

PROFILE CHECKLIST



The Ultimate LinkedIn

PROFILE CHECKLIST

Congratulations! You're one smart cookie! LinkedIn is exploding right now with opportunities for leads, and the best news is...it's totally FREE! Most people don't know what to do with LinkedIn to attract decision makers, grow their networks, and build influence. Their profiles look like they're searching for a job (what client wants to work with someone who is here today, gone tomorrow?) and they are not created for customer marketing.

Are