence that captures your unique value proposition. Highlight your key skills, experiences, and what you are passionate about. Mention your career goals and how you can add value to potential connections.
   - **Experience:** For each job position, include a few bullet points detailing your responsibilities and accomplishments. Use action verbs and quantify your achievements when possible (e.g., "Increased sales by 20%").



(Above is an example of a high-quality profile photo with headline that highlights specific services and expertise)

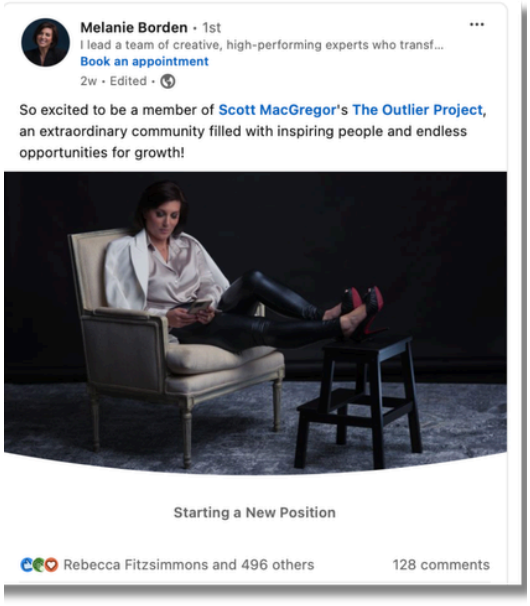
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Non-Techy Network Building Tips

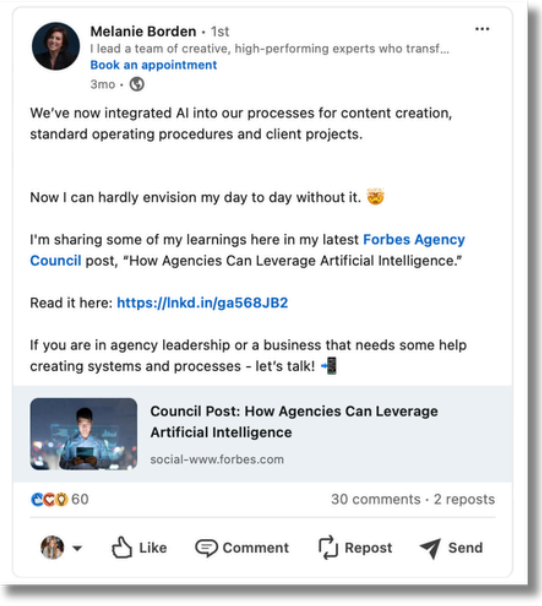
1. **Connecting with Colleagues:**
   - Use the LinkedIn search bar to find colleagues by entering their names or company names. Click on their profiles and send personalized connection requests.
2. **Expanding Your Network:**
   - Join LinkedIn groups related to your industry. Participate in discussions by adding your valuable perspectives, opinions, and insights. Follow and engage with other industry leaders to expand your professional network.

Simple Content Creation Strategies

1. **Types of Content:**
   - **Status Updates:** Share short, value-rich updates about your professional activities, such as attending a conference or completing an exciting project.
   - **Articles:** Write in-depth articles on topics related to your industry that share your personal insights and experiences.
   - **Curated Content:** Share articles and posts from industry publications. Add your commentary to provide context and unique angles (this is your edge!).
2. **Posting Schedule:**
   - **Content Calendar:** Create a content calendar to plan your posts in advance. My team and I use Google Spreadsheets to map out each month and keep assets organized. To start, aim to post at least once a week to maintain visibility and generate momentum.
   - **Batch Creation:** Create multiple pieces of content at once and schedule them for future posting. This ensures consistency even during busy periods. One of my favorite scheduling tools is the social media management software, Agorapulse.



