

Master Your LinkedIn Profile

How to Create Your Profile as a Future Medical Leader

PreMedCC Workshop

with Mindi Rosser

M R M



In today's workshop, I'm going to walk you through how to optimize your LinkedIn profile, so you can set yourself apart on LinkedIn to achieve long-term success — then learn how to easily use LinkedIn.





Get Ready to Optimize!

Where we're going...

Your LinkedIn
Opening



Where we're going...

Your LinkedIn
Opening



**Your LinkedIn
Headline**

Where we're going...

Your LinkedIn
Opening

Your About Section



Your LinkedIn
Headline

Where we're going...

Your LinkedIn
Opening

Your About
Section



Your LinkedIn
Headline

**Your LinkedIn
Experiences**

Where we're going...

Your LinkedIn
Opening

Your About
Section

LinkedIn Extras



Your LinkedIn
Headline

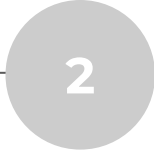
Your LinkedIn
Experiences

Where we're going...

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Your LinkedIn
Headline

Your LinkedIn
Experiences

Do's and Don'ts

Where we're going...

Your LinkedIn
Opening

Your About
Section

LinkedIn Extras

Live Q&A



Your LinkedIn
Headline

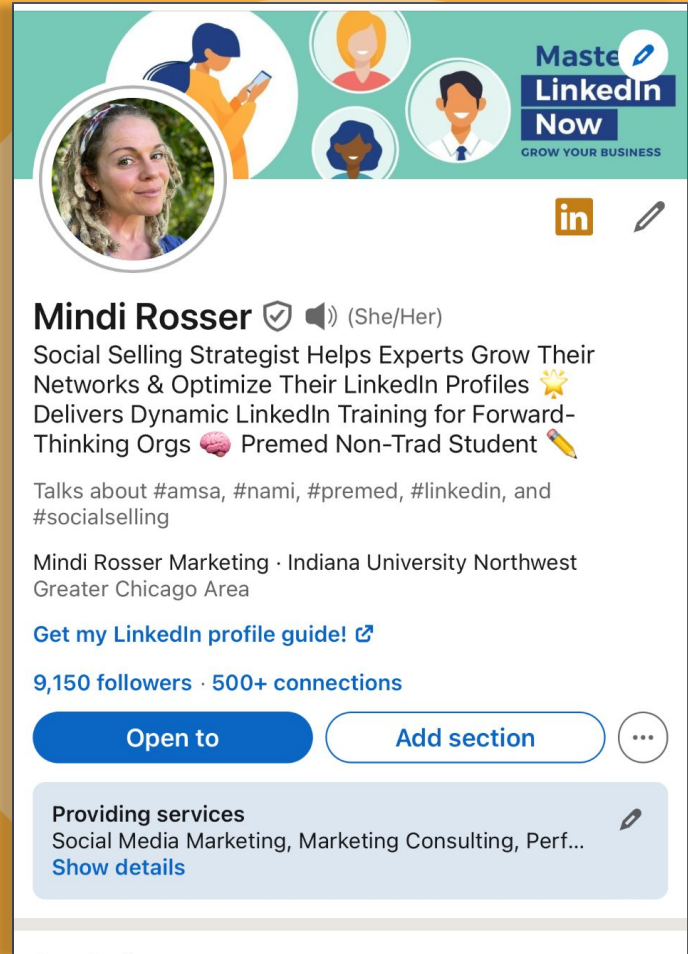
Your LinkedIn
Experiences

Do's and Don'ts

Your Personal Brand Begins on LinkedIn

How do you feel about your profile?

