

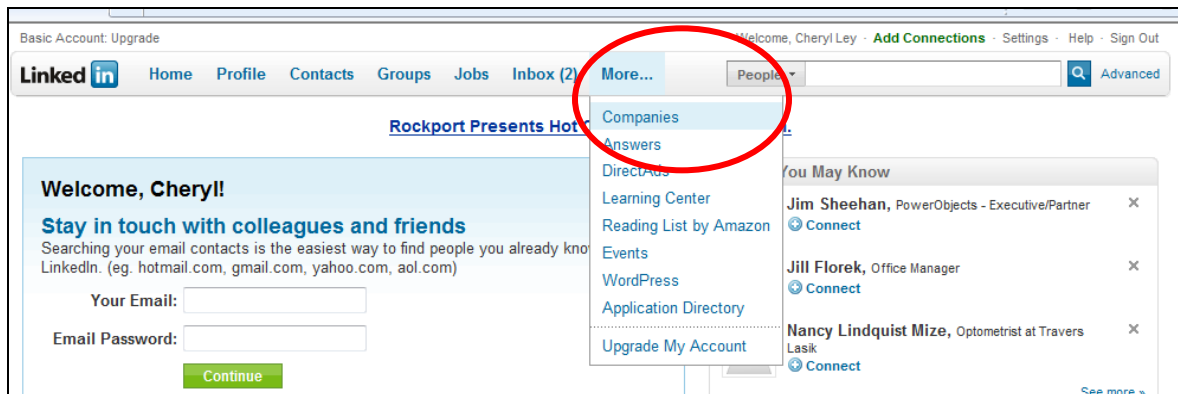


# The Bookworm Publishing

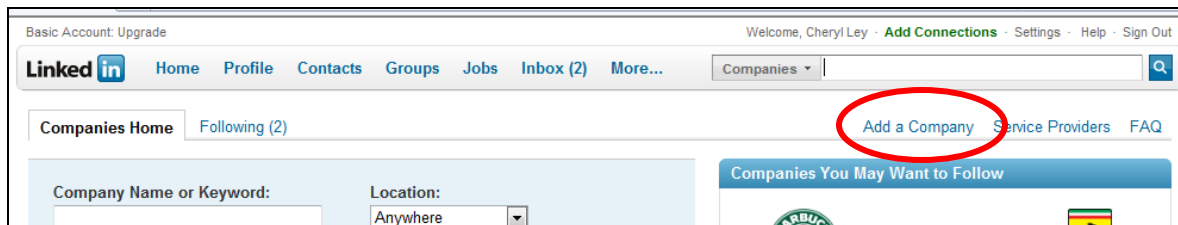
*Practical solutions that sell.*

## Adding Your Company Profile to LinkedIn:

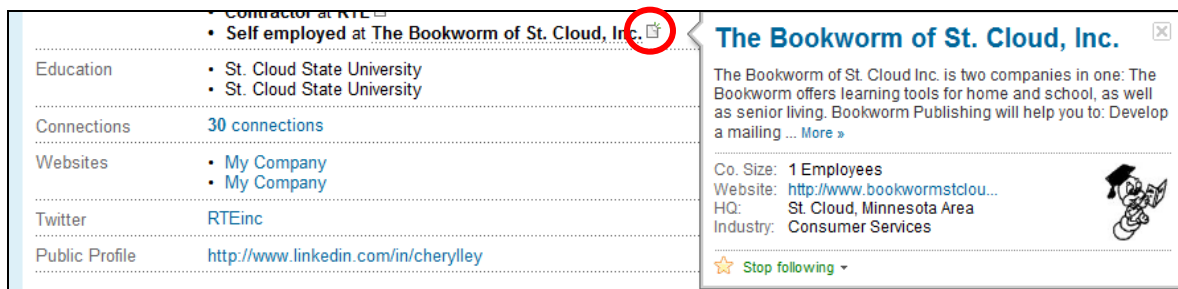
1. Click on "More" and pull down to select "Companies"



2. Click on "Add a Company"



3. Follow the directions to complete your company profile.
4. Link your personal profile to your new Company Profile, and it will appear like this when you hover over the little box icon to the right of the company name. Move your mouse over the company name and click to reach the Company Page.

