

LINKEDIN PROFILE MAKEOVER - WORKSHEET

Remember....you only get one chance at a great first impression! And, the first step to getting the most out of your LinkedIn account is ensuring you have a properly optimized profile that tells your professional story and speaks to how you solve business challenges for your target audience. By following the tips outlined in this worksheet, you will be on your way to seeing more results from LinkedIn!

1. Photo

Your photo is the first thing a visitor will notice on your profile. So, make sure that photo properly represents you in a professional manner.

2. Headline

Your headline could be the most important feature on your LinkedIn profile. Make sure to change this so that it speaks to your target audience. A common practice is to include information about who you help, how you help them and why they should connect with you. (Some people also like to include their website address and where they are located if relevant and important).

3. Contact Information

In most cases, you have a LinkedIn profile because you want other professionals to be able to easily contact you. So, make it easy for them to do this by adding your full contact information including email, phone number and address. You can also add links to your Twitter account and websites in this section. Make sure to choose the "Custom" option when adding your website links and change the text to describe where the visitor will end up when they click your links.

4. Summary

Your summary is the first opportunity you have to tell your visitors more about who you help, how you help them and why they should connect with you. This section should not read like a personal resume. Instead, think about your target audience and address the questions they might have when visiting your profile and address the "solutions" you have to their "problems". Also, make sure to clearly add your contact information in this section.

5. Rich Media

If you have a website, promo video or portfolio of your work, this is where you should add them. When you add these rich media elements, you have the ability to edit the title. Make sure to do this and describe what your visitors are going to find when they click through to find out more. It takes the guess work out of what they are going to find on the other end.

6. Experience

Just like your summary section, your experience should not read like a personal resume. Instead, take the opportunity to include more information about who you typically work with, the value you provide in your role and address how you can help the visitor solve their business challenges. You can also add rich media into this section to help tell your story and drive traffic to your website.

