LINKEDIN PROFILE CHECKLIST

- [ ] **Settings**
- [ ] **Customized URL**
- [ ] **Great professional headshot with well-coordinated background photo**
- [ ] **Ideally 500+ connections (5000)**
- [ ] **Strong keyword/industry Specific Headline**
- [ ] **About Section (summary)**
  - ◯ 500 or more words, max 2600
  - ◯ Well painted picture of you as a professional
  - ◯ Client-focused. Use qualifying questions, a success story...
  - ◯ Call to action
  - ◯ Sprinkled with up to date Keywords
  - ◯ Bulleted list: your strengths/specific skills/expertise
  - ◯ Sets you apart from the crowd
- [ ] **Contact Information (your preferred phone and email**
  - ◯ Website/ Blog Page/ Twitter/ Landing Pages Link (3)
  - ◯ Calendar Link
- [ ] **Skills Section (50) Up to date, delete anything obsolete**
- [ ] **Recent Recommendations**
- [ ] **Experience: at least the last 3 professional jobs**
- [ ] **Education & Certifications**
- [ ] **Volunteering**
- [ ] **Featured Section**
- [ ] **5 - 7 Photos, Resources, Videos, PPT, Infographic, PDF**
- [ ] **Publishing & Posting**
- [ ] **Company Page**
- [ ] **Notes:**

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Angela Dunz

LINKEDIN "ABOUT" BEST PRACTICES

How to Use the 2,600 Characters

1ST PARAGRAPH

Reel in your client/audience by speaking directly to them and their pain points. One method is to ***ask 3-5 qualifying questions*** that really get to the heart of the matter.

Another method is the ***3-5 sentence story***. What is one of the largest challenges you have ever had with a client? No names. No dates. No company name.

Simply state: **Challenge** → **Solution** → **Result**

Stories are powerful. It is also an example of what you do. Showing, not telling.

2ND/3RD PARAGRAPHS

Establish your credibility. ***Tell your audience how you bring results.*** How many years in business? What sets you apart from the competition? Why do you do what you do? What is your passion? What do you love about it? What is it like to work with you? Talk about client results.

Maybe one more short paragraph about what you do, workshops, public speaking, volunteering, how you got started, who you've worked with.

BULLETED LIST

Give the eye a lot of dense info quickly. This could be a list of the results you bring, the industries you serve, specialties, list of services, areas of expertise, projects you've managed, companies you've worked with, the problems you solve, individuals you serve, etc.

CTA

Call to Action - ***what action do you want someone looking at your profile to take?*** Visit your website, online portfolio, or landing page, call you, sign up for a newsletter, watch a video, schedule a conversation, then - Add a calendar link, phone number, weblink - whatever is appropriate.

PERSONALIZE

"When I'm not helping top executives communicate clearly, I like _____hiking, writing, volunteering, international travel... Unique hobbies and travel experiences are super. The more personal, the better. Sports teams, alma mater... What are you passionate about? One of the CEOs I worked with talked about how his daughter was teaching him to moonwalk properly. What a great conversation starter/icebreaker!

Look at other professionals in your industry and borrow from their ideas. Be inspired. Use the first person: talk directly to your client. The third person is considered too stuffy and removed for LinkedIn. This is social media. Business is personal.

EMOJIS

Add some color with some emojis as it seems appropriate. If you are in a conservative industry like Financial Planning, Law, Insurance – maybe not. But if you are in a creative industry, it is expected that you walk the walk. Marketing, Sales, Communications, Graphic Design, Coaching. I have a video on my YouTube Channel for this.

Look at profiles of people in your industry. Steal ideas from them. Don't try to reinvent the wheel. Adapt what you see on FB, IG and LI. Make it yours! That is the essence of Professional Branding.

KEYWORDS

Don't forget to Optimize. What are your Top Ten Keywords for being found by your Ideal Client? What words would they use? What differentiates you? What do you want to be known for? What are the trending words in your Industry? Be found for the right opportunities.

ONE LAST NOTE- STATISTICS

Statistics are 'sticky' on LinkedIn. Numbers get found. They also add that logical appeal we are looking for to know we've made a great decision. Add them wherever they are appropriate.

'STOP THE SCROLL' POSTS ON LINKEDIN

You won't use all of these on every post,
but this is a great guideline to get started!

Headline, title, topic, name, an audience or ask a question

Let your audience know what the post is about. This is a wonderful professional courtesy. Let them decide if they want to read it.

Facts, statistics, or a quote

Our ego and logical brain love to be reassured we are making great decisions. Give numbers to back up your claims.

Only 1 main point for each post

More than that is a blog. Keep it short and simple. Think sound bites.

Value, Value, Value

What does your audience want or need? What do they find of value?

CTA - Always include a call to action

What do you want them to do? What is the next step you want them to take? Think about something, go to your website, comment below, sign up, share your thoughts, etc.

Lots of white space

Give your readers lots of room to scan clean space. We zone out when faced with huge blocks of text.

Emojis

If that fits your personal style. Our eyes are drawn to color. Use psychology in your favor. I like the arrows, numbers, diamonds and such to outline points. Find some that fit you!

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