Kelly: Hi, this is Kelly Campbell. Welcome back to the Legal Nurse Podcast. Today's guest is Petra Fischer. Welcome, Petra.

Petra helps entrepreneurs around the globe find not just any old clients, but the most fun, brilliant, motivated clients. "Your LinkedIn presence can filter out the crap clients and attract the right clients," she says.

Welcome Petra, thanks for joining us.

Petra: Thanks for having me. It's a pleasure to be here.

Kelly: It's great having you. Audience, she's joining us from Amsterdam. It's 3:00 there and 9:00 here. Okay, let's get started. So, your focus is on LinkedIn. I guess you can get started, what do you think is the best thing?

Petra: The best thing about LinkedIn?

Kelly: Yes.

Petra: I think the best thing is that almost everybody is on there. Currently, LinkedIn has 610 million members. So, generally the person you would like to interact with workwise would either be on there or people who know them will be on there. So, it makes it easy to find people, but also it makes it so easy to become well known for your expertise.

That I think is what I love about LinkedIn, especially so you know I'm a person, I'm a trainer, I'm in front of groups, I do public speaking, and I absolutely love it. So, people don't really get that in other sorts of situations, I can be quite shy. I don't talk to people at networking events unless they talk to me, but using LinkedIn if you see the list of people who are going to attend, I'm going to talk to them beforehand and say, "Hey, I see we're both attending this tomorrow. How about we connect now and maybe we can shake hands tomorrow?" And then
people come up to me because they think that was so thoughtful etc. That's one of the things I love about LinkedIn, that you can reach a broad audience. You can build genuine connections and you don't have to be an outgoing person.

**Kelly:** Okay. You know you are really a LinkedIn specialist here. What's your opinion on how a LinkedIn profile can spark interest in just a few seconds so that people will keep reading about you, your business, your specialty?

**Petra:** Yeah and you know it's funny you say that, “In a few seconds" because LinkedIn, it's a website and that literally means you've only got seconds. Because when people search for something on the Internet, they get so many results, and they will real quickly decide, "Yep, no, no, no, no, no, yep." You know that's how we scroll through results.

So, you've only got those first few seconds and in that little moment people will see the top bit of your LinkedIn profile. And LinkedIn puts a large image right across the top of your profile, so that is the most visible thing. And if that thing happens to be blue with little dots that are connected by lines, it is telling me that either you haven't looked at your own LinkedIn profile since 2014 or that you weren't aware that you could upload something there yourself. Well, it is the main attraction grabber.

There's a massive big banner across the top that you can replace with the image of your choice and then there's your profile picture, your name. And then there's the next important thing, your headline. If you don't edit that headline now LinkedIn will just grab your current job title and your current workplace. We've got 120 characters there to write something. And that written message and that big banner together should tell people what you're all about, whom you're for so that they know if it's interesting for me to spend more time on this profile or not spend more time on this profile.

And these things are the first things people see when they visit your profile. But with that headline, there's something else happening. Every time you comment on someone else's post on LinkedIn, the first part of that headline is visible. Now you have 120 characters, including spaces, which is about a line and a half. And just over half is fixable.
every single time you interact on LinkedIn, so that really, really needs to make it extremely clear what you do and whom you do it for.

Kelly:  Okay. Now when you say the banner across the top, can that be personalized with your business logo or is it kind of like a stethoscope or what do you think?

This is coming share a new I put together.

I know many legal nurse consultants are aware of the power of LinkedIn but are not always sure how to get the most from it. When attorneys check you out, are they excited by what they see? Are you taking advantage of the features that put you in the best light?

I put together a guide to help you harness LinkedIn’s power so that you can show up in a professional way, reach out to attorneys, and demonstrate your expertise.

My new LinkedIn Planner for LNCs is a packed guide that provides you with a 7-step process to start your LinkedIn Profile or get more out of your current profile and take advantage of LinkedIn’s opportunities for you to shine.

