

Free Guide: Setting up Your Personal LinkedIn



LinkedIn Profile Guide

Ready to refresh your LinkedIn profile? Or maybe you're starting from scratch. As you create or edit your profile, follow this guide to help determine what information to include.

PROFILE BASICS

Name:

Is this the name I go by in a professional setting?

Profile Picture

Is your face visible?

Is this a professional looking headshot?

Is the photo high-resolution?

Is the photo free from editing that takes away from the clarity of the photo?

PROFILE HEADLINE

What role do you play in the company?

Who is your perfect lead?

What key words do your clients ask about?

Awards won? Articles published? Speaking engagements?

Brainstorm some options for your headline:

LinkedIn Profile Checklist

PROFILE SUMMARY

How did you get started in your career?

What propelled you to start your business?

What are you passionate about – in business and in general?

What awards or accolades can you share?

Why is your company better than the rest?

Once you write a draft of your summary, ask your self these questions:

- Is the first sentence engaging?
- Is this written how you would speak?

EDUCATION

- All education information is included

LinkedIn Profile Checklist

EXPERIENCE

Fill out the following for up to three of your most recent jobs (note: you may have more or less than this in your profile)

Job 1:

Company Name: _____

Job Title: _____

Start Date: _____ End Date: _____

What are three key accomplishments you had while working there:

What honors, awards or recognitions did you receive while working there:

Job 2:

Company Name: _____

Job Title: _____

Start Date: _____ End Date: _____

What are three key accomplishments you had while working there:

What honors, awards or recognitions did you receive while working there:

LinkedIn Profile Checklist

EXPERIENCE CONTINUED

Job 3:

Company Name: _____

Job Title: _____

Start Date: _____ End Date: _____

What are three key accomplishments you had while working there:

What honors, awards or recognitions did you receive while working there:

SKILLS AND ENDORSEMENTS

What are ten skills that you excel at in your job?

What softwares or industry knowledge are required in your role?

Go back through the industry knowledge above and circle everything you're skilled in. Add these, along with your ten skills above, to your profile.

LinkedIn Profile Checklist

RECOMMENDATIONS

Who are five people you could ask for a professional recommendation?

ACCOMPLISHMENTS

What accomplishments can you share?

This should include publications you've written, certifications you hold, patents you have, courses, projects, honors and awards, test scores, languages you speak or write, and any organization memberships. Please list all that apply.

INTERESTS

Groups: List all professional interests you have below

Groups: List all professional interests your customers have or industries they belong to below

LinkedIn Profile Checklist

INTERESTS CONTINUED

Companies: List your top current and former clients, as well as any targets you have for future clients

Schools: What schools do you have affiliations with

Use your answers above to help find groups, companies and schools to join/follow on LinkedIn

CONNECTIONS

Contact sync complete

Who are 10 people you can connect with that were NOT included in your bulk contact sync?

Find these 10 people and send them a connection request! Before connecting, ask yourself:

Did I confirm this is the right person?

Have I included a personal note?

Whether you filled out your profile as you went through this guide, or you're going back to LinkedIn with this guide in hand, you're one step closer to a successful LinkedIn profile.

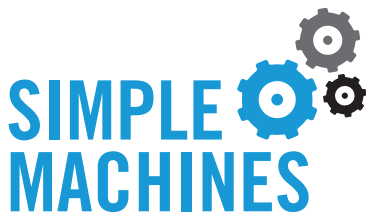
Still not sure where to begin?

Simple Machines Marketing can help!

Email us at inquiries@simplemachinesmarketing.com to get started.

About Us

Simple Machines Marketing helps sales directors, business development professionals and small business owners generate more leads, have better conversations with those leads and close more deals. Contact us to learn more.



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