M R M



The image shows a screenshot of a LinkedIn profile for Mindi Rosser. At the top, there is a banner with the text 'Master LinkedIn Now' and 'GROW YOUR BUSINESS'. Below the banner is a circular profile picture of Mindi Rosser. To the right of the profile picture is the LinkedIn logo and a pencil icon. The profile name is 'Mindi Rosser' with a verified badge and a speaker icon, followed by '(She/Her)'. The bio reads: 'Social Selling Strategist Helps Experts Grow Their Networks & Optimize Their LinkedIn Profiles 🌟 Delivers Dynamic LinkedIn Training for Forward-Thinking Orgs 🧠 Premed Non-Trad Student 🖋️'. Below the bio, it says 'Talks about #amsa, #nami, #premed, #linkedin, and #socialselling'. The location is 'Mindi Rosser Marketing · Indiana University Northwest Greater Chicago Area'. There is a link 'Get my LinkedIn profile guide! 🔗'. The profile has '9,150 followers · 500+ connections'. At the bottom, there are buttons for 'Open to' and 'Add section', and a section titled 'Providing services' with the text 'Social Media Marketing, Marketing Consulting, Perf...' and a 'Show details' link.

Master LinkedIn Now
GROW YOUR BUSINESS

Mindi Rosser (She/Her)

Social Selling Strategist Helps Experts Grow Their Networks & Optimize Their LinkedIn Profiles 🌟
Delivers Dynamic LinkedIn Training for Forward-Thinking Orgs 🧠 Premed Non-Trad Student 🖋️

Talks about #amsa, #nami, #premed, #linkedin, and #socialselling

Mindi Rosser Marketing · Indiana University Northwest
Greater Chicago Area

[Get my LinkedIn profile guide! 🔗](#)

9,150 followers · 500+ connections

[Open to](#) [Add section](#)

Providing services
Social Media Marketing, Marketing Consulting, Perf...
[Show details](#)

