



BuildYourPerfectTribe
How to find and connect with your ideal clients

LinkedIn® Profile Checklist

*All You Need To Create Your Simply
Irresistible LinkedIn Profile!*



This LinkedIn Profile Checklist outlines the elements to follow to create your All Star LinkedIn Profile

Your LinkedIn profile is an essential element to success on LinkedIn. It needs to be **fully optimised** (using keywords and focused on your ideal client) and you need to be looking to achieve an 'All Star' profile – where your profile is 100% completed.

The Profile Strength meter is on the right side of your profile and gauges how robust your profile is. The strength increases as you add more content.

When completing your profile you need to be aware of your **KEYWORDS**. I.e. the words that your ideal clients will be using to find solutions to their problems. These could be:

- Industry specific: solicitor, accountant, coach
- Services specific: Marketing, social media, dog training
- Geographic: your local area Yorkshire, Scotland, Leicester or Southend



You then need to use these keywords all over your profile - WITHOUT keyword stuffing - to make your profile more compelling and relevant to your target audience and more searchable. You want to found on LinkedIn! Key places to put your keywords include:

- Headline
- Summary
- Current Experience
- Past Experience
- Skills & Expertise

Remember your LinkedIn profile is what everyone looks at, so you are aiming to portray yourself in a good light and as an authority in your industry / niche, so that when your profile pops up on a search, visitors are attracted to click through and connect with you.

NOTE: Even though it's your profile it's not about you! It's about your ideal client.

LinkedIn Profile Sections

The basic sections you start with include:

- Your name, photo and headline
- Contact details
- Summary
- Experience – current and past
- Education
- Additional information
- Skills and expertise

You then have the option of adding additional sections such as:

- Projects
- Languages
- Publications – have you written any books? Articles published? If so add them here
- Organisations - add any memberships, groups, professional or social association here such as Chamber Of Commerce, BNI, Rotary etc
- Honours and awards
- Test scores
- Courses
- Patents
- Certifications
- Volunteering and causes

I recommend ensuring you include as many of these sections that are applicable to you in your profile.

TIP: Create your profile in a word document and then copy and paste it into your LinkedIn profile. Use sub headlines and symbols (✓□◆➤○) to highlight information you want to stand out for, especially in your headline.

TIP: You should update your profile regularly, reviewing how many views you are getting. Keep all versions of your profile and when you last updated it so if your performance on LinkedIn has changed positively or negatively you can review what's changed.

TIP: You may want to have your latest CV to hand to help you complete the education and experience sections.

TIP: Look at other profiles in your niche and survey their summaries. How can you make yours better, more benefit driven, more compelling?

Let's Get Started!

1. **Your Photo:** Pick a good professional headshot of you smiling. The format needs to be JPG, GIF, or PNG file. (File size limit is 4MB). People want to see who they are connecting with so include it.

2. **Your Name:** Just your name - in full as you want to be known as. No company names, no emails etc.

3. **Your Headline:** You have 120 characters to grab people's attention – it is LinkedIn's equivalent to your elevator pitch. It needs to be **keyword rich** and compelling to your target audience. Determine the top 3 keywords you want to be found for. Use the allotted 120 characters. Use symbols such as: ✓ □ ◆ ➤ ○ These are really good to use in headlines to make them stand out.

4. **Contact Details and Your Websites:**

Contact Details: How do you want contacting? Include at the very least an email address.

Websites: Include links to 3 websites. Use all 3 links – you can select different pages on your website. Customise the links so that they are call to actions. You have 30 characters for the call to action. Don't use the standard text "company website" instead use the name of your website or your free offer; or book 15 min telephone call etc

Public Profile: Don't forget to edit your 'Vanity URL' with your name whenever possible. If your name is not available think of a way to still have your name by including a middle initial or a designation after it.

5. **The Summary & Specialities: Include keywords**

You have up to 2000 characters here to speak to and engage your visitors. Talk about your story, why you are doing what you do; position your credibility and expertise and add those relevant keywords that you want to be found for.

Keep your summary focused on your ideal client – who should connect with you, what are the problems they face and how you can help them.

- Try to use all the available space
- Write in first person. Add your personality
- Include a call to action. What is the next step you want someone to take after reading your LinkedIn profile? I.e. visit your website, email you, connect with you on LinkedIn.
- Use bullets and/or sub headlines to break up text and make it easier to read
- As you're writing your summary remember your objective at all times. You are trying to compel people to connect with you, contact you and / or engage with you.
- Include a list of your specialities – around about 10 or so. Again an opportunity to include your keywords.
- Use LinkedIn's Rich Media tool to add video, images, presentations and documents to your profile. In your summary could you do a video specifically about you or a welcome video for LinkedIn?

