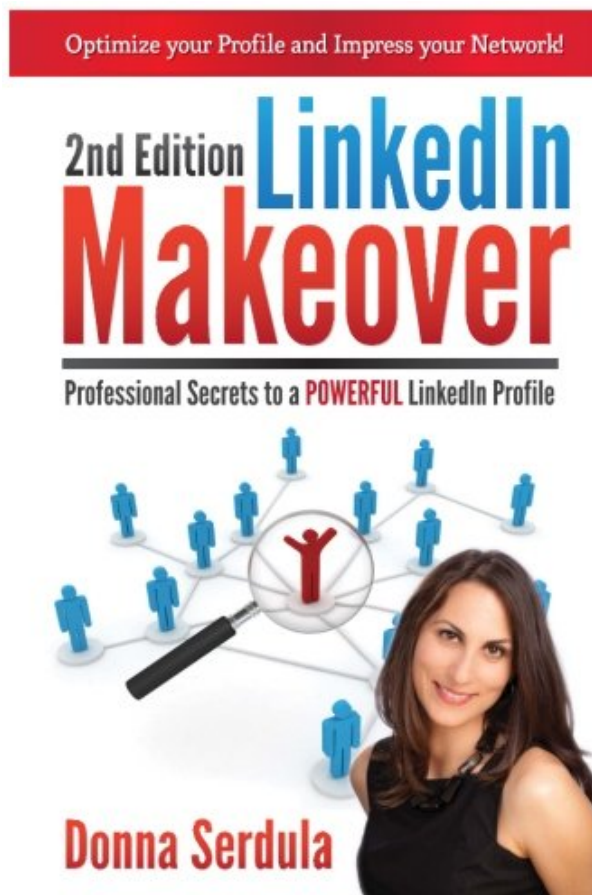


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About the Author

Donna Serdula LOVES LinkedIn and is the foremost expert in LinkedIn profile optimization. She helps individuals from around the world brand themselves successfully using LinkedIn. Donna has appeared on Sirius XM Radio, NBC, Wall Street Journal, and many other outlets.

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Learn how to optimize your LinkedIn profile so you can impress your network and get found on LinkedIn. This easy to read and fun book walks you through building an impressive LinkedIn profile. Chock full of examples, LinkedIn Makeover: Professional Secrets to a POWERFUL LinkedIn Profile is your one stop resource to learn how to optimize your LinkedIn profile so you can look good and get FOUND on LinkedIn.

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The "go to" resource for LinkedIn users

By Dana Dobson

There's no denying that social networking is as important to professional success as in-person networking has always been, and that LinkedIn has emerged as THE online social networking tool for job seekers, business development professionals and anyone else whose success depends upon a strong personal brand.

Donna Serdula's book, LinkedIn Makeover, provides all of the instructions and know-how to make a stunning LinkedIn profile. Her writing is clear, crisp and entertaining. It's an easy read, and provides simple-to-understand instructions. From Donna, I've learned that one's LinkedIn profile must be loaded with keywords so that people searching for you can find you. Views of my newly-optimized LinkedIn profile have tripled, and because of Donna's advice, I have been able to make connections with people who are now my mentors, esteemed colleagues and even potential clients.

I'm in my second reading of the book now and still picking up tips and tricks that will not only get my profile noticed, but help me improve my skills in this new world of social networking. Thank you, Donna, for

making it easy to understand.

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By Todd B.

Having a professional LinkedIn profile is a must for anyone looking to leverage the power of social media to expand their network and make new connections. Donna Serdula is a recognized leader in the LinkedIn community and the second edition of her book, LinkedIn Makeover, does not disappoint. When I read her first book, I was quickly able to use her advice to update my profile and tweak it so that it was not just a carbon copy of someone else's profile, but it suited my needs. The second edition of her book is filled with even more great advice on ways to hone your LinkedIn profile to ensure that it stands out when it is viewed, but also tips and tricks to make sure that your profile gets viewed by the right people by turning up in the right searches. This book is priceless for anyone who wants to create a standout LinkedIn profile!

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