

## PUBLICATIONS

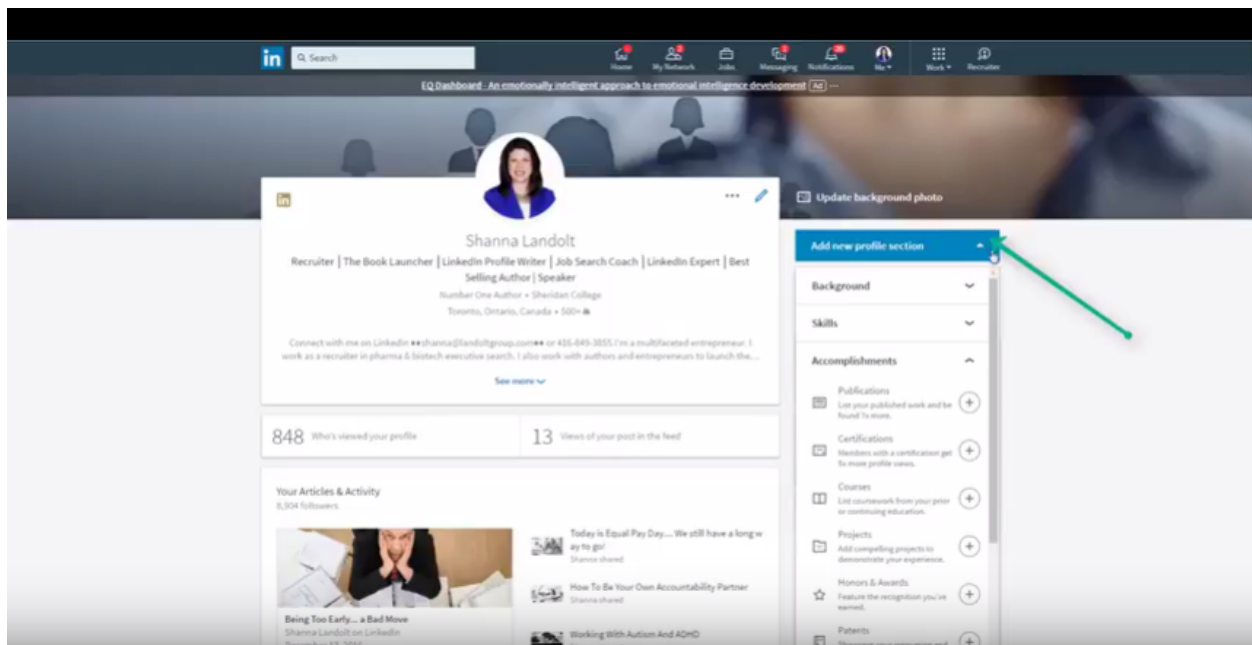
Now I'm going to show you how to add Publications to your LinkedIn Profile.

Publications are particularly important for certain fields of work. Let's 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.

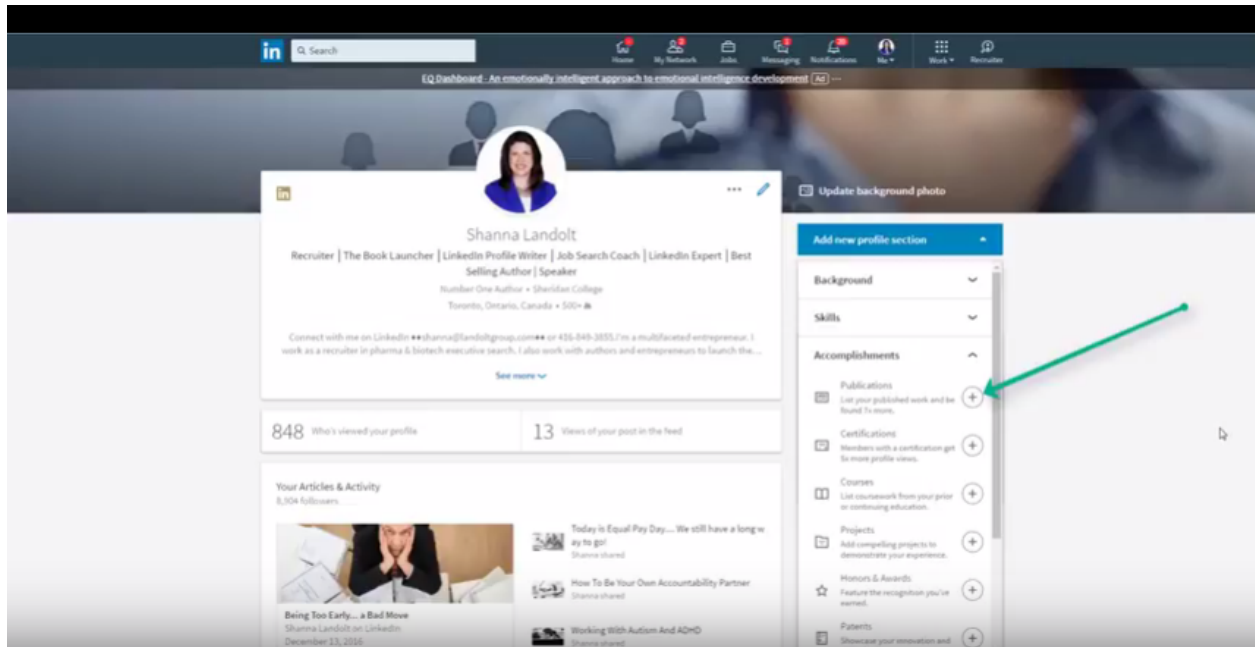
A number of people will write publications or books or chapters in books so that they can be considered a Subject Matter Authority in a particular area. When we talk about publications, we are talking about being published in a journal, a magazine or actually writing a book. We are not talking about 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:

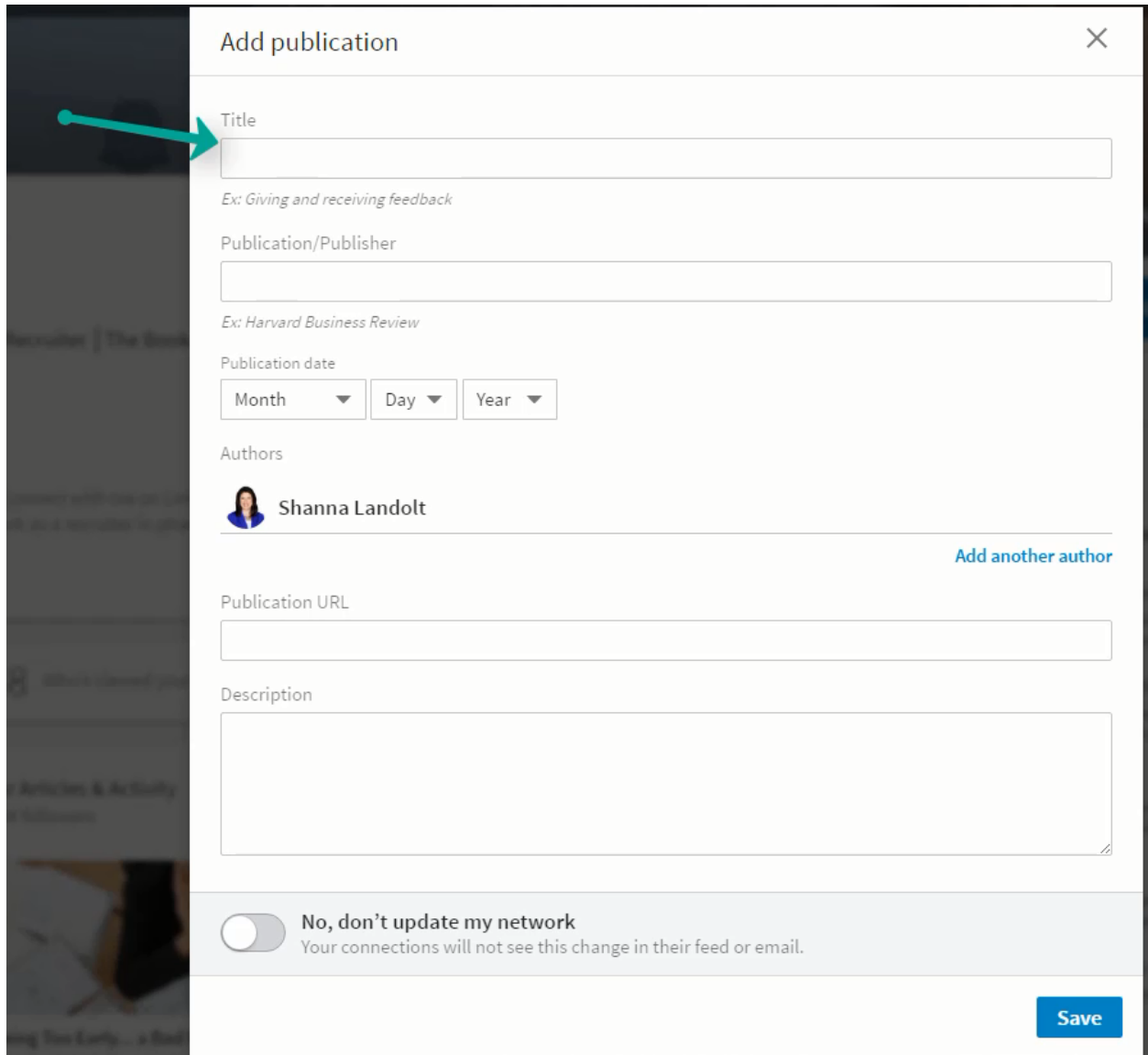


And you will see that **Publications** is listed under **Accomplishments**.



“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.



The image shows a screenshot of a web application's 'Add publication' form. The form is titled 'Add publication' and has a close button (X) in the top right corner. The form contains several input fields and a toggle switch. A teal arrow points to the 'Title' input field. The 'Title' field has a placeholder text 'Ex: Giving and receiving feedback'. Below it is the 'Publication/Publisher' field with a placeholder 'Ex: Harvard Business Review'. The 'Publication date' field consists of three dropdown menus for 'Month', 'Day', and 'Year'. The 'Authors' section shows a profile picture of Shanna Landolt and the name 'Shanna Landolt', with a link 'Add another author' to the right. The 'Publication URL' field is empty. The 'Description' field is a large text area. At the bottom, there is a toggle switch for 'No, don't update my network' with the subtext 'Your connections will not see this change in their feed or email.' and a blue 'Save' button.

Put the Title of the publication.

Add publication



Title

*Ex: Giving and receiving feedback*

Publication/Publisher

*Ex: Harvard Business Review*

Publication date

Month ▼ Day ▼ Year ▼

Authors



Shanna Landolt

[Add another author](#)

Publication URL

Description



**No, don't update my network**

Your connections will not see this change in their feed or email.

Save

And then who it is published by or the name of the Publisher.

Add publication



Title

*Ex: Giving and receiving feedback*

Publication/Publisher