6. Your Experience – Current and Past: Include keywords

Company name: 100 characters for your company name

Title: 100 characters. Very important section for LinkedIn search optimisation – use your keywords in the title. Don't use 'Owner' or 'Founder' – unless you know your ideal client will search for these terms. Include the keywords and phrases you think others would be searching for when looking for someone who provides what it is you offer.

Description: You have 2000 characters to describe your company (using your keywords again). Outline what you do, how you do it and who you do it for. Include: the types of products and services you offer; who you work with; how you work with them or how you help i.e. by creating a plan, strategically, or describe your signature programme.

Use LinkedIn's rich media tool to add video and presentations. You could create a video talking about what you offer or video testimonials.

Call to action: Include a call to action – what action do you want someone reading your profile to do next?

Past Positions and Experience: Fill out relevant information about past positions. Include all relevant positions to create connection opportunities.

Don't just list past jobs. You don't have to fill out as many details as your current experience but be sure to at least have a paragraph description for each one. Include keywords in the descriptions and if possible the job title, and where possible make past experience relevant to what you're offering now.

7. Projects:

What are you working on? Are you writing a book planning a new course, webinar or event, launching a new product? This is a great place to add information about these particular activities with again some relevant keywords.

8. Education

Include college, business training, technical training, professional training, workshops, etc. For professional and technical training it demonstrates credibility but is also a great door opening for building connections. Have your highest or most relevant education listed first as this appears in the headline section of your profile. For example a professional qualification such as Institute of Direct Marketing (IDM).

9. Skills & Expertise:

Opportunity to list all your relevant skills and expertise. You can add up to 50 but start with the most relevant and the ones you want to be endorsed for. Think **KEYWORDS**. Focus on what you want to be found and known for. As you type in skills suggestions will come up.

10. Recommendations

Really good for social proof so start by creating a list of people you could approach for a LinkedIn recommendation AND who could you give a recommendation to?

Generally the more recommendations the better. Rule of thumb is around 20 but the key is to get as many fantastic recommendations that you can – so if you have 2-3 recommendations that's great. Just keep focusing on building these up over time. I've requested recommendations from past work colleagues to give my profile a more balanced view, as well as from new clients.

TIP: We are all busy people, so when requesting a recommendation from a connection, write it for them so all they need to do is approve it. This also allows you to manage what you want the testimonial to say and include about you.

11. Additional Information

In this section mainly looking at adding your interests and advice for contacting. Adding personal information is optional and my personal preference is not to add it

Interests: add your interests - another great place to add keywords! You have 1000 characters here so you can be quite creative!

Advice for contacting: Again this is making sure that visitors to your profile and also existing connections know how to connect and contact you outside of LinkedIn. Add your main website address, and how people can get in touch with you for example by email

12. Groups

You can join up to 50 groups. Ideally these should be a mix of:

- 4-5 industry related groups so you can see what's going on in your sector
- 4-5 groups on things you want to learn (optional)
- The remaining 40 or so should be groups where you can find your ideal clients, including any offline networking groups you attend.

You will need to research groups you want to join using your ideal client keywords. Interaction on LinkedIn groups is key to success on LinkedIn but it's difficult to be interactive on all 50, so over time test and measure which are the best groups for you. The key is to be where your ideal clients are and be adding value to these groups.

Next Steps . . .

By following and completing the above checklist, will help you to create a LinkedIn profile that is 100% complete and fully optimised for your keywords. The more professional and detailed your LinkedIn profile is, the more credibility it conveys about you and your business.

Your next step is to grow your connections. Start reaching out and connecting with people by sending **personalised** connection requests.

Get Your LinkedIn Profile Fit For Business – Free Training

There is a recorded training webinar available that accompanies this LinkedIn Profile checklist which is available at: www.buildyourperfecttribe.com/resources/linkedintraining

LinkedIn Profile Builder

If you're struggling to get LinkedIn working for you and your business and would like some 1 to 1 help with getting your LinkedIn profile fit for business, focused on your ideal client and generating leads then try the **LinkedIn Profile Builder**.

In 2 x 60 minute sessions we go through your profile to get it fully optimised and ready for lead generation, review your connection strategy to get you to that magic 500; increasing your recommendations and measuring your results.

The second session goes through setting up your lead generation strategy on LinkedIn – exploring opportunities through groups and using the LinkedIn search to uncover opportunities. We look at your content strategy and how you are establishing relationships, managing your status updates and an introduction to company pages.

To find out more and an initial chat please email me at judy@judithparsons.com OR connect with me on LinkedIn.

Finally . . . please connect with me on LinkedIn

<http://www.linkedin.com/in/judithparsons>

I'd be delighted if you would please reach out and connect with me on LinkedIn . . . if you haven't already! Do let me know how you get on with using this checklist to create your LinkedIn profile and drop me an email via LinkedIn with any questions you may have. In the meantime happy 'LinkingIn'!



Judy Parsons