

LinkedIn Profile Checklist

You can use this checklist to help you gradually build a compelling LinkedIn profile that will accurately reflect what you do and get noticed for all the right reasons.

This checklist is meant to accompany our videos that will show you how to complete each item listed below.

- A headshot of you in business attire.
- A descriptive headline with your job title + who you work with + what you do.
- Personalised LinkedIn URL
- Work email loaded up.
- Name the websites you include so it is “<<name of your firm>> Homepage” not the default “Company page”.
- Add company direct dial or switchboard telephone number
- Add company address
- Summary written to standard with the following information included: -
 - **What I am:** a couple of sentences that will explain what you do and the kind of firms you have as clients. Include any niches or specialisations here too.
 - **Why I’m different:** an explanation of why somebody should choose you – your USPs. These can relate to you; your product/service or your company.
 - **What I sell:** keep it simple. I suggest you limit it to three products or services. Even better if you only have one. It’s OK to refer to other things your firm provides but don’t cloud your offering in the minds of the reader – they should be very clear what they can buy off YOU.
 - **Credibility:** a couple of nice named testimonials of up to 20 words each cut and pasted from your recommendations. Alternatively a couple of very brief examples of work you have recently completed.
 - **Personal stuff:** many people like to know some personal details about you so feed the need. Obviously only publish what you feel comfortable the world knowing about you.
- Multimedia (if you have access to any) added to your profile: videos, podcasts or animated PowerPoint presentations.
- Each Work experience has a line or two that summarises your role. You could also add in achievements here.

- Add skills and expertise. This is important as these can now be 'Endorsed'. Try and keep to 5-10 skills and pick skills that you wish to be known for.
- Add interests; people like to know a little about the person behind the professional.
Warning: only include information you feel happy being in the public domain.
- Edit the 'Advice for Contacting' section. Put what you would like people to contact you for and some contact details such as your work number and email.
- At least 5 recommendations.
- All of your relevant colleagues in the firm invited to connect. A sample of your contacts will be sampled here.
- All of your external prospects, long-range prospects, clients and intermediaries invited to connect. A sample of your contacts will be sampled here.
- Join at least 5 groups. Focus on groups that your potential clients are in rather than the groups your competitors are in.