(Above is an example of a short, but valuable update on a professional activity)



(Above is an example of a post sharing an industry-related article with personal insights)

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Engaging with Your Network

1. **Commenting and Messaging:**
   - **Commenting:** Don't get into the 'post and ghost' habit. It's always important to be intentional about giving as much as you get. To show up fully for your network, leave thoughtful and supportive comments on posts from your connections. Add value to the conversation by sharing your insights and celebrating their big achievements.
   - **Messaging:** Send personalized messages to your connections. Follow up on previous conversation, share relevant news, or just send an encouraging note. We're all craving genuine connections!
2. **Events:**
   - Additionally to participating in LinkedIn groups, be sure to keep an eye out for virtual events, LinkedIn Lives, and webinars. These are great opportunities to learn about the latest happenings in your industry, sharpen your skill set, and engage with other attendees who share your viewpoints.



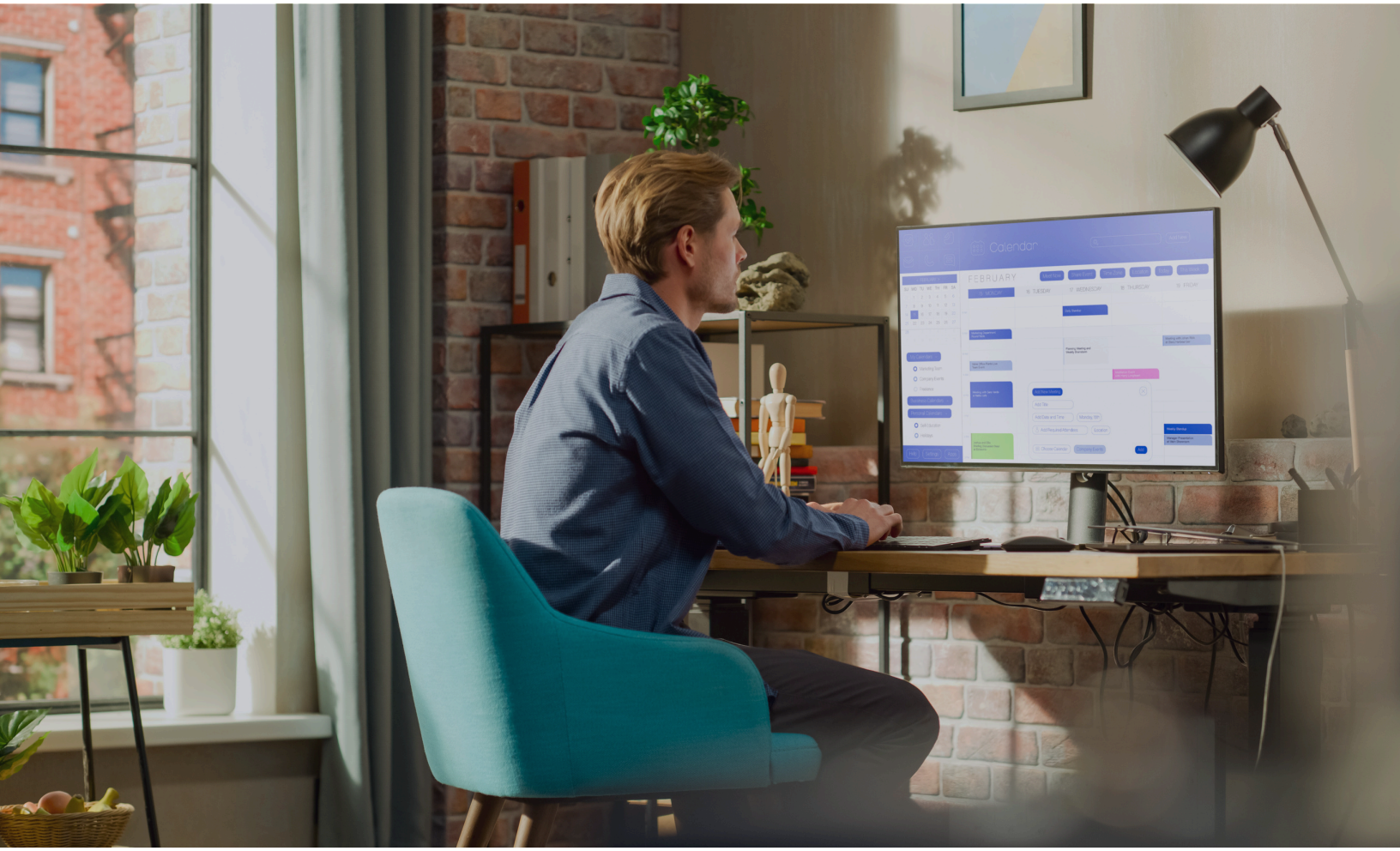
Easy-To-Implement Tools

1. **Recommendations:**
   - Social proof is a critical part of any profile, so don't be shy about requesting (and returning) reviews. Reach out to colleagues and supervisors who can speak to your talents and accomplishments. Be specific about what you would like them to highlight so you can showcase the diversity of your skill sets.
2. **Articles and Posts:**
   - Select topics that showcase your expertise and are relevant to your audience. Think of the type of content you like to digest as inspiration. Consider addressing common challenges or industry trends that you know your community is looking for guidance on. Share your articles and posts with your network. Encourage discussions by asking questions or seeking feedback. Quality conversations are always the gateway to incredible innovations.
3. **Analytics:** Use LinkedIn analytics to track the performance of your posts and profile. Pay attention to metrics such as views, engagement, and profile visits. Use these insights to refine your content and engagement

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Overcoming Common Challenges

1. **Fear of Technology:**
   - **Start Small:**
     - Begin with simple tasks such as updating your profile or sharing a post. Gradually move on to more advanced features and engagement techniques.
   - **Seek Mentorship:**
     - Don't hesitate to seek mentorship and advice from seasoned colleagues or online resources. Be sure to take a look at LinkedIn's tutorials and guides for additional support.
2. **Consistency:**
   - **Set Realistic Goals:**
