

## PUBLICATIONS

Now I'm going to show you how to add Publications to your LinkedIn Profile.

Publications are particularly important for certain fields of work. Let' say for example that you are a Scientist with a PhD. The fact written and been included in a number of publications will be incredibly important to people who are looking at hiring you or working with you.

A number of people will write publications or books or chapters in books so that they can be considered a Subject Matter Authority in a particular area. When we talk about publications, we are talking about being published in a journal, a magazine or actually writing a book. We are <u>not</u> talking about writing a blog article or a LinkedIn post. What we are talking about is being published in an actual publication.

So let me show you how to do that!

Here you go to Add a New Profile Section and click on this:



And you will see that **Publications** is listed under **Accomplishments**.



"List Your Published Work and Be Found 7x More". If you are fortunate enough to have published work, you are going to be found 7x more according to LinkedIn. Click the + Sign here

### and you can add a New Publication.

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If you would like to let your network know about your publication being added to your LinkedIn Profile, you can just move this bar over here.

Where it says Yes, update my network.

Now I'm going to show you what publications actually look like on your LinkedIn Profile. Scroll down on my profile and



Here in the Accomplishments section are the publications I have.

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I have 5 Publications listed on my LinkedIn Profile.



depends on our individual goals. For example, your goal might be monetary, a physical accomplishment or a moral achievement. To flesh out this topic, we are adding a few comments made by famous and successful people in diverse fields - similar and familiar concepts to those put forward by the Premier Experts® in this book.

The first here is LinkedIn Hiring Secrets for Sales & Marketing Leaders, The Winning Formula for Attracting High Performers, which I co-authored with Ken Schmitt.

#### Accomplishments

### 5 Publications

LinkedIn Hiring Secrets For Sales & Marketing Leaders: The Winning Formula for Attracting High Performers

This #1 International Best Selling Book is designed for you to attract the best Talent to your company using your LinkedIn Profile as a recruitment tool. LinkedIn Hiring Secrets for Sales & Marketing Leaders will walk you step-by-step through creating a LinkedIn Profile that doubles as a marketing tool to attract the best talent to your team. You will learn valuable tricks that will help you to find great candidates. With this book as your guide, you will stand out as an exceptional people manager and your company will stand out as a great place to work. You will learn how to express and communicate your personal brand as a way to attract top candidates to your team. If you follow the steps in this book, your LinkedIn Profile will be so compelling that it will spotlight you as a cutting edge, successful leader, as you stand out from your competitors.

See publication

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Sep 14, 2016



#### If you want to see that publication, you click See Publication

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And it brings you to the Amazon link where you can actually purchase the book (which is pretty cool!).

Shanna Landolt

All of your publications will show up in your Accomplishments Section.