

~ Maximize LinkedIn For Profit ~

18 LinkedIn Profile MUST-Haves

1. Your Name

You only get 1 chance to make a 1st impression. Keep it simple and free of clutter. Always use your personal name, not the name of your company.

2. Photo

Include a professional headshot profile photo.

3. Professional Headline

There are 120 characters available. Create a keyword rich headline that describes how you want to appear on LinkedIn. How will your best client or referral partner search for you?

4. Contact Info

Can your clients and potential clients contact you? Include a phone number and email address.

5. URL

Customize your profile URL. Add your URL to your website, business cards, resume, email signature and marketing material. This helps drive traffic to your LinkedIn Profile.

6. Websites

You may have 3 websites on your profile. Do not use the generic "My Website" or "Blog". Always choose "Other" and change the words to describe what you offer. You can have multiple links to the same website if necessary.

7. Summary

You have 2000 characters in this section to tell who you are and what you do. It is important to write it in first person and avoid it being a boring bio. Talk about who you are, the benefits of connecting with you and how you can help them. Be interesting, show your sense of humor and your personality AND always end with a call to action. How can they best reach you?

8. Experience

List relevant jobs you've held, including a brief description of each role.

9. Skills and Endorsements

Add between 5 - 10 skills you want to be most known for. Remove skills that do not match. Have keywords in mind here too.

10. Volunteer Experience

List causes you've supported through volunteering your time.

11. Education

List all education you have had. Include college, business training, and technical trade. Make sure to include accomplishments, awards, and credentials to enhance your credibility.

12. Interests

Here's a place to show things that you enjoy doing, show the human side of who you are.

13. Groups and Associations

List all groups and associations you belong to, including industry, professional, and even non-profit organizations.

14. Recommendations

Ask and give recommendations from former colleagues, professors, clients, managers, etc.

15. Location and Industry

Set your industry and zip code, this helps recruiters and potential clients find you.

16. Media Samples

Show off your work! You can now share .docs, pdf, and videos to your summary, education and experience sections.

17. Projects

Do you want to showcase a special project outside of the scope of your work experience that you would like to highlight? The Project section allows for a hyperlink to a book, website, or other source.

18. Status Update

Become a LinkedIn Influencer and allow members to "Follow" you. Share longer, formatted articles with your connections and followers. Don't forget to add a picture for added visual impact.