

LinkedIn Profile Tips

- Include a professional headshot
- Always use your name (not your Company name) for your LinkedIn Profile
- Determine your key message you want to send regarding who you are
 - Decide on your top 5 Skills
 - Pick 5-10 keywords related to your key message and top 5 skills
 - Repeat – list your key message, skills and use those keywords repeatedly throughout your profile in a professionally worded manner
- Include keywords throughout your LinkedIn Profile
 - Tag Line below your name
 - Current Title / Positions
 - Past Title / Positions
 - Skills
 - Summary
 - Recommendations
- Avoid these Buzzwords in Generic statements
 - Only use when you are being specific
 - When they are related directly to your brand / key message / tagline or when being very descriptive of job duties or project details
 - Responsible
 - Strategic
 - Creative
 - Effective
 - Patient
 - Expert
 - Organizational
 - Driven
 - Innovative
 - Analytical
- Link to company website or blog under “Websites”
- Add Twitter handle
- Claim unique URL and then drop it into email signatures
 - Always use your Name
- Profile Summary

- Start with this format:
 - You know how or Do you have this
 - Explain a problem or issue you solve
 - I solve this
 - I do this by (Include key message)
 - Why _ I do this because
 - Explain why you are doing what you do
 - This builds trust and creates a bond between you and your prospect
- Include a call to action
 - Call me at (phone number) to explore how I can help you with _____
 - Go to (website) to get more information on _____
 - Connect with me now on LinkedIn, message me and I will help you with _____
 - Include your email address as it is needed when doing connection requests
 - Write a summary in the first person and think of it as a
- Include keywords throughout
- Add a bit of your own personality
- Keywords to use in Summary
 - Frustration, Fear, helpless, fun, proud, satisfied
- Add pictures, video or PowerPoint/SlideShows to your summary where appropriate
 - Be sure it adds to your key message
- Include your email address
- Include
- Contact Info
 - Fill out with as much information as you want to share
 - List websites and Blogs
 - List them as 'Other' - this allows a custom term ('XYZ Widgets Website')
- Experience
 - This does not need to be a one to one relative to the positions you have held. You can have more listed experiences than actual positions
 - Use Experience to highlight key activities, skill sets and experience you have had
- Under "Specialties", include a line list all skills one on top of the other to make your profile easy to read
- Make sure to add plenty of skills in the "Skills" section

- Add Volunteer and Non-Profit related activities
- Recommendations
 - Ask for recommendations from close colleagues and past clients
 - Only give out fair and truthful recommendations
 - Move recommendations closer to the top once you have a few on your profile
- Make sure your profile is 100% Complete – LinkedIn tells you if it is not.
- Take advantage of the 'Improve My Profile' feature of LinkedIn
- Add Projects you have completed
- Add SlideShows you have created
- Endorsements
 - Ask for Endorsements
 - Only give out endorsements related to people you truly know have those abilities or knowledge
- Publications
 - Use this area to add links to SlideShows (on slideshare), articles you have written, or videos from your business.
 - Be sure these are related to your key message
- Groups
 - Search out and join many groups
 - Join groups related to your industry and what you like
 - Also join groups that your prospects and clients may be interested in.
 - Be active in the groups
- Connections
 - Accept all connections
 - The more connections you have – the more opportunity you have to be found in search.
 - Searching only searches through people's 1st, 2nd and 3rd connections. And the search results are ranked accordingly. So the more people in each of the higher levels – the more times you are able to be included in those search results.
 - Be strategic when asking for connections
 - Find key people who are connectors or super connectors
 - Find people related to your industry
 - Find people related to your clients and prospects industry