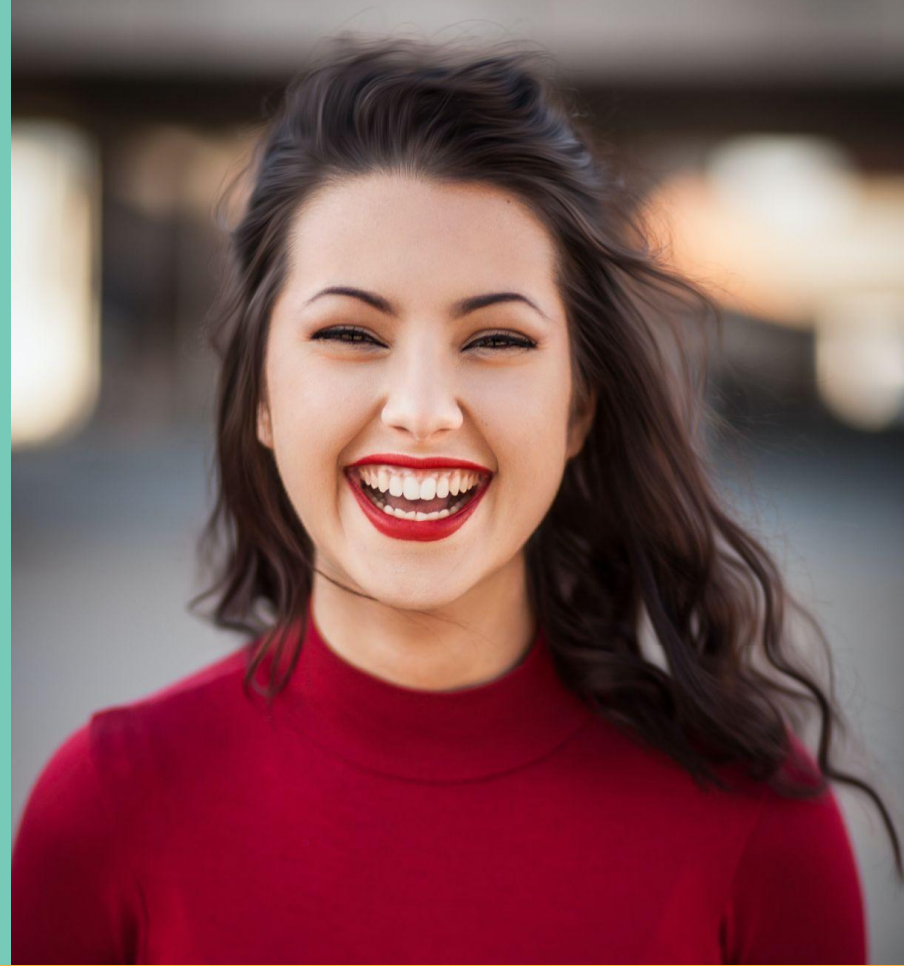
Let's Take a Look at Profiles

Optimized LinkedIn Profile Examples



SECTION #1

**Your LinkedIn
headshot & header
image must look
professional.**



LinkedIn Headshot

Clear. Professional. Close Up.



Sample Headshots

How do you look in 'professional' real life?



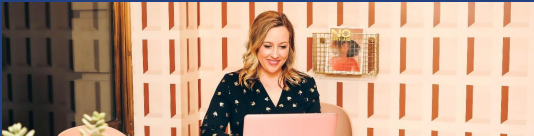
LinkedIn Headers

You “In Action.” Research. Leadership.



Sample Headers

Reinforce who you are and what you do.



Match LinkedIn Headshot & Header Image

Be sure they work well together!



SECTION #2

Your LinkedIn Audio Intro (Name Pronunciation)



Your LinkedIn Audio Intro

Briefly state who you are - invite to connect.



10 seconds - for your elevator pitch!



EXPERT, STRATEGIST & BRANDING EDUCATOR

Exclusive 1:1 Coaching | Online Challenges
Company Workshops | Online Courses
Entrepreneurial Branding | Personal Branding
Global Branding

Hit the bell to never miss a thing!

Brigitte Bojkowsky, Ph.D. (female) · 1st

Former Corporate & Academic turned lifetime **BRANDING** Entrepreneur illuminates **BRILLIANCE** by guiding ambitious and courageous Subject Matter Experts on their journey to become The Shining **GO-TO BRAND**.

Talks about #globalbrands, #brandingstrategy, #personalbranding, #womenempowerment, and #entrepreneurialbranding

Mödling, Lower Austria, Austria · [Contact info](#)

[Your Branding Checklist!](#)

2,482 followers · [500+ connections](#)

BridgetBrands
Harvard University

THE AUDIO INTRODUCTION FORMULA

- ✓ **Greeting**
- ✓ **Your Name**
- ✓ **Your Interests (1-2 of these)**
- ✓ **Invite to Connect**

SECTION #3

Personalize URL & Edit Profile Settings



How Does Your URL Look?

Streamline it: First Name. Last Name.



CHECK THE FOLLOWING SETTINGS

- ✓ **Edit your custom URL**
- ✓ **Profile's public visibility → ON**
- ✓ **Profile Photo → Public**
- ✓ **Click “Show” on Everything!**
- ✓ **View Public Profile (on left)**

**Let's go take a look at your profile
to edit your public profile settings
— and ensure your LinkedIn profile is
visible to all the right people.**



A person with long blonde hair, wearing a white long-sleeved shirt, is sitting at a wooden desk. They are typing on a silver laptop. In front of them is a white pen and some papers. The background is a blurred office setting with a window.

SECTION #4

Your LinkedIn Contact Info

Other Contact Info Sections

Contact Info



Your Profile

linkedin.com/in/mindirosser



Websites

mindirosser.com/blog (Blog)

mangoeffect.com/ (Other)

mindirosser.com/linkedinreboot (Other)



Phone

808-489-7352 (Mobile)



Email

mindi@mindirosser.com



Twitter

[MindiRRosser](https://twitter.com/MindiRRosser)



IM

[mindi.ramsey](https://www.skype.com/people/mindi.ramsey) (Skype)



Birthday

October 28

LinkedIn Contact Info

Make It Easy for People to Reach Out



SECTION #5

Your LinkedIn Headline



Your LinkedIn Headline is based on your career focus.



