

20 Point Checklist

- ☐ **Headline-** Create an effective and interesting headline
- ☐ **Profile Picture-** Professional picture
- ☐ **Banner-** An effective banner for your company you currently work for
- ☐ **Effective Summary-** Very important that your summary tells more information about yourself and what you do
- ☐ **Work Experience-** Show your past positions, how long you worked there and explain the roles that you played in those positions
- ☐ **Contact Information-** Very important for business, if you don't have your information available then you could miss out on opportunities
- ☐ **Education-** Show your education history and how long you were in that institution
- ☐ **Interests-** Show what you're interested in because you will pop up on many more searches
- ☐ **Current Position-** Explain what you do and the roles you play
- ☐ **Accomplishments-** Show any certificates that you have gotten in the past
- ☐ **Skills & Endorsements-** Put the skills that you have and learned from your experience and have colleagues and friends endorse them
- ☐ **Recommendations-** Have colleagues give you an endorsement and explain your strengths and your abilities
- ☐ **Location-** Making sure your location matches where you're working is key for recruiters and for potential business opportunities
- ☐ **Profile URL-** You can customize your URL in LinkedIn and how you decide to customize it can help with many things including SEO
- ☐ **Join LinkedIn Groups-** Make sure the groups you're joining are connected with you profession, this can bring great opportunity.
- ☐ **Connections-** It is important to have quite a few connections. Find old coworkers and networkers and connect with them.
- ☐ **Activity-** Having activity on your profile is important because it will increase your visibility.
- ☐ **Videos & PDF-** You can add videos and pictures to your summary and experience. This will help boost your profile and make it more interactive for the people on your page.
- ☐ **Sales Navigator-** This is a lead generation tool and will drive more people to your business.
- ☐ **Your Communities-** You can select certain communities and start following that on your LinkedIn page. This will boost your engagement.



Why Should You Use LinkedIn?

Many people and companies believe that LinkedIn isn't a valuable resource that will help their company when it comes to creating more business. However, LinkedIn is becoming the ideal place to drive business results and educate potential customers on your products and services. Along with not knowing the benefits of LinkedIn, many people don't create a profile just because they don't have the time. With this guide, your LinkedIn can go from basic to great!

→ **Personalized Headline**

Your headline should be keywords you think people would search to get in contact with your field of business.

→ **High Quality Head Shot**

Profiles with photos get up to 21 times more views and up to 36 times more messages.

→ **Eye Catching Banner**

The banner should go along with the keywords from your headline and visually portray your business.

→ **Summary**

An "elevator pitch" with at least 40 words that speak to your skills, motivation, interests and grabs a company's attention.

→ **Work Experience**

Show your past positions, how long you worked there, and explain the roles that you played in those positions.

→ **Contact Information**

Give the contact information out that you would like people you don't know to contact you (email, phone number, etc.).

Education

Users who list their education appear in searches up to 17 times more often than those who don't.

Interests

Follow influential people in your business field including companies that are also in your field of business if you wish.

Current Position

Same as your experience, explain what you do and the roles you play.

Accomplishments

Any certifications you have received, awards, etc.

Skills

Put the skills that you have and learned from your experience, and have colleagues and friends endorse them.

Endorsements

Have colleagues (usually people directly worked with) give you an endorsement and explain your strengths and your abilities.

Location

Making sure your location matches where you're working is key for recruiters and for potential business opportunities.

Profile URL

You can customize your URL to make it a lot shorter. Go to your profile and click "edit public profile & URL."

Join LinkedIn Groups

Make sure the groups you're joining relate to your profession, this can bring great opportunity.

Connections

Having more connections can open many more features on LinkedIn for you.

Activity

Having activity on your profile is very important because it shows people how invested you are and will increase your visibility.

Videos & PDF

This is a newer feature that more people are catching on to and it improves engagement on your profile tremendously.

Sales Navigator

This is a lead generation tool and will drive more people to your business. You can personalize leads with this feature.

Linked Helper

This is a lead generation tool that automates work with LinkedIn by adding targeted connections. You can download in the Chrome Web Store.

Your Communities

You can select certain communities and start following that on your LinkedIn page. This will boost your engagement.

For a free consultation, contact:



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What should my LinkedIn summary look like?

- **Engaging and original**

Take the opportunity to showcase who you are as a professional and what makes you interesting, memorable, and extraordinary. Begin with a captivating hook and then reel the audience in with your authentic narrative.

- **Written in first person**

LinkedIn's designed to facilitate conversation between people. And, it's far easier for visitors to your profile to imagine having a conversation with you when you write the summary in the first person. This conversational tone will resonate with your current and potential connections so much better than if you write your entire summary in the third person.

