

## LinkedIn Strategy Checklist

LinkedIn is a powerful tool for growing your business and expanding your reach. Optimizing your profile and engaging consistently is a game-changing marketing strategy for entrepreneurs.

### Use this basic Profile Checklist to help improve your profile

#### PERSONAL PROFILE

- Use a professional photo of yourself
- Include a banner image at the top

#### HEADLINE

- Choose a headline that explains what your current title is — It should be concise/impactful.

#### SUMMARY

- Write a good summary using Keywords
- The Summary Statement is one of the most important elements in your profile Think about answering the following questions:
  1. What do you want your audience to know about you?
  2. What do you want them to do?
  3. How do you want them to feel?

#### EMPLOYMENT

- List your previous employment
- Add projects you are or have worked on
- Add logos of businesses you have worked for

#### EDUCATION/VOLUNTEER

- Add relevant education
- List your volunteer positions

#### SKILLS

- Include a list of Skills
- Ask for recommendations and give them  
*Tip - Endorsing other people is very important to receiving endorsements.*

#### ACCOMPLISHMENTS

- Add publications, courses, projects, awards, organizations, certifications, languages etc.

#### CONTACT INFO

- Keep contact information up to date
- And other web addresses such as your website, instagram etc.
- Customize your LinkedIn URL

## Marketing & Networking Checklist

Use this checklist as a resource as you continue to build your profile. It is important to keep in mind that your profile is going to be a work in progress and that it does take periodic maintenance.

### Marketing Yourself/Business/Company

#### PUTTING YOUR CONNECTIONS TO WORK

- Continually reach out to new & appropriate connections.
- Ask to connect with people you feel you could benefit from knowing, when appropriate.
- Ask for introductions from other connections that you have.
- Make your contact list open to your connections.
- Look up your connections and interact personally.
- Reach out to industry experts and ask for advice - ask if you can help them.
- Help to promote other people's events. Share on your profile. Tag people you think may be interested in connecting with you.
- Share your interesting and related content (articles/blog posts) on your news feed.
- Add a "Find me on LinkedIn" button on your website.
- Use multimedia in updates whenever possible.

#### GROUPS

- Comment on other connections' posts either through direct message or publicly.
- Join groups - seek out organizations and groups that align with your work. Start discussions, add promotions, share your publications, position yourself as an expert.
- If you don't see a particular group that you think should exist—start one-add real value, don't just self-promote
- Send members regular and valuable updates and ask questions to stimulate discussion.
- Make your groups open to the public.
- Being part of groups allows you to reach out to participants & invite them to join your network.

#### LAST BUT NOT LEAST

- Don't forget that LinkedIn is no different than other Social Networks - Connect & Communicate!

## Summary Statement

This is one of the most important elements in your profile. Think about answering questions like — What do you want your audience to know about you? What do you want them to do? How do you want them to feel?

- Use Key Words that highlight your top skills and use short, punchy bullet points or clean emojis to make your text easy to read on mobile devices.

### EXAMPLES

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#### **Entrepreneur/business owner**

What is the most single most important thing to establish before starting a new business or creating a new product? “A starving crowd or fulfilling an unmet need”.

What if you could reach your ideal customer, each of whom has raised their hand, asked to be contacted, and given permission to receive information about the exact product or service that you offer? Wouldn't you agree that would be a great opportunity to share your story, your offering, and to help them with their problem, by purchasing from you?

If you would like help with expansion in the United States or Canada, selling to the B2C or B2C market, then it's worth your time to have a 10 minute call and share your story with me.

Are you ready for a business breakthrough, or willing to settle for more of the same?

#### **Freelancer/contractor/employee**

- Highly ambitious and performance driven B2B and B2C marketing professional with an unparalleled work ethic.
- Outstanding written and oral communications skills with comprehensive experience in numerous forms of marketing and information dissemination.
- Strong capacity to manage multiple projects on strict timelines that adhere to brand identity and values.
- Proficient on Mac and PC with advanced knowledge of Microsoft Office Suite (Word, Excel, and PowerPoint), Adobe Creative Suite (Photoshop, Illustrator, InDesign) and a variety of Content Management Systems, Customer Relationship Management systems and email marketing platforms.