

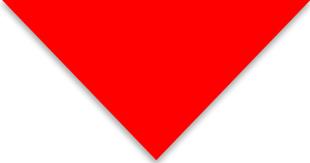


# CREATING A LINKEDIN PROFILE THAT ENGAGES



FOR CEOS





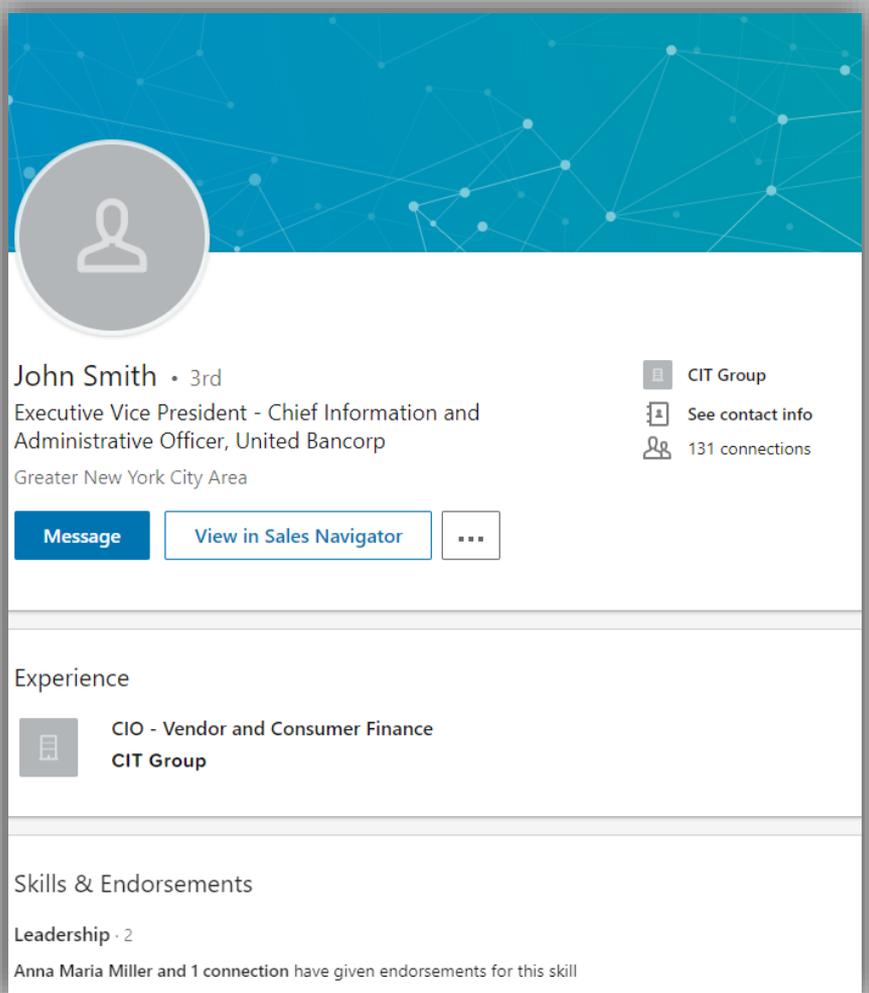
**You are a  
Brand Ambassador  
for your company.**

How you represent on LinkedIn is a direct reflection of your company.



# Don't Be This Guy.

Especially now...



The image shows a LinkedIn profile for John Smith. The profile header includes a placeholder for a profile picture, the name "John Smith", and his current position: "Executive Vice President - Chief Information and Administrative Officer, United Bancorp". It also shows the location "Greater New York City Area" and "3rd" connections. On the right side, there are three icons: a group icon for "CIT Group", a contact info icon for "See contact info", and a connections icon for "131 connections". Below the header are three buttons: "Message", "View in Sales Navigator", and a three-dot menu icon. The "Experience" section shows a job at "CIT Group" as "CIO - Vendor and Consumer Finance". The "Skills & Endorsements" section shows "Leadership" with 2 endorsements, and a note that "Anna Maria Miller and 1 connection have given endorsements for this skill".

John Smith · 3rd

Executive Vice President - Chief Information and Administrative Officer, United Bancorp

Greater New York City Area

[Message](#) [View in Sales Navigator](#) [...](#)

[CIT Group](#)

[See contact info](#)

[131 connections](#)

Experience

[CIT Group](#) CIO - Vendor and Consumer Finance

Skills & Endorsements

Leadership · 2

Anna Maria Miller and 1 connection have given endorsements for this skill

# Be Like This Guy.

Especially now...