- **Get personal**

A personal approach works well if you are either in an industry where soft skills matter more, or where you are less experienced and wanting to get a foot in the door. It also works well if you are focused on using LinkedIn more for actual networking than specifically job-hunting. When people know something interesting about you and your personal story, they will be naturally intrigued.

- **Keep it simple**

If you're not sure where to start, start at the beginning and lead with the basics. You will want to tailor your wording according to the type of professionals you're hoping to attract, no matter what. If you are in a field that might attract more technically-minded people, if it makes sense to keep it simple and to the point, including a lot of numbers.





LinkedIn Headline Formula

● Keyword filled overview

The first part of your headline should be a keyword-filled overview of your role and responsibilities. You should aim to include 3-8 keywords/phrases that match what employers are searching for.

When people are looking for something on LinkedIn, they type some words into the search box and LinkedIn serves up results it believes are the most relevant. The people who show up at the top of the search results typically mention those keywords frequently in their profile and have them included in specific areas that carry more weight, like their LinkedIn headline.

If you want to show up in more searches, you need to have the right keywords in your LinkedIn headline.

● Value illustration

The second half of your headline should be focused on a “mini pitch” that illustrates your value and accomplishments!

Simply calling yourself a salesperson would be pretty boring -- plus, it doesn't communicate the value you add. Use the next part of your LinkedIn headline to describe how you improve your customers' lives.

To make it easier, here's a simple formula: "[Job title]: helping X do Y."

Picking the Right LinkedIn Profile Picture



How do you know what profile picture to choose for LinkedIn? Do you know what NOT to do? Here are LinkedIn profile pictures that aren't a good idea to use.

No Profile Picture

How can anyone tell what you look like? How can people associate with you? How can people connect with you?

The "Couple" Picture

You love your significant other but this is about you! Show yourself off in a professional way.

The Cropped Photo

You look good in a picture with your friend, your significant other, or your sibling. But having their shoulder in this cropped photo isn't a good look!

The Family Picture

Everybody loves their family, but a B2B professional profile is not the place to show them off.

The Selfie

This is anything but the right picture for your professional profile! You want to look successful, prepared and ready to take on the world.

The Sporty Spice

We're happy that you're active and we all love the sports we play during our free time, but let's keep those photos for Facebook and Instagram.

Out with Friends

Again, this is a professional website! Keep your social life on your other social media accounts.

Old & Poor-Quality Photo

Having a current picture is the best way to represent yourself. Although these are great photos for Facebook and Instagram, they aren't acceptable for B2B platforms like LinkedIn. With the advice below, you should be able to make a good first impression with your profile picture. Choose a photo that looks like you. Make sure your face takes up at least 60% of the frame. Choose the right expression. Wear what you would wear to an interview. Choose a background that isn't distracting.

My Top Book for Learning LinkedIn



My 5 Top Reasons Why I Use LinkedIn

1. Show people how I can help them. Remember it's not about YOU.
2. It is a business focused professional platform.
3. Connecting with people / grow business relationships.
4. Generate leads / attract people to your website.
5. Improve brand awareness / share content.

The ultimate goal, the secret to winning at the LinkedIn game, centers around how much value you can deliver to others.

With this goal in mind, you can use your LinkedIn profile to endear yourself to your prospects, connection whether in B2B or B2C.



The 6 Biggest Mistakes Keeping You from Generating Business on LinkedIn

Mistake #1- You're focused on selling

It's not a sales platform, it's a relationship building platform. It's a place to find your ideal clients, it's a place to learn about them, it's a place to create a relationship.

Mistake #2- You're not working outside of LinkedIn

If you focus only on LinkedIn, you'll be disappointed with the results. LinkedIn is an awesome place to get information about people, but remember, you also have email, their company blog, and Twitter at your disposal.

Mistake #3- You aren't investing time on LinkedIn

Most successful people on LinkedIn are absolutely committed to it. They invest time. They create systems. They have a process. They are consistent.

Mistake #4- You aren't creating content

From posts, to articles, to videos, there are plenty of great ways to get the interest of your existing connections.

Mistake #5- You aren't talking about their problems

The easiest way to get people's attention is to talk about them. In a business sense, you can take it one step further by talking about their problems.

Mistake #6- You don't have a transformational product or service

People don't care about you, your company, your software, your consulting, your investment opportunity, or anything else about you. What they do care about is themselves.

**Thank you for attending our event!
Hope you enjoyed and found value.**

**Remember, "Building relationships
that matter is the first step in
becoming a SuperConnector."**

**Using LinkedIn consistently will help
you get better results.**

Happy connecting!

