

LinkedIn for Authors

What we will go over:

- **Headline - Connection Hook - State what you write and focus**
- **Profile Picture - Professional Headshot**
- **Cover Image - Current bestsellers, upcoming books, it's a business card!**
- **About Section - This is your elevator pitch about you and your work!**
- **Featured Section - you can make certain posts featured.**
- **Publications Section - book titles, any guest posts, articles**
- **Finding Groups - In your Niche**
- **Search Function for Companies & People**
- **Connecting to other Authors, Publishers, Critics, editors, and literary agents**
 - **On LinkedIn, add a personal note when attempting to connect with someone, which gives you a chance to authentically express why connecting would be valuable to them. For example, if you're an author, there are tangible reasons why you'd want to connect with a book reviewer. From - [5 Tips to Leverage LinkedIn for Authors | PR by the Bookaa](#)**
- **Posting & Utilizing Content**
 - **Use Hastags to connect with the right people**
 - **This is from [Why Authors should be on LinkedIn](#)**
 - **The best part about articles is that whenever you post one, your entire network is notified. You can, of course re-purpose your existing content as LinkedIn articles – your blog posts for instance. But as my savvy website developer has advised me, be sure and switch up the image, headline, and as few other details, for SEO purposes on your website.**
 - **I've also observed that people seem to prefer staying on LinkedIn to read and engage, rather than clicking away to**

outside sites. This is another argument in favor of posting articles here.

- Author Article Ideas:
 - Book excerpts.
 - FAQs about you as an author and/or your book.
 - “Behind the Scenes” of your book-writing journey.
 - “Cutting Room Floor” content that didn’t make it into your book.
 - Thought-provoking questions related to your book.
 - From [LinkedIn for Writers: 7 Proven Tips to Build a Thriving Writing Career](#)
 - Blog posts, articles, short stories, or excellent excerpts from your book
 - Recently published LinkedIn Pulse articles that you authored
 - Writing tips, advice, and standards that your audience might want to know
 - If you’re freelancing, share testimonials from past clients about the quality of your written work.
 - Milestones you’ve reached as a writer, such as getting recognized as a bestselling author

Interesting People:

<https://www.linkedin.com/in/danielroth1/>

<https://www.linkedin.com/in/erinbrenner/>

<https://www.linkedin.com/in/lindstromcompany/>

<https://www.linkedin.com/in/jaybaer/>

<https://www.linkedin.com/in/jonkeel/>

<https://www.linkedin.com/in/susanrooks-the-grammar-goddess/>

<https://www.linkedin.com/in/yvonedivita-book-whisperer/>

<https://www.linkedin.com/in/jenniferchenoweth/>

Examples:

<https://www.linkedin.com/company/penguin-random-house-publishing/posts/?feedView=all>

<https://www.linkedin.com/company/writers-and-authors/>

https://www.linkedin.com/search/results/groups/?keywords=romance%20writers&origin=CLUSTER_EXPANSION

<https://www.linkedin.com/groups/6725381/>

<https://www.linkedin.com/groups/8129118/>

<https://www.linkedin.com/groups/8129118/>

<https://www.linkedin.com/groups/2950959/>

<https://www.linkedin.com/groups/975917/>

<https://www.linkedin.com/groups/4714540/>

<https://www.linkedin.com/groups/12076991/>

Bibliography:

[LinkedIn for Authors, Writers, Playwrights, Script & Screen Writers, Ghost Writers, Literary Agents, Publishers and Distributors](#)

[7 Proven Ways To Get Your Book and Yourself Noticed On LinkedIn](#)

[LinkedIn for Authors | Social Media Today](#)

[LinkedIn for Writers: 7 Proven Tips to Build a Thriving Writing Career](#)

[5 Tips to Leverage LinkedIn for Authors | PR by the Book](#)

[Authors on LinkedIn®: What You Need To Know - Master Book Builders](#)

[7 Simple Strategies to Promote Your Book on LinkedIn — Evergreen](#)

[Authors](#)

[LinkedIn Profile Checklist for Authors](#) A free checklist made specifically for Authors (I checked this out and its really good to have!)

<https://www.linkedin.com/help/linkedin/answer/a5999182>