Connect

Message

More...

Emma Kocik · 2nd

Student, Research Assistant, and Chemistry Program Peer
Advisor at Chapman University

Orange County, California Area · 44 connections · [Contact info](#)



Chapman University



Connect

Message

More...

Anthony Fioretto

CMAAS Intern at PwC | 3/2 MBA Student at Indiana
University Bloomington | Kelley School of Business

Greater Chicago Area · 471 connections · [Contact info](#)



PwC



Indiana University
Bloomington

THE LINKEDIN HEADLINE FORMULA

- ✓ Who You Are
- ✓ Whom You Help
- ✓ How You Help Them
- ✓ Results You Generate

Your LinkedIn Headline

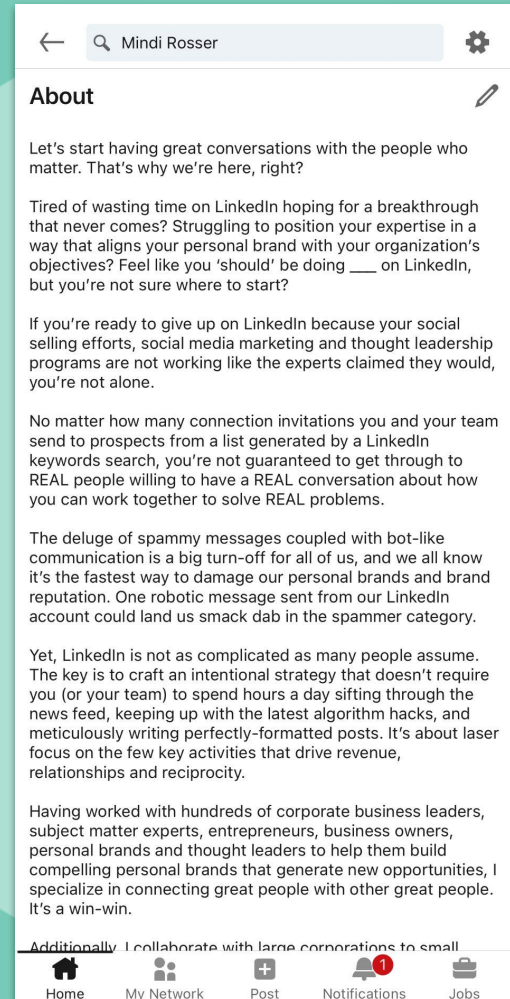
Follows You Around LinkedIn - Make it Count!



Why Does Your About Section Even Matter?

Share Your Focus & Story

M R M



← Mindi Rosser

About

Let's start having great conversations with the people who matter. That's why we're here, right?

Tired of wasting time on LinkedIn hoping for a breakthrough that never comes? Struggling to position your expertise in a way that aligns your personal brand with your organization's objectives? Feel like you 'should' be doing ___ on LinkedIn, but you're not sure where to start?

If you're ready to give up on LinkedIn because your social selling efforts, social media marketing and thought leadership programs are not working like the experts claimed they would, you're not alone.

No matter how many connection invitations you and your team send to prospects from a list generated by a LinkedIn keywords search, you're not guaranteed to get through to REAL people willing to have a REAL conversation about how you can work together to solve REAL problems.

The deluge of spammy messages coupled with bot-like communication is a big turn-off for all of us, and we all know it's the fastest way to damage our personal brands and brand reputation. One robotic message sent from our LinkedIn account could land us smack dab in the spammer category.

Yet, LinkedIn is not as complicated as many people assume. The key is to craft an intentional strategy that doesn't require you (or your team) to spend hours a day sifting through the news feed, keeping up with the latest algorithm hacks, and meticulously writing perfectly-formatted posts. It's about laser focus on the few key activities that drive revenue, relationships and reciprocity.

Having worked with hundreds of corporate business leaders, subject matter experts, entrepreneurs, business owners, personal brands and thought leaders to help them build compelling personal brands that generate new opportunities, I specialize in connecting great people with other great people. It's a win-win.

