

Create your professional URL for LinkedIn 😊

Your LinkedIn URL

Create your professional Public Profile URL on Linked In to enhance your personal brand.

Do you want to send a prospect to your LINKED IN profile? Or add it on your business card? You do not need a premium account on LinkedIn to do this 😊 Does your profile look like mine?

Public Profile <http://www.linkedin.com/in/gwenepley>

Or like this? [http://www.linkedin.com/pub/....](http://www.linkedin.com/pub/...) followed by some gobble-de-gook?

Public Profile <http://www.linkedin.com/pub/bruce-hansra/3/b1/b5>

Another example.....

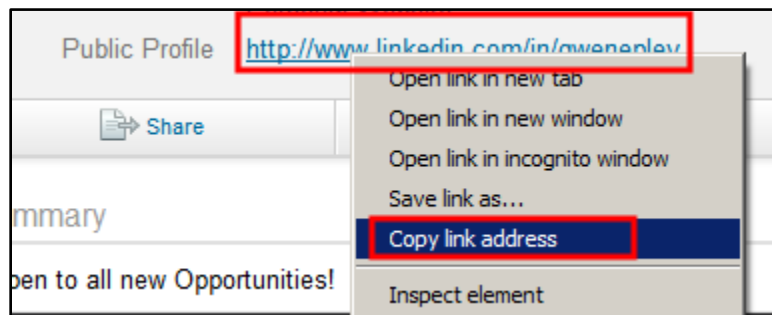
www.linkedin.com/pub/jane-smith/21/b677/9zy

Customize it!

Get rid of those random funky numbers for a clean look like this....

www.linkedin.com/in/janesmith777

Then when you right click here to copy your link address to send to your contact



You will have a clean professional URL, my own example.....

<http://www.linkedin.com/in/gwenepley>

Your URL is here in LinkedIn

Profile > Edit Profile

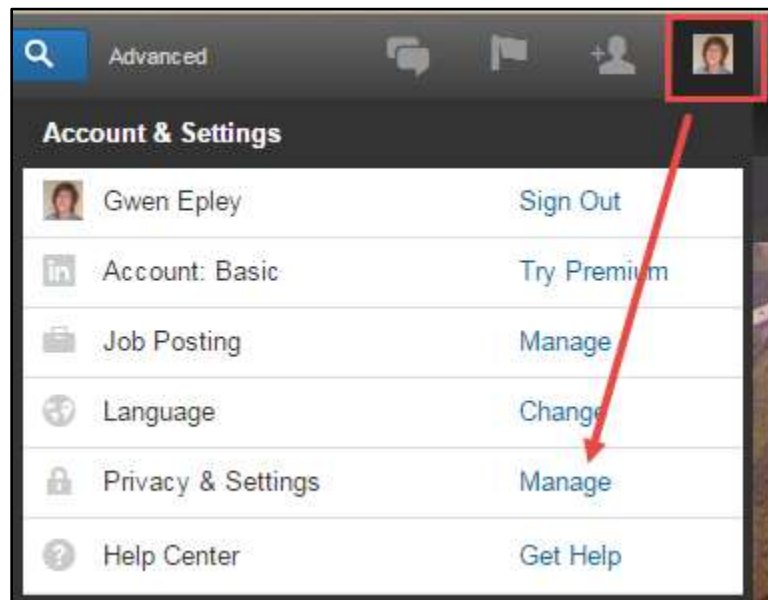


Your profile URL will be below your photo:

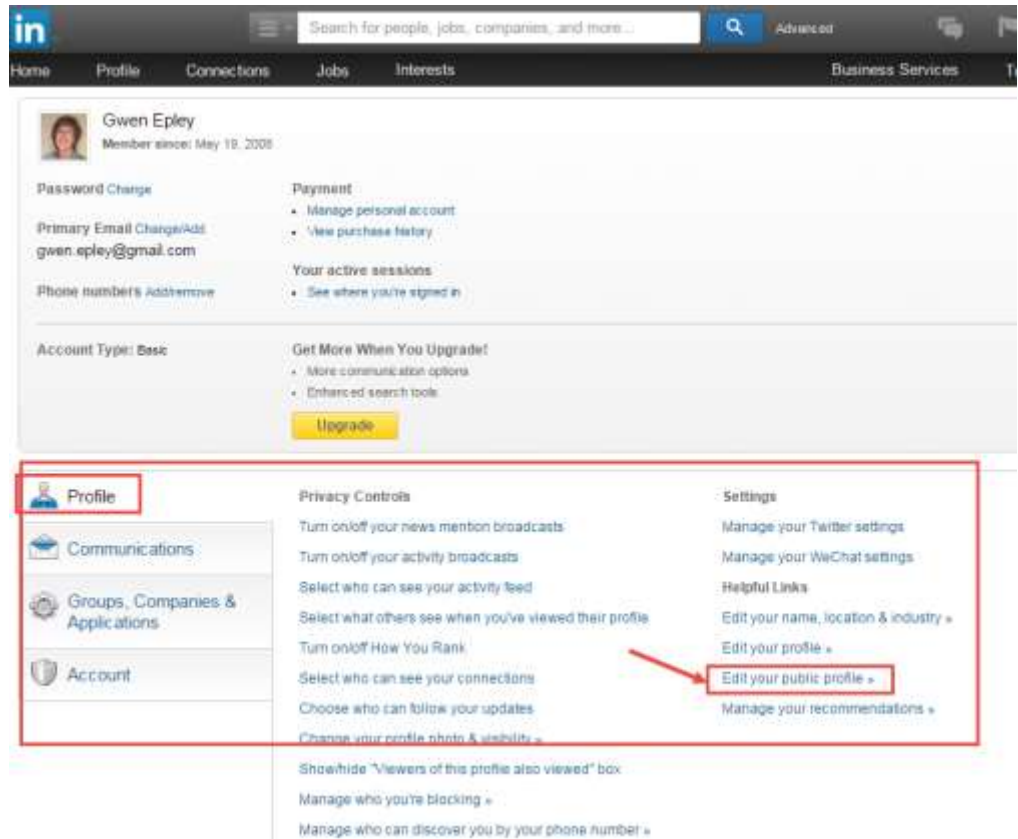


Step by Step

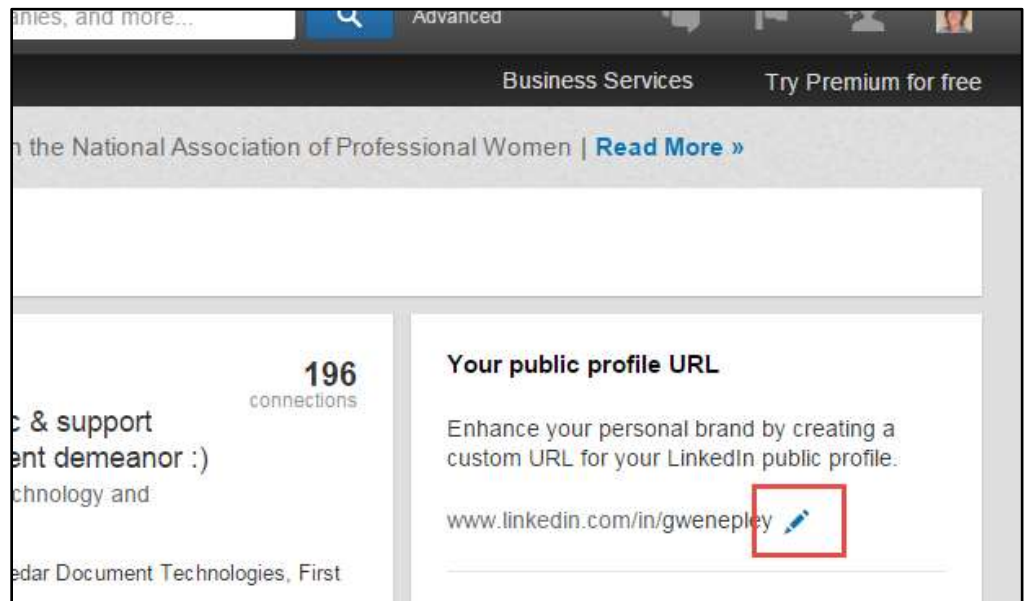
You will find the "Privacy & Settings" in a drop down menu under your photo in the upper right of the Linked In page. Here is a picture for you, hover your mouse over your photo to open the menu. Click the "Manage" link next to Privacy & Settings



