

# LINKEDIN CHECKLIST

If your LinkedIn bio is in need of a little refresh, use this handy list to get it in shape.



## **Use a professional headshot for your profile picture.**

LinkedIn statistics show that users get 21x more profile views with a picture and 9x more connection requests. Keep the background plain, and smile.

Sizing: 400 x 400px.



## **Make your headline stand out**

By default, LinkedIn populates your headline with your job title and current company, but it's better if you create your own title instead. Think about listing your specialties like Marketer & Writer or Trainer & Business Coach. If you want your profile to be searchable, include important keywords; if that's not as big of a concern for you, consider avoiding industry jargon to stand out.

Length: 220 characters.



## **Summary = sellability**

Show people who you are, what you bring to the table, how you help others and why you are passionate about what you do. These are all essential ingredients to gaining trust.

Use bullets and simple sentences to make this easy to read. Think about your target reader and then paint a picture of how you can make that person's life easier.

You can also add media files, images and documents. So if you are a speaker or presenter for example, an introduction video is a great way to show people your skill set.



## **Experience**

Keep your work history relevant. Only list the jobs relevant to your current career goals. If you have a work-related blog or online portfolio, make use of the three URLs you are allowed on your profile and link to it.

Length: One paragraph per role describing what you did and any accomplishments during that time.

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## Ask for recommendations

Endorsements are great, but recommendations are LinkedIn's currency. Reach out to past colleagues, managers, and associates and ask them to write you a recommendation.

Ideal number of recommendations: Min.10



## Share industry-relevant content

This is where you start to build your authority and increase your visibility. Post content that your ideal client or audience will be interested in. Help them if you can, by offering insights or tips and tricks. Try and spark conversation by asking a question at the end of your posts. And don't forget to comment and engage with other people's content.

Treat LinkedIn as if you were networking in real life. Take the time to build relationships and offer your advice and opinions where relevant.



If you're not posting regularly on LinkedIn because you don't feel confident writing the kind of posts you want to, or you just don't have the time, **I can help.**

Simply hand over your posts or bio to me, I do all the hard work, and you take all the glory.

**Let's chat.**

[WRITE MY LINKEDIN](#)