Additionally, I collaborate with large corporations to small

Home My Network Post Notifications Jobs

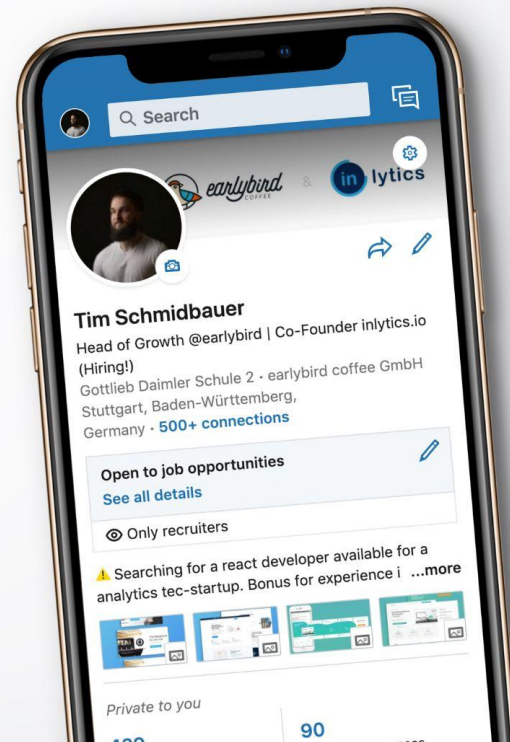
✓ How you got from **THERE**
to **HERE**

✓ What's **your superpower**
when it comes to your
studies & extracurriculars?

✓ Why should someone
connect with you?



Your LinkedIn Headline Is your *first* impression.



Your LinkedIn About is your *second* impression.



Mindi Rosser

LinkedIn Profile Coach Positions Experts to Grow Their Networks "The Mango Way" 🍌 Creating Effective Social Selling & Thou...

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Having worked with hundreds of corporate business leaders, subject matter experts, entrepreneurs, business owners, personal brands and thought leaders to help them build compelling personal brands that generate new opportunities, I specialize in connecting great people with other great people. It's a win-win.

Additionally, I collaborate with large corporations to small businesses to startups, creating employee advocacy programs that train team members how to optimize their LinkedIn profiles and use LinkedIn effectively, which contributes to increased brand awareness, social media engagement and employee retention/experience.




I am passionate about training teams and individuals how to use LinkedIn to strengthen their personal brands and empower leaders to achieve their sales, marketing, and customer success goals FASTER.

LET'S CONNECT: If you're a forward-thinking leader ready to dial in your personal brand or empower your team to use LinkedIn, let's chat. You can reach me directly at mindi@mindirosser.com or simply message me on LinkedIn.

Your LinkedIn About
Tell Your Student Story & Future Vision.



LINKEDIN ABOUT OPENERS

-  **Poignant Question**
-  **Profound Statement**
-  **Tell a Story**

LINKEDIN ABOUT CALL TO ACTIONS

- ✓ **Name your target audience**
- ✓ **Ask them to connect**

Why Do Your Experience Sections Matter?

Adding That Credibility

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Experience



Founder and Director of The Heart-Centred Method Institute Pty Ltd

Dr Olivia Lee Ong, The Heart-Centered Doctor · Self-employed

Jan 2021 - Present · 2 yrs 3 mos

Melbourne, Victoria, Australia

Known as the Heart-Centered Doctor, I am a high performance leadership coach-consultant, speaker, author and pain physician with a thriving medical | ...see more



Medicolegal Consultant | Independent Impairment Assessor

Lex Medicus · Contract

Jun 2021 - Present · 1 yr 10 mos

Melbourne, Victoria, Australia

Pain Management

Medical approach involving various disciplines to provide prevention, d ...see more



Medicolegal Consultant | Independent Impairment Assessor

Azure Medicolegal · Contract

Jun 2021 - Present · 1 yr 10 mos

Melbourne, Victoria, Australia

Dr Olivia Ong is a Specialist Pain Medicine Physician, Professional Speaker and Author...
...see more



Specialist Pain Medicine Physician

Advance Healthcare · Part-time

Aug 2018 - Present · 4 yrs 8 mos

Dandenong, Victoria, Australia

Specialist Pain Medicine Physician specializing holistic pain management in patients with both neurological disorders and chronic pain. On a missic ...see more

THE EXPERIENCES “BOOST”

Reinforce the About
story with the facts
of WHERE you're
working & WHERE
you're studying!