     - Set achievable goals for your LinkedIn activity. Start with a manageable amount of content and engagement until you catch a good rhythm and can expand your efforts. Remember, consistency is the key no matter how small the action. Just keep moving!
   - **Take Breaks:**
     - Allow yourself breaks when needed. Optimize scheduling apps and repurposed content during these times to maintain momentum, but not burn out in the process. It's vital to recharge when necessary so you can continue to reach your goals in a healthy way and post with intention versus resentment.



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Case Study: ProShare Services

Cooking With Oil & Gas: How We Helped Our Client Boost Engagement on LinkedIn by +738%

About ProShare Services: Proshare Services is a woman-owned Engineering, Procurement, and Construction firm that provides win-win project management solutions in the Oil and Gas, Utilities, Renewables, Chemicals, and Commercial Construction industries.

Marketing Challenges:

The President of ProShare, Danielle, faced challenges with social media marketing efforts, including social media burnout, lack of direction on brand building, and confusion with tools and analytics.

Solutions:

The Borden Group conducted a comprehensive overview of ProShare's current social media practices, determined their target audience primarily lived on LinkedIn, and introduced Danielle to our LinkedIn Executive Session.

Results: After the LinkedIn Executive Session, Danielle experienced significant improvements in content creation, engagement, and business growth.



LinkedIn can be a powerful tool for non-tech-savvy professionals. Given its design for a career-driven community, there are many easy-to-implement features that will 10x your efforts. By following the strategies and guidelines in this chapter, you can begin building and optimizing your profile for success starting today. Take the first step by signing up (if you haven't already), setting up your profile, and connecting with colleagues. As the saying goes, *"sometimes the smallest step in the right direction ends up being the biggest step of your life."* With LinkedIn, this is true — anything is possible!

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Chapter 5:

Balancing Career and Side Hustles



Are you currently juggling a career and a side hustle? If so, you're not alone. According to a recent survey, nearly 45% of Americans have a side hustle in addition to their main job. And for good reason! There are many incredible benefits to balancing both like building brand awareness, increasing revenue streams, and expanding your professional network. While managing both identities can pose its own set of challenges, LinkedIn makes it easy to optimize both opportunities. By following the strategies in this chapter, you can effectively master the art of dual promotion without burning out, niching down too much, or overextending your efforts.