- In the lower section of the Settings page you'll see tabs down the left side of the page for "Profile", "email preferences", "groups, companies & applications" and "Account"
- On the "Profile" tab is the option to 'Edit your public profile >>'



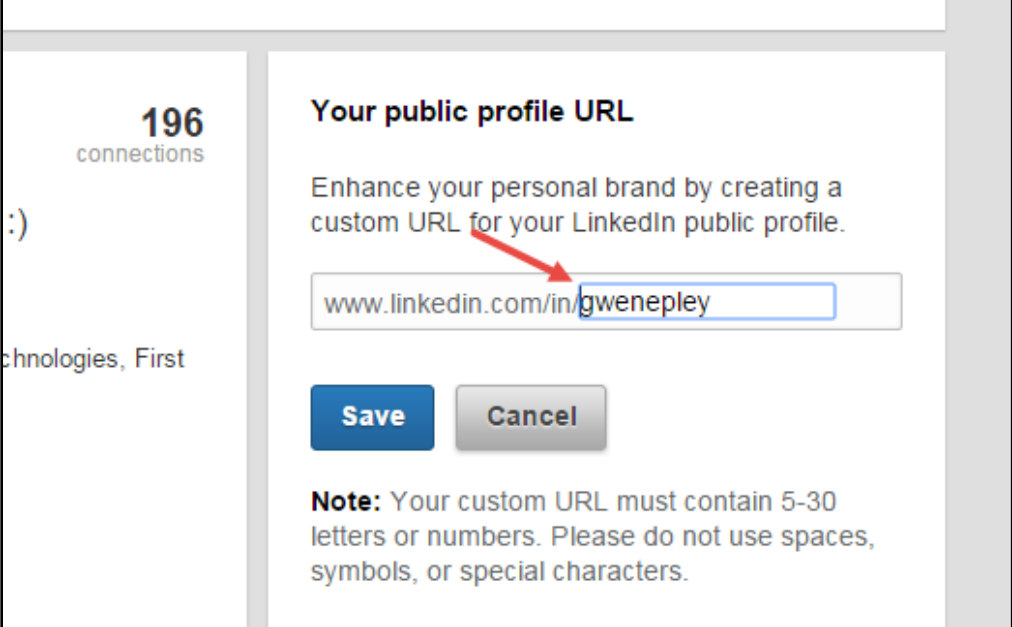
- Next: in the upper right of the view displayed you will see a box labeled 'Your public profile URL'. Next to your current URL click the pencil icon to open a dialog



- Here you can modify the text that will come after the www.linkedin.com/in/

- If your name is common, it may already be taken. If so, you'll need to decide on something unique. Whatever you choose, it will be better than the default LinkedIn assigned to you!

Your result



The screenshot shows the LinkedIn profile settings page. On the left, it displays '196 connections'. The main section is titled 'Your public profile URL' and includes the text: 'Enhance your personal brand by creating a custom URL for your LinkedIn public profile.' Below this is a text input field containing 'www.linkedin.com/in/gwenepley', with a red arrow pointing to the text. There are 'Save' and 'Cancel' buttons. A note at the bottom states: 'Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.'

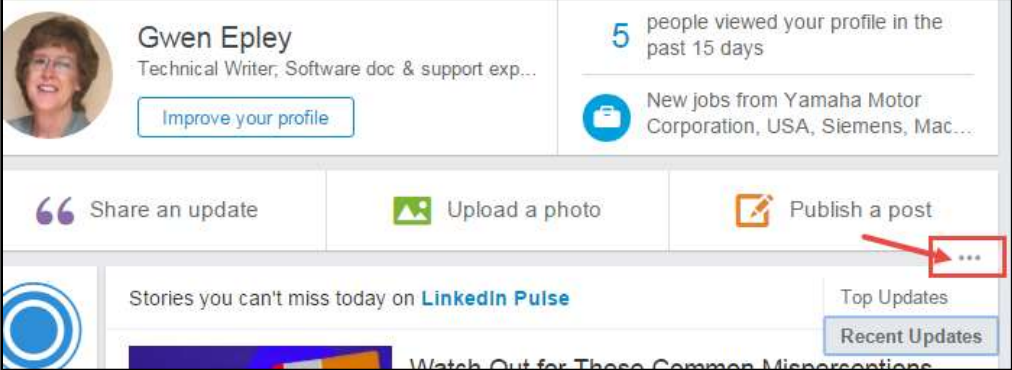
Just remember, if you change your URL here, the original will no longer be valid. So if you've published it, for example on a business card or in your electronic signatures, be sure to update those.