You’ll get step-by-step exercises after each step so you can immediately apply what you learned.
Get the **LinkedIn Planner for LNCs** by clicking on the Learn More button in the show notes for this podcast on podcast.legalnursebusiness.com or by using our new mobile app, Biz.edu, now available at legalnursebusiness.com/bizedu and use the code Listened in the coupon box to get a 25% discount off the price of the planner. Now we’ll get back to the show.

**Petra:** I love this. So, you can customize it a lot. You know, you can design your own image. The dimensions I'll tell you, but when you go on your profile into edit mode, LinkedIn will tell you the exact dimensions. And they are something like 396 pixels up and 1,584 across, which basically means 1x4. That's the dimensions. A lot of people go to this free website called [www.canva.com](http://www.canva.com), C-A-N-V-A dot com, where you can design even if you have no design skills.

I love that site but be wary, they have templates. They have templates for every social media aspect, but these things change so quickly that the templates aren't always up to date. So, I always recommend not using the templates for a LinkedIn banner, but go to "Custom Dimensions" and enter those pixels that LinkedIn tells you. And this banner sits on the top of your profile and the left part, less than a quarter of the left part is covered by your headshot, your own lovely face. So, keep that in mind, that you don't put in an important message in the left quarter bottom half. So, you can put... If you have a message, you could put writing right across the top. About one third of the right side is completely safe. You can put your logo there or writing or anything.

Now, I'd be careful with the middle of the banner because LinkedIn is always a bit tricky. So, when people view on a laptop or a desktop, your profile photo sits to the left. But when people view your profile on a mobile app, we don't know where your profile is. It used to be that your head was always in the middle. Recently, a lot of people reported that it's on the left, so either LinkedIn is testing something, or they are making it consistent between mobile and desktop. But the rollout of new features to over 600 million users never goes in one go because you know you're working on a lot of platforms. So, if anything goes wrong, that wouldn't be that much fun.

These are some important tips for your banner. Some people feel confident to put their contact details on there. Even though they're not
clickable, they're visible. Other people are a little bit concerned you know of making your contact details too visible. I don't have any advice for that. That is a personal choice.

Kelly: Okay, we've covered the banner. Let's move down, just let's go top to bottom. The contact information is a personal choice. The profile clearly validates the services, the experience that you have to offer. Keywords are important. How or where should we place them?

Petra: The short answer would be everywhere, but I'll give you a slightly more useful answer.

Kelly: Okay.

Petra: Keywords, they have two important functions. On the one hand, what we always use keywords for on the Internet is to be found in searches, whether people do a search on LinkedIn or a search through Google outside of LinkedIn. LinkedIn profiles rank high in Google, so therefore keywords are important. And keywords are the things you want to be known for, the things you want to be found for. And consider synonyms because if I was to put "LinkedIn trainer" all through my LinkedIn profile and you were looking for a LinkedIn consultant, I wouldn't show up and that would be sad. So you know, you think of the main words that you want to be known for and then you think, "Okay, but if people are looking for me, would they use this exact phrase or would it be something else they'd be looking for?"

The other thing, the keywords, not talking about the searches, if someone is on your profile and they're reading words that resonate with people that trigger something. So, if they're looking for something specific, you want to make sure that word pops in their mind a few times or sometimes it's your tone of voice. Some people prefer to work with say casual people, some people are in a real formal setting, so make sure your LinkedIn profile matches that.

Now as to where to put those keywords, I said everywhere, and I meant that. So, your most important keyword needs to go in that headline, that first little sentence you put underneath your name. The next section on your profile, if we're going top to bottom, is called "About". It used to be called "Summary" and that was so confusing because people started literally summarizing their profile. Whereas, if
a person has just landed on your profile, they didn't run away with that first impression of the big banner, your smiling face and that middle line. The next thing they see is the summary, which is now called "About." And that is where they need to be absolutely convinced that you're the person they're looking for. So, we often try and focus it a bit more on the readers we're trying to attract then on ourselves.