*Ex: Harvard Business Review*

Publication date

Month ▼ Day ▼ Year ▼



Authors



Shanna Landolt

[Add another author](#)

Publication URL

Description



**No, don't update my network**

Your connections will not see this change in their feed or email.

Save

The Publication Date including the Month, Day and Year.

## Add publication



Title

*Ex: Giving and receiving feedback*

Publication/Publisher

*Ex: Harvard Business Review*

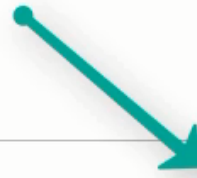
Publication date

Month ▼ Day ▼ Year ▼

Authors



Shanna Landolt



[Add another author](#)

Publication URL

Description



**No, don't update my network**

Your connections will not see this change in their feed or email.

Save

If there are multiple authors, you have the chance to add the names of those other authors.

Add publication



Title

*Ex: Giving and receiving feedback*

Publication/Publisher

*Ex: Harvard Business Review*

Publication date

Month ▼ Day ▼ Year ▼

Authors



Shanna Landolt

[Add another author](#)

Publication URL



Description



**No, don't update my network**

Your connections will not see this change in their feed or email.

Save

Put the publication URL (or webpage). That is where people can actually find your publication online or purchase it.

Add publication



Title

*Ex: Giving and receiving feedback*

Publication/Publisher

*Ex: Harvard Business Review*

Publication date

Month ▼ Day ▼ Year ▼

Authors



Shanna Landolt

[Add another author](#)

Publication URL

Description



**No, don't update my network**

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Save

Then add a description of the publication.