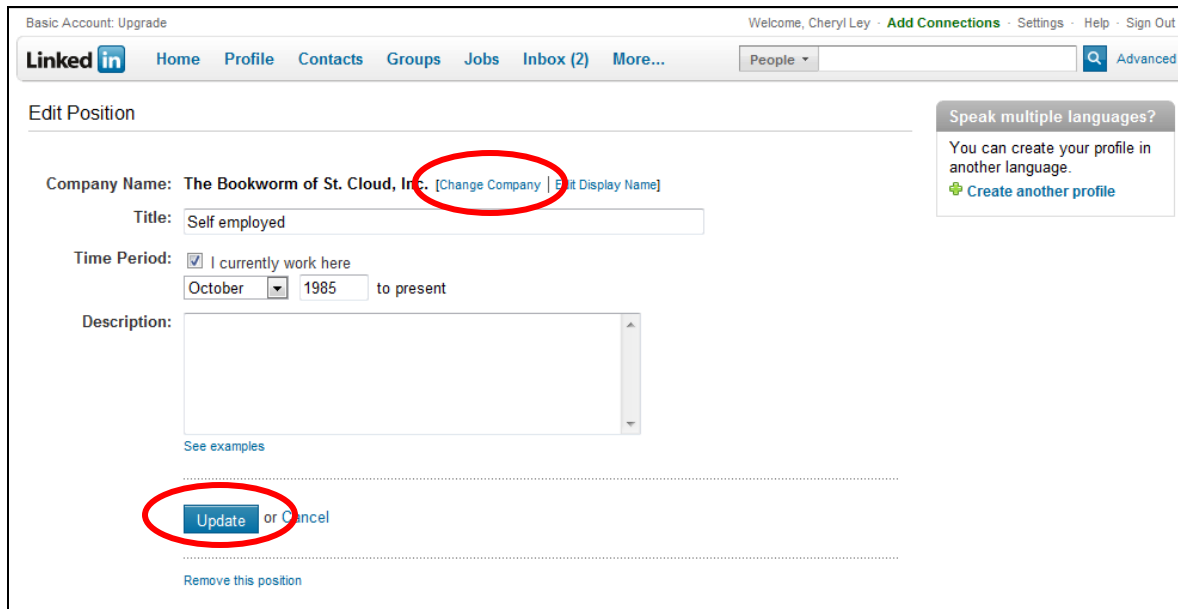
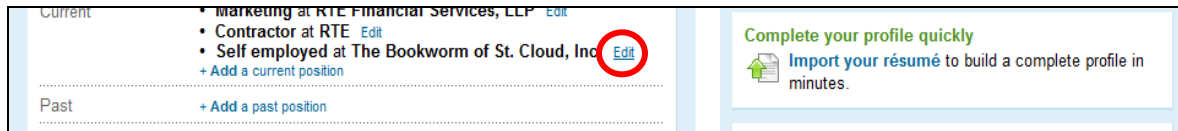


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5. Ask your employees to edit their personal profiles so everyone links to the correct company page. They may need to click on “Edit” at the end of the company name in their current profile and select “Change Company”. Your company should appear when you start typing the name.



6. Make sure to select the Update button to save your changes. Go back to your profile and make sure your profile is linked to the correct name.
7. Now post a message on LinkedIn to let all of your contacts know you are now connected to your company profile!

*A note for those of you with multiple companies/divisions:*

LinkedIn requires you include an email address and they use that email extension (the part that follows “@”) as a unique identifier. If you have already entered a company profile with that email extension you will not be able to enter another one.

Sincerely,

*Cheryl Ley*

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