You know you focus a little bit about if you're a service delivery business and you talk a little bit about the solutions you offer or maybe address their problem. Some people like to do it in a question form, you know, "Do you worry about this? Do you know how to do that…? I can help". But make sure that the person you want to attract recognizes themselves, that they feel, "You're talking to me. You know, this is really what I need." Then we get into the work experience bit and something that's important there is the job titles.

We're very tempted to put a job title the way after the way a boss gave it to us because that's where you worked. But on LinkedIn if people view it from a laptop and people are quickly scrolling, they're skim reading. The only thing that LinkedIn presents in bold, so it stands out, is your job title. You do have some room to play with because they've given us 100 characters including spaces for the job titles. Which means, you can start with something that everybody recognizes, and that people would do searches for and then elaborate a little bit.

For your target audience of legal nurse if you have experience that wasn't literally focused on this, but it was going in that direction, then you add something. I often see it with people with very generic terms like account manager. Okay, account manager tells me nothing. If you are an account manager in the automotive industry then if I am in the planting trees industry, I know you're not the right account manager for me. If I put 'trainer', nobody would know what I do because maybe I'm a football trainer. But if I put trainer or you know "Corporate trainer delivering LinkedIn training for teams," then you would know immediately in that case that you don't approach me as a sole entrepreneur because it's for corporate teams. But if I say…So, I'll make it very specific because I do different things and you mentioned them. And it's even more important because on a mobile if people scroll through your profile on their phone, we don't even get the see the little descriptions that you can add. People must click, so the only
thing they see is the job titles. So, put as much relevant information in there as you can get away with and feel comfortable with.

Kelly: Okay. Now let's talk about posting a little bit. I've started to do this. What's the best way to post?

Petra: Okay, that is a very broad question.

Kelly: I know because am I making the most of my time, am I doing it properly? It's a broad question. You're right.

Petra: Yeah and that's all right. I love it because a lot of people haven't reached that state yet, you know. They just fill out their profile and they might not be very active. That's not as scary as it sounds, you know.

Kelly: Okay, before we get started you might also want to address commenting on posts too because that's part of it too. I don't know, maybe it's a whole separate question.

Petra: No, I'm glad you added that in because I think they go together very well.

Kelly: Okay.

Petra: So, the big difference between Facebook and LinkedIn is on Facebook you post your comments and you like anything that interest you because it's still your personal play space. On LinkedIn, narrow your focus a bit. Think about the kind of work you do, the kind of clients you want to attract. What is your specific area of expertise? Make that your main topic and you might have two or three related topics. So, my main topic is LinkedIn, but related topics are networking, personal branding and a little bit of marketing. I stick to those topics if I post something, but also if I comment on something because there is so much information on the Internet. There's such an information overload and if you scroll through your feed, I want you to stop scrolling as soon as my head pops up because you know it's going to be one of those topics that interest you. Because that's why people connect with me.

If you post too broadly about things that interest you, then we never know what to expect. If I posted about LinkedIn, networking and
branding, but I equally posted about environmental issues that I am interested in and my brilliant crochet projects on the weekend because you never know what you're going to get, it won't trigger you to stop scrolling. So, this applies to commenting as well because you want people to have almost that reaction when he rings the bell the dog starts drooling, when your face pops up your network stops scrolling.

Now what to post or how to post?

Sometimes people ask what's the best time to post? And that really depends on who you're trying to reach. If you're a local business, you could sort of try and post during people's morning or afternoon commute. I know because that's when they're on their phone. But if you have a global network, there's no right time, is there? I tend to do some posts late at night because that means Australia is just waking up. The U.S. is still awake, and it sort of catches my audience. So, the timing, there's no hard and fast rule. It's trial and error.

What to post?