**Guiding Franchises to Financial Success.**

Tom G. Porterfield, CPA, CFE · 1st

Passionate about Franchises, Accounting and Technology | Entrepreneurial CPA.

Fayetteville, Arkansas Area · [500+ connections](#) · [Contact info](#)

**Providing services**  
Accounting, Financial Accounting, and Bookkeeping  
[See all details](#)

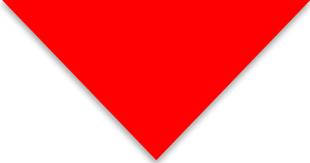
**Highlights**

**9 mutual connections**  
You and Tom G. both know Noah B. Rosenfarb, CPA, Matthew Taylor, PMP, CSM, and 7 others

**1 Mutual Group**  
You and Tom G. are both in GROWING UP 828

**About**

I have a passion for working with franchise owners and operators, which is grounded in my appreciation for operational excellence and the processes that achieve it. That's what franchises are all about: delivering consistently high-quality goods and services to drive sustainable profitability through regional customer loyalty ... see more



## The 3 Most Critical Parts of your LinkedIn Profile.



1. The Banner
2. The Headline
3. The Summary



#1

## The Banner



Brian Tarpey · 1st



Bruce Kreeger · 1st



Tom G. Porterfield, CPA, CFE · 1st

Porterfield & Company CPA, PLLC

#1

**TAKEAWAYS:**

Visual.

Brand Aligned.

Great Profile Pic.

#2

## The Headline



Brian Tarpey • 1st

**Brian Tarpey • 1st**

Providing Guidance and Peace of Mind to HR Executives for  
27+ Years | President, Tarpey Group



Bruce Kreeger • 1st

**Bruce Kreeger • 1st**

Security, Telecommunications and IT Professional | Strategist.  
Eternal Student. Helpful Guide.



Tom G. Porterfield, CPA

**Tom G. Porterfield • 1st**

Passionate about Franchises, Accounting and Technology |  
Entrepreneurial CPA.

#2

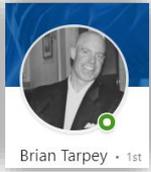
**TAKEAWAYS:**

Who You Are.

What You Love.

Then What You Do.

## The Summary



Brian Tarpey · 1st

My Dad died at the age of 57. He left behind my Mom and my 8 brothers and sisters. The youngest was my brother who was only 10 years old. Needless to say, my Dad's death was not part of my game plan. Yet at age 23, and having just started my career, I was on my own trying to make a life without the man I always went to for advice.



Bruce Kreeger ·

I help executives navigate the world of data and communications, with an integrated solution that includes IT, security and telecom. I'm here to help business leaders be more profitable, save money, and meet security and compliance requirements while bringing "clarity" to the ever-evolving realm of technology.



Tom G. Porterfield, C

I have a passion for working with franchise owners and operators, which is grounded in my appreciation for operational excellence and the processes that achieve it. That's what franchises are all about: delivering consistently high-quality goods and services to drive sustainable profitability through regional customer loyalty.

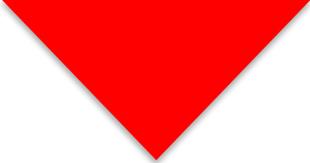
#3

## **TAKEAWAYS:**

Powerful Opening.

First Person.

Personal AND  
Professional.