I hope you like this tip. 😊

Gwen

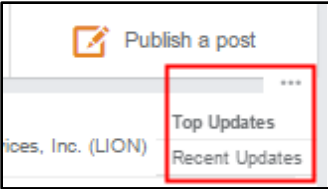
Managing the Types of Updates that Appear on Your Homepage

You can toggle between Top Updates and Recent Updates.



The screenshot shows the top section of a LinkedIn homepage. It includes the user's profile picture and name 'Gwen Epley', along with a button to 'Improve your profile'. To the right, it shows '5 people viewed your profile in the past 15 days' and a notification for 'New jobs from Yamaha Motor Corporation, USA, Siemens, Mac...'. Below these are three buttons: 'Share an update', 'Upload a photo', and 'Publish a post'. At the bottom, there is a section for 'Stories you can't miss today on LinkedIn Pulse' with a 'Watch Out for These Common Misrepresentations' article. A red arrow points to a three-dot menu icon next to the 'Top Updates' and 'Recent Updates' toggle buttons.

Choose Top Updates or Recent Updates



A shameless plug for my Legal Shield business 😊

You never know when advice from an attorney could help you. Legal Shield membership gives you access to top quality attorneys anytime you need advice. Do you know who you would call? Do you know how much it would cost?

A few reasons you need a Legal Shield Individual or Family Legal Plan:

- You don't have a will or your will is not up to date.
- You are buying or selling your home.
- Creditors threaten to take action against you for your ex-spouse's debts.
- You need a lease agreement reviewed.
- Your neighbor's dog barks for hours every night.
- Your OR Your teenager gets a speeding ticket.
- A merchant refuses to honor a guarantee.
- You are called to jury duty.
- Your long drive off the tee injures another player.
- You don't understand the difference between a trust and a will.
- Family members challenge your parent's will.
- The IRS selects you for an audit.
- Your parents die and leave you executor of their estate.
- You are tired of hidden fees at your bank.
- You have a retirement savings plan.
- A repairman charges more than a given estimate.
- A creditor tries illegal collection tactics.
- A minor is caught breaking into your home.
- You have a fender bender while driving a friend's car.

I can give you dozens more. I encourage you to visit my web site using either link here:

www.gwenepley.legalshieldassociate.com

or

LSGwen.com

Click on the "Our Videos" link button on the right side of the home page, you will find links to several videos that explain more about the service. Your will preparation is provided as part of your membership, along with many other benefits.

I'm confident the videos will explain better than I can. What I can do better is give you real life examples from my experience and a few friends who are members. It's those stories too that sell the value. I would be happy to share a couple (including my own) anytime convenient for you. I promise no long or high pressure sales pitch 😊. It's not what I do.

I tell people in a nutshell it's like having Legal Insurance. Nice to have on your side always, however unlike traditional insurance this is a service we encourage you to USE! Ask for advice, know your rights in many situations, let an attorney review a document before you sign, etc, etc.

If you choose to sign up, I do encourage new customers to stick with the membership for at least 12 months. This gives your family a chance to find circumstances where it's useful. Too many of us have a mindset that we cannot afford legal advice on trivial issues (much less larger ones!) so we

never consider asking. It takes a while to change that attitude and remember I CAN ASK! That's what membership is about.

So that's my 60 second pitch. I'm happy to tell you more. Find my contact information on my Legal Shield page and call me. If you choose to become a member, I'll be happy to walk you through the sign up process too.

If you can't wait, you can just simply sign up online and I'll be in touch 😊. As an independent representative I want to help you to get the most from this service.