A lot of people try to crack the LinkedIn algorithm, but even if you could it would be pointless. Because at one stage it seemed that videos were favored big time by the LinkedIn algorithm, so all the LinkedIn trainers would tell you post videos, post videos, so everybody starts posting videos. So, LinkedIn thought, "Well, that's a bit of an overkill," so they'll change the algorithm.

Your best bet is to mix it up. So, you have posts with an image, you have posts that are bare, just short, because you've just got something interesting to share. You could have videos. When you have video, if you own it, so it lives on your computer somewhere, then directly upload it. Because if you link to YouTube, you're effectively sending people away from the LinkedIn platform to YouTube and LinkedIn doesn't like that. Facebook doesn't like that either. They want to keep people on their platform. So, links that lead people away, that's always a bit risky.

I don't say never use them. You know it's the same with blog posts. You might have come across… I don't know, have you come across that someone posts something and then says, "Link to full article in first comment." Have you ever seen that?
Kelly: Yeah, actually yeah.

Petra: So, people do that to not put the link in their post thinking it will score better in the algorithm. The problem with "Link in first comment" is as soon as people start commenting and engaging that is no longer the first comment. So, it can get completely lost if your post is popular.

Another thing people often do is right at the post, post it and then click the three little dots to add it, and then add the link in. I have no guaranteed proof because LinkedIn is secret in its ways, but apparently as soon as you've posted something, it's going wherever it needs to go to be analyzed by the computer's thingy. So, if you post, then click the three dots in the top right corner to edit your post, which you normally do when you've made a typo, but then put the link in and say it again, it seems to be not picked up by the computer systems that check. But in the end, mix and match.

I think my most important thing is stay on topic, stay on brand, and like as little as you can because if you like something, I have no idea why you like it. What makes it easy for you to come across as wishy-washy because you're liking all these different things, but maybe I had a good reason behind it. Because something that seems not related to your brand, maybe it was because it was an important client, or it was related except when I quickly glance, I don't see it. But by commenting, you can still show why this is interesting and you can also add a little bit of your expertise in your comments. So, every time you comment, you can share a tiny little bit of your expertise. You know never steal the limelight from the original poster but add onto it.

Kelly: Excellent point, excellent point. Well, let's tell our listeners how we can continue to learn from you.

Petra: Okay. Yeah, absolutely. People can connect with me on LinkedIn. It shouldn't be too hard to find me if you search for Petra Fischer because there's not that many and my headline tends to stand out a bit.

Kelly: Well imagine that.

Petra: The other thing is I did like a LinkedIn profile work group with step-by-step instructions to redo your profile, which you can download on my website, which is www.petrafischer.com. Obviously, you're then stuck on my mail list. I'm compliant with all these privacy regulations.
It does tell you that when you sign up for the email list, which obviously has an unsubscribe link. So, if you only wanted to get the first email, download the free workbook and get rid of me, you can. But I have to say, my mail list mainly contains very practical, hands on LinkedIn tips. And only when I run an online program or something else will there be some sales emails, but they are very few and far in-between.

And if people are more interested in different social media, I have a group on Facebook. Yeah, it's on Facebook and it's called "LinkedIn Tips" because group functionality is just better on Facebook then it is on LinkedIn. And, yeah, if you're more into visuals, I finally started an Instagram account for my business. So, that's Petra Fischer Consulting. That's about all the different ways people can find me really.

Kelly: All right, wonderful. Well, thanks so much for your time today. It was very valuable, and I am going to sign up for your newsletter. I need some tips. I think I've been liking too much, a lesson learned there.

Well, thanks again. All right listeners, tune in again next week. Thanks so much, bye-bye.

Be sure to get our hot off the press new LinkedIn Planner for LNCs, written by Pat Iyer, just for legal nurse consultants. You’ll be able to access it by going to the show notes for this podcast on podcast.legalnursebusiness.com. You’ll also see the show notes on our new mobile app on your smart phone. Request the app at legalnursebusiness.com/bizedu and follow the directions for easy installation on your iPhone or Android phone.

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