## Why is this so **Important?**

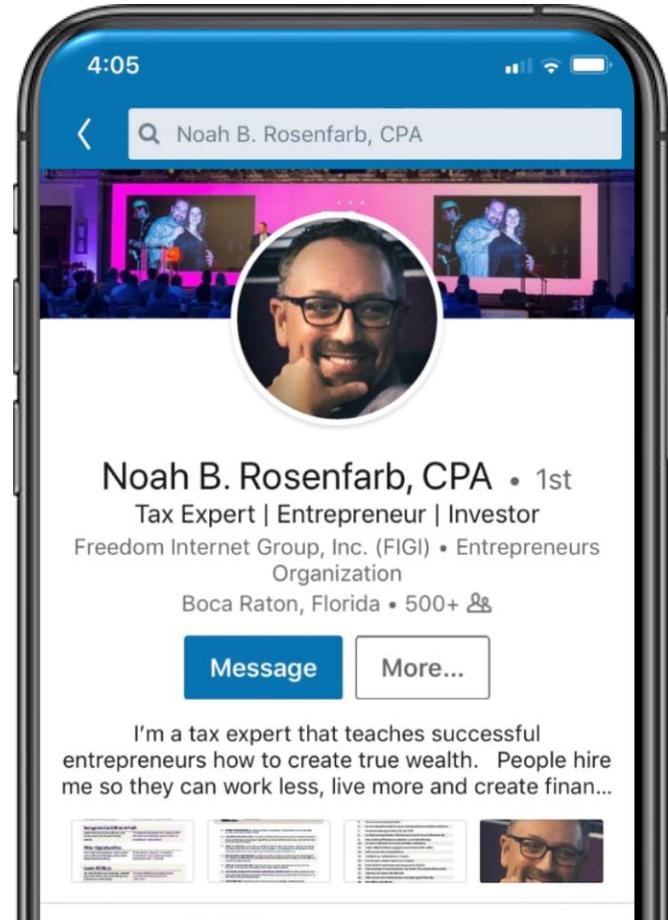


1. The Banner
2. The Headline
3. The Summary



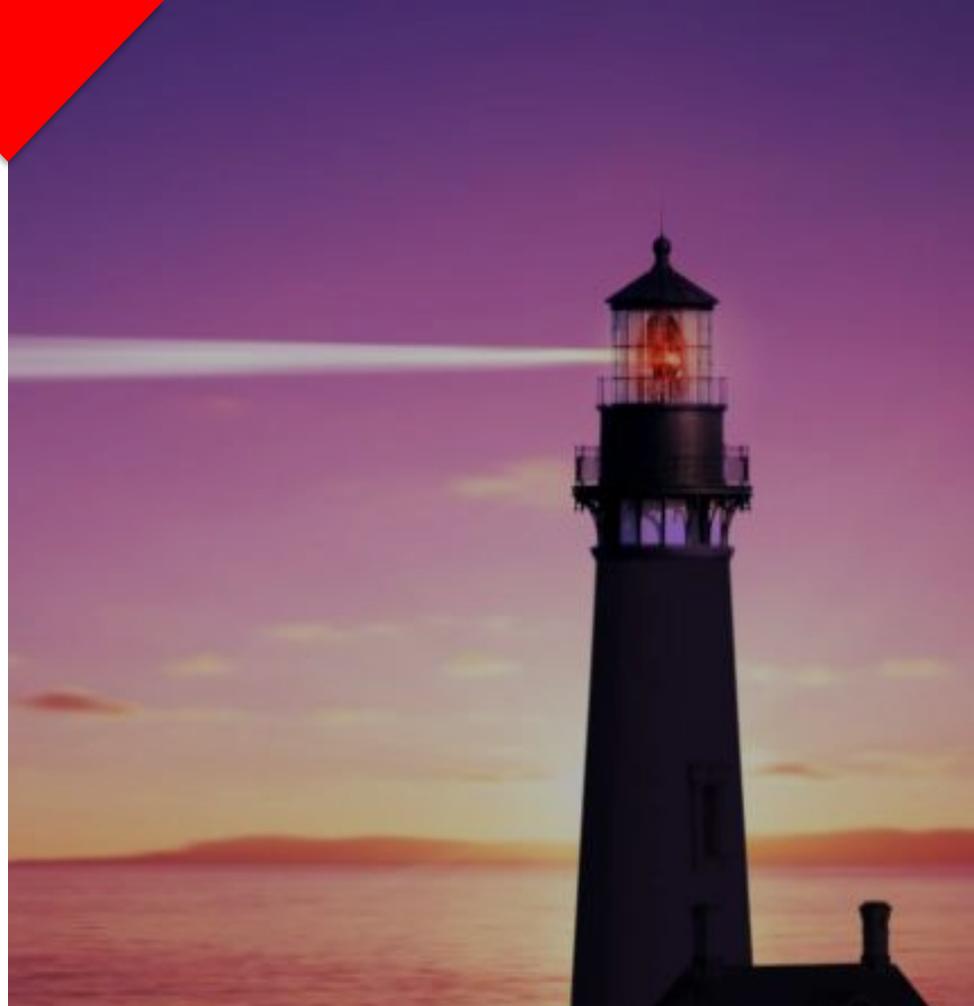
# Why is this so **Important?**

That may be all they see!  
So make it count.



# Let your LinkedIn profile be a **Beacon** and...

Make great connections  
with people **LIKE YOU**,  
that **LIKE YOU** and lead to  
**PROSPEROUS RELATIONSHIPS.**





ARE YOU READY TO...

**GROW**

Ed Delia

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[www.delianet.com](http://www.delianet.com)



**delia**  
associates  
The Business Brand Experts