Focus on your Top 5 Experience sections...

✓ Always have a current Experience OR use Career Break option

✓ Look for the 'common thread' in work & studies

Add career break ✕

Experiences outside a linear career path can make people better colleagues, thought partners, and leaders. Share these moments that make you unique. Learn more about [career breaks](#).

* Indicates required

Type

Location

I am currently on this career break

Start date*
Month Year

End date*
Month Year

End current position as of now - LinkedIn Coach | Social Strategist | Social Selling Consultant at Mindi Rosser Marketing

End current position as of now - LinkedIn Educator | LinkedIn Specialist Trainer | LinkedIn Program Creator at Mindi Rosser Marketing

End current position as of now - Podcast Host | Speaker | Lifestyle Design Activist at The Mango Effect Podcast

End current position as of now - Social Media Strategist at BLB Communications, LLC

Description

0/2,000

Profile headline

Appears below your name at the top of the profile

Your 'common
thread' weaves
through each
experience to
what you're
doing **NOW!**



Your Goal is **KEYWORDS**

Remember to use the most “searched” terms



Your Accomplishments

How to Add All the LinkedIn Extras



Let's Talk About Featured!

“Feature Your Best Highlights”



Featured

Link



Healthcare workers were burnt out long before COVID – one...

Women's Agenda

Burnout in the medical workforce was at epidemic proportions before the pandemic. For many doctors, COVID-19 was the straw that broke the camel's back.

Link



Will post-COVID-19 fatigue and burnout drive a medical...

The Mandarin

The burnout rate of medical staff is predicted to be 68% post-pandemic. We must prioritise solving healthcare workers' burnout due to pandemic fatigue.

Image



DOORS AND HEALTH WORKERS SUFFER!

SAT 18° SUN 17° MON 16°

Sky News Live Weekend Edition
TV Interview 25 September...

- ✓ Feature **POPULAR** LinkedIn posts
- ✓ Create Your **Highlights Reel** or **Portfolio**
- ✓ **Link to** Your Videos, Work, Research & Awards



Make it easy for people to scan.

“What’s the intention of your Featured section?”

Your Featured is dynamic and can be updated at any time.

Aim for at least 3-5 Featured items, and more if you want.



Education, Licenses & Certifications



EDUCATION

Keep it Simple

- ✓ List Your Education Experiences
- ✓ List anticipated graduation date

LICENSES & CERTS

Credibility Boost

- ✓ **Add those that matter most**
- ✓ **Anything that would boost credibility or show expertise?**

Volunteer Experiences

Have Them? Add Them.

M R M



Programming Coordinator

PreMedCC
Jul 2023 - Present · 4 mos
Education

PreMedCC strives to grow and develop the next generation of diverse physicians and healthcare professionals through the Community College and University Pathways. We provide community, mentorship, guidance, and opportunities for our peers in an inclusive, accepting, and diverse environment.



Member

American Medical Student Association (AMSA)
Apr 2023 - Present · 7 mos
Health

At AMSA, we see a better way forward. As future physicians, we see opportunities to reshape medicine. Our vision is a world where health care is accessible, medicine is affordable and systems support the diversity we see around us.



Member

NAMI
Jan 2017 - Present · 6 yrs 10 mos
Health

NAMI envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares. NAMI provides advocacy, education, support, and public awareness so that all individuals and families affected by mental illness can build better lives.