Understanding the Dual Professional Identity

A dual professional identity refers to managing and promoting both a primary career and a side hustle. This could look like daylighting as a marketing manager and moonlighting as freelance graphic designer. When done strategically, this duality allows you to diversify your professional portfolio, increase your income, and explore new interests, all while futureproofing your success. It also demonstrates versatility and a strong work ethic, making you more marketable to potential employers and clients.



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Optimizing Your LinkedIn Profile for Multiple Roles

1. **Headline:**
   - Your LinkedIn headline should capture the totality of your professional identity. Don't limit yourself. For example, "Marketing Manager | Freelance Graphic Designer | Expert in Digital Marketing & Creative Design." This headline immediately communicates your expertise in all areas and will attract equal prospects.
2. **About Section:**
   - Your About section should tell a cohesive story that integrates your career and side hustle. Highlight your skills, experiences, passion, and drive.
3. **Experience:**
   - When listing your experience, include separate entries for your primary career and side hustle. Detail your responsibilities and achievements for each role, using metrics to quantify your impact.

Content Creation for Career and Side Hustles

1. **Types of Content:**
   - **Career Content:**
     - Share industry insights, achievements, and projects related to your primary career.
     - Write articles on trends, challenges, and solutions in your field.
   - **Side Hustle Content:**
     - Showcase your side hustle projects, client testimonials, and creative processes.
     - Share tutorials, tips, and behind-the-scenes looks at your side hustle.
2. **Content Calendar:**
   - Create a content calendar that allocates specific days for posting career-related and side hustle content. For example, you could post career content on Mondays and Wednesdays, and side hustle content on Fridays. This ensures a balanced presence that won't confuse your audience but instead keep them engaged with both aspects of your professional identity.
3. **Engagement:**
   - Engage with your audience by responding to comments, participating in discussions, and sharing relevant content from other professionals. Tailor your engagement to suit the context of each role. For example, join marketing discussions for your career and design forums for your side hustle.



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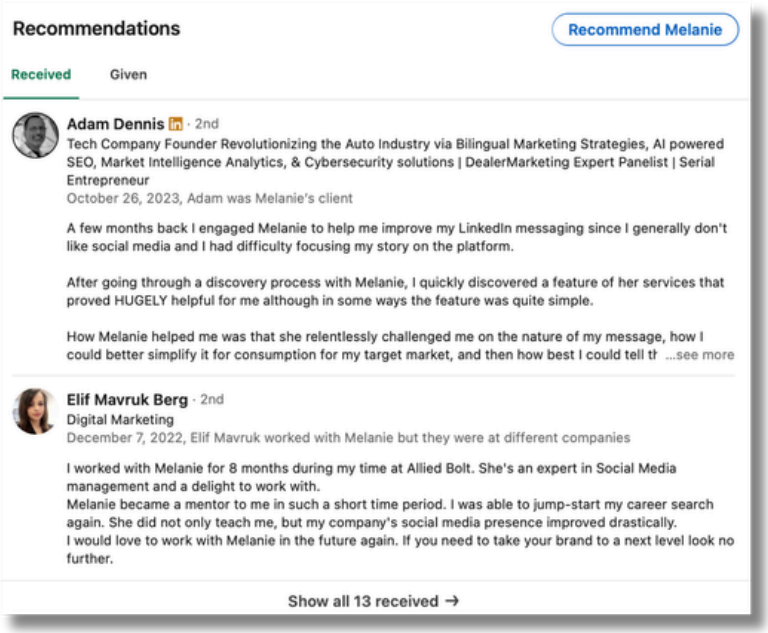
Relevant Networking Strategies

1. **Career Network:**
   - Connect with colleagues, industry leaders, and professionals in your field. Join industry-specific LinkedIn groups and participate in discussions.
2. **Side Hustle Network:**
   - Connect with clients, fellow freelancers, and creative professionals. Join groups related to your side hustle and share your work.
3. **Personalized Messages:**
   - When sending connection requests, personalize your message to clearly state both your career and side hustle. Remember, you never want to assume what someone may be looking for or benefit most from. Provide them the opportunity to understand all that you have to offer.
4. **Groups & Communities:** Join LinkedIn groups that cater to both your career and side hustle interests. Participate actively in discussions, share valuable content, and network with group members to expand your reach and visibility.