## Add publication



Title

*Ex: Giving and receiving feedback*

Publication/Publisher

*Ex: Harvard Business Review*

Publication date

Month ▼ Day ▼ Year ▼

Authors



Shanna Landolt

[Add another author](#)

Publication URL

Description



**No, don't update my network**

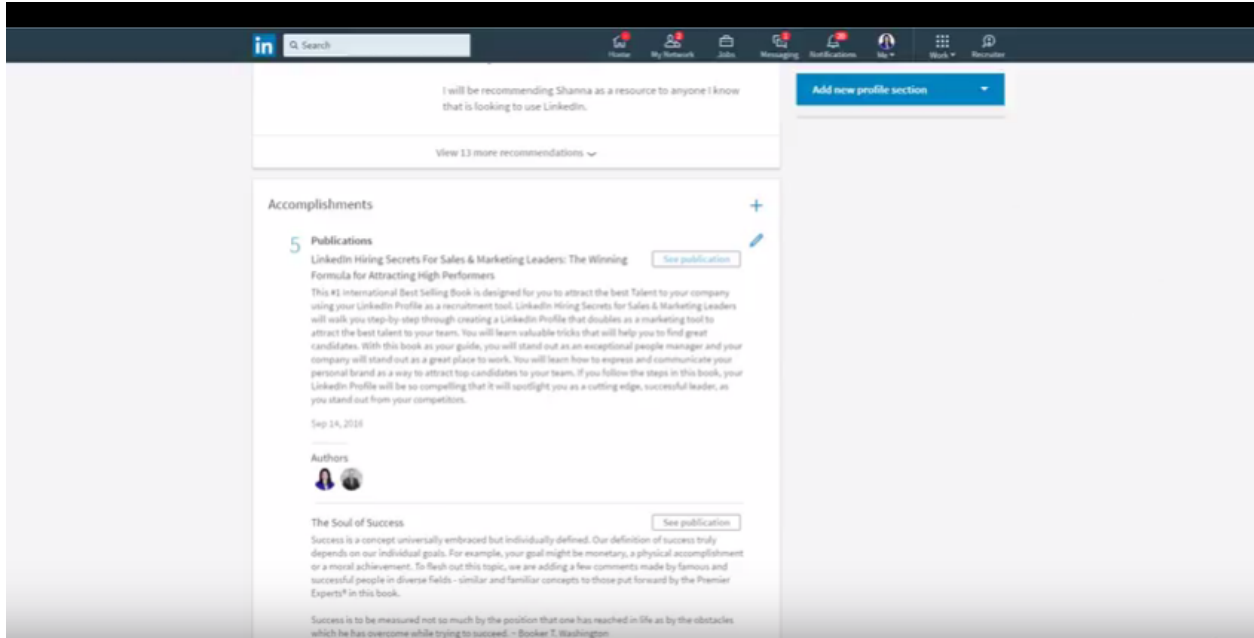
Your connections will not see this change in their feed or email.

Save

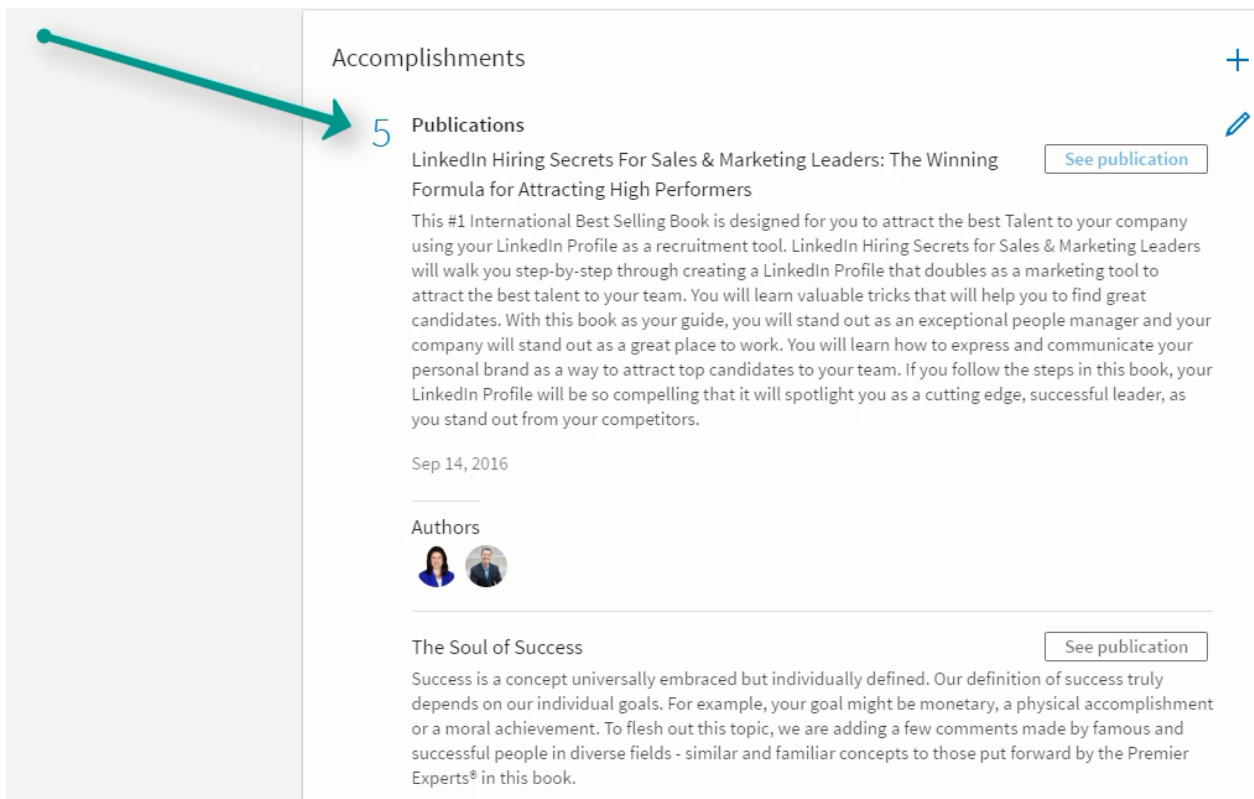
If you would like to let your network know about your publication being added to your LinkedIn Profile, you can just move this bar over here.