LinkedIn Profile Advisor

How Women Lead
Jan 2020 - Present · 3 yrs 10 mos
Economic Empowerment

How Women Lead provides a platform for women to connect, learn, find purpose and make an impact. We work with experienced women in senior positions, giving them the training, connections and support to step up to the next level and increase opportunities for all women.

THE VOLUNTEER “BOOST”

Volunteer
experiences show
that you care about
your community.



Volunteer Section Tip

Add leadership, clinical experiences, etc.



Your Top 50 Skills

- ✓ Use Keywords
- ✓ Look at other peer's profiles for ideas
- ✓ Reorder Your Skills!



PUBLICATIONS & PATENTS

- ✓ Any type of media can be a publication
- ✓ Think research, articles, projects, posters, etc.
- ✓ Ensure these are somewhat recent, if possible

PROJECTS

- ✓ A project can be **ANYTHING** you want to call a project
- ✓ Add project collaborators to make these more visual (as long as they won't mind!)

COURSES

- ✓ Add any courses here that are not “official enough” to be in the Education section
- ✓ Courses should be relevant to what you’re doing NOW

HONORS & AWARDS

- ✓ **Brag a little (or a lot!) if you have honors/awards to add**
- ✓ **These do NOT need to be related to career focus**

ORGANIZATIONS

- ✓ Add any organizations that you are (or were) a member of
- ✓ It's okay if these are also listed in your Volunteer Experiences

Let's Take a Look

Accomplishments - Best Practices



GET CONNECTED!

How to Review Your Inbound Connections






Be selective
about **WHOM**
you accept.






RULE #1

When to Accept An Invite

-  **Obvious mutual benefit**
-  **Recognize synergy**
-  **It's a good message!**

RULE #2

When to Decline An Invite

-  **Hint of a sales pitch**
-  **No obvious reason to connect**
-  **Incomplete LinkedIn profile**

LinkedIn Do's & Don'ts

Interact in a Professional Mindset



#1 Social Capital



- ✓ Give to others before you ask for anything in return
- ✓ You'll lose credibility if you're "asking" too frequently

#2 Intentionally Engage on the Daily

- ✓ Make a point to engage with others' content
- ✓ Engage with 2-3 posts from other people for every 1 post you share



#3 Common Sense Matters

-  **LinkedIn is a bit more professional in nature**
-  **Get comfortable interacting and using LinkedIn – it displays a level of confidence**

#4 Always Read the Comments FIRST

- ✓ Scan through ALL the comments before adding your own
- ✓ Never do the “post and ghost” in the comments



#5 No Trolling or Hijacking

- ✓ Even if you disagree with the poster, just **DON'T** comment!
- ✓ If it's your professional obligation to respond, do so in a courteous manner

#6 NSFW Posts Don't Belong

- ✓ If you see one, report it to LinkedIn immediately
- ✓ Remember: Every post you comment/like WILL show in your Activity



#7 Avoid These Two Topics

- ✓ Religion & politics don't belong on your profile
- ✓ Avoid heated debates or controversial topics because your comment **COULD** be misinterpreted

#8 No Clickbait Posts

- ✓ No “clickbait” posts that lack value
- ✓ LinkedIn users expect higher quality content than other channels



#9 Tagging Taboos

- ✓ **Never tag someone unless they will be happy you did**
- ✓ **Match your tagging habits to the people and companies in your industry**
- ✓ **Avoid “over-tagging” in your posts or comments**

#10 Not Too Personal

- ✓ Don't overshare tragedy or try to get sympathy
- ✓ All of your *personal* posts should tie into your expertise somehow



NEXT STEPS: UPDATE YOUR LINKEDIN PROFILE

-  **Polish Your LinkedIn Opening**
-  **Add/Update Your About**
-  **Refresh Your Experiences**
-  **Add Relevant Extras to Profile**
-  **Start Building Your Skills List**



It's Time for LinkedIn Q&A!

mindy@mindirosser.com