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Leveraging LinkedIn Tools

1. **Recommendations:**
   - **Requesting Recommendations:**
     - Reach out to colleagues and clients who can speak to your skills in both your career and side hustle. Be specific about what you would like them to highlight so you can adequately showcase your array of talents.
   - **Giving Recommendations:**
     - Write detailed recommendations for others, emphasizing their strengths and contributions. Highlight their impact in both areas if applicable.
2. **LinkedIn Articles:**
   - **Choosing Topics:**
     - Select topics that demonstrate your expertise in both industries. For example, write an article on integrating digital marketing strategies with creative design.
   - **Storytelling:**
     - Use storytelling to illustrate your experiences and successes in both roles. Share case studies and insights that present your unique approach.
3. **Analytics:**
   - **Monitor Metrics:**
     - Use LinkedIn or Shield analytics to track the performance of your posts and profile. Pay attention to metrics such as post views, engagement, and profile visits.
   - **Refine Strategy:**
     - Use these insights to refine your content and engagement strategies. Focus on what works and adjust what doesn't. This can also provide clarity on what career path to choose if you're considering pairing down to one.



(Above is an example of two detailed written recommendations)

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Overcoming Common Challenges

1. **Time Management:**
   - **Prioritize Tasks:** Prioritize tasks based on deadlines and importance. Organize your calendar and dedicate specific times for your career and side hustle activities to ensure both are receiving adequate attention.
   - **Set Boundaries:** Set clear boundaries to avoid overlap between your career and side hustle. The goal is to be able to show up consistently and deliver quality work. The more you set boundaries, the less you'll experience an 'overpromise-underdeliver' situation.
2. **Maintaining Consistency:**
   - **Content Scheduling:** Use content scheduling tools to plan and automate your posts. This ensures consistency even when your calendar is full.
   - **Batch Creation:** Create multiple pieces of content at once and schedule them for future posting. This helps maintain a steady flow of content without always having to have your hands on the process.
3. **Handling Overwhelm:**
   - **Delegate Tasks:** Delegate tasks where possible, whether in your career or side hustle. Seek help from colleagues, freelancers, or assistants. The quicker you delegate, the quicker you can scale.
   - **Self-Care:** Prioritize self-care and take regular breaks to recharge. Set aside time for hobbies, exercise, and relaxation. My favorites include going for a run, enjoying a day at the beach, and spending quality time with my kiddos. Afterall, you can't pour from an empty glass!



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Case Study: Career Coach

How a Career Coach Increased Her LinkedIn Footprint With The Borden Group

About The Client: Hidden Gem Career Coaching, led by Jessica D. Winder, is a DE&I-focused coaching service for Professionals of Color.

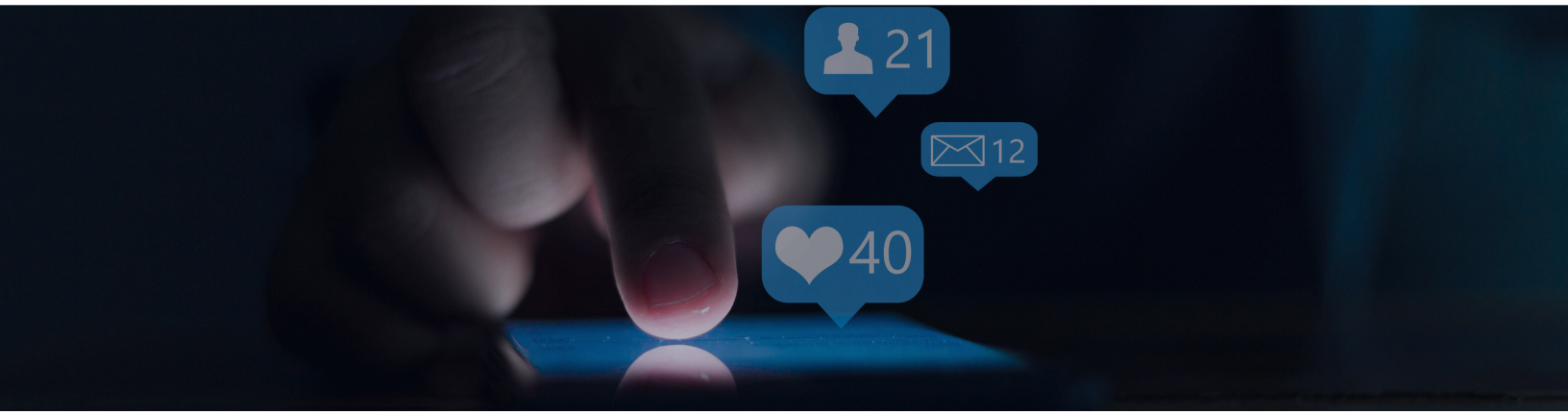
Marketing Challenges:

Jessica faced challenges in boosting the credibility and awareness of her brand online, including developing a consistent personal brand and building confidence in her abilities.

Solutions:

The Borden Group crafted a compelling brand story for Jessica, defining her brand attributes and establishing a strategy for using social media to drive profitability.

Results: After working with The Borden Group, Jessica was promoted from VP to SVP, increased her LinkedIn follower count, and developed a compelling personal brand.



With the rise of digital platforms and technologies, side hustles have become more common than ever before. While past generations prioritized being a master at one trade and spending decades (and even lifetimes) in one industry, up and coming generations are more focused on achieving purpose, freedom, and impact. With access to limitless opportunities, jobs, and networks online, it has become easier for professionals to explore the options available to them. As humans we're constantly evolving and discovering new interests; therefore, it makes sense that our careers would reflect that too.

The best place to start is on LinkedIn, as it's the leading platform for professionals. Balancing a career and side hustle is achievable with the right strategies. By optimizing your profile, creating and sharing valuable content, and engaging with your network, you can effectively promote all aspects of your professional identity.

Start by opening lines of communication and opportunities with a value-rich content strategy, you might even surprise yourself by finding a new passion to add to your list!

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Conclusion



LikedIn truly is the gateway for creating a forward-facing brand that will leave a lasting impression. By leveraging the strategies outlined in this eBook, you can optimize your profile, create valuable content, engage with your network, overcome common challenges, and stay true to your authentic self…no matter your unique professional circumstances or personality traits.

Start implementing the tips and resources outlined in each chapter to enhance your digital presence and make a major impact in your industry. Remember, your personal brand is an extension of you. The more you keep it real, the more you'll attract the best opportunities and connections for your professional success!

Looking for more support? Schedule a personal brand coaching session with me here.

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Meet Melanie Borden

Founder & CEO, The Borden Group



Where it all began

Just a few years ago, everyone around me was losing their job, and I didn't know where I'd turn if I lost mine. I turned to LinkedIn™ to start building my personal brand, opportunities, and business. I'd successfully created marketing strategies for my employers–tech companies, retail, and high-growth startups–so I leveraged those skills to build my own.

I used my experience in marketing oversight, social media, strategy, reputation management, and others to make my own brand visible, approachable, and attractive to customers. It worked! I grew my platform, my reach, and my bottom line.

Since then, I've worked with brands, including C-suite executives, founders, companies, and non-profits, to expand their reach, amplify their messaging, and increase their marketing effectiveness.

Along the way, I've been featured in or quoted in LA Weekly, Entrepreneur, Good Morning America, Adello, Daily Mail, CXO Outlook, The Epoch Times, Working Mother Media, Hip New Jersey, New York City Biz List, Fast Company and most recently, the Wall Street Journal.

I am also a member of The Forbes Agency Council. I work best when I combine my team of LinkedIn™ community managers, creative writers, and designers with your in-house team of marketers, giving you a consistent presence and fast impact on this platform.

When you're ready to go from lurking to leveraging on LinkedIn™, let's talk.

For more insights and resources, visit Melanie's website at www.humantobrand.com