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.



I have 5 Publications listed on my LinkedIn Profile.

Accomplishments



5 Publications



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

[See publication](#)

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.

Sep 14, 2016

Authors



The Soul of Success

[See publication](#)

Success is a concept universally embraced but individually defined. Our definition of success truly 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

[See publication](#)

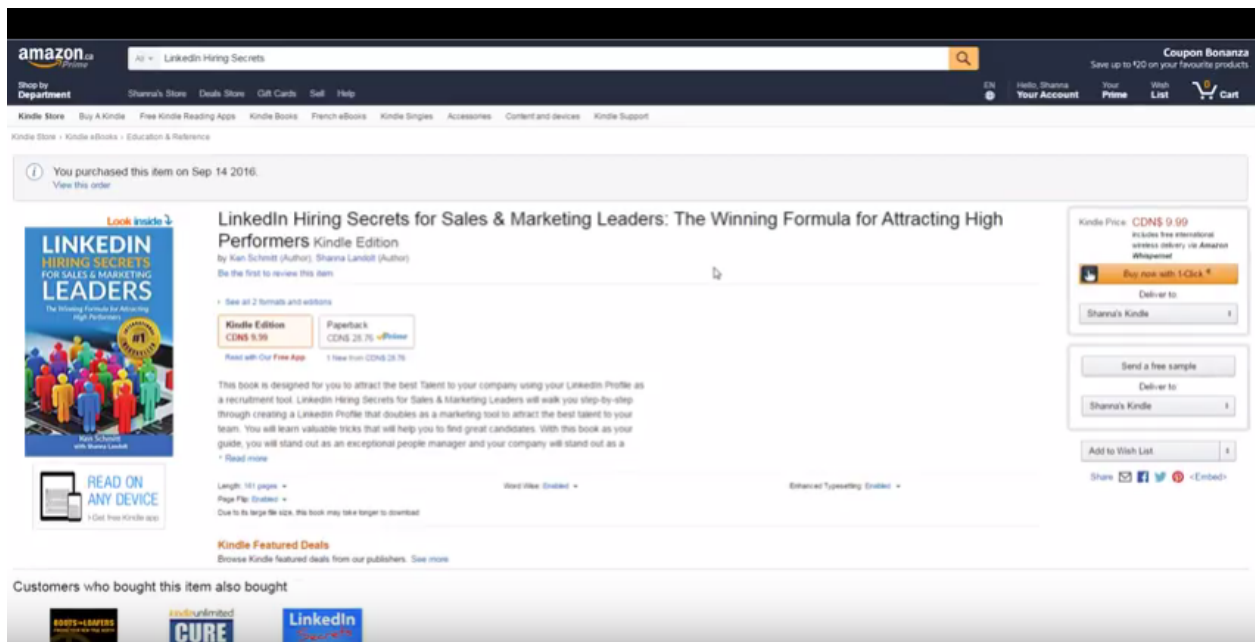
This #1 International Best Selling Book is designed for you to attract the best Talent to your company using your LinkedIn Profile as a recruitment tool. LinkedIn Hiring Secrets for Sales & Marketing Leaders will walk you step-by-step through creating a LinkedIn Profile that doubles as a marketing tool 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.

Sep 14, 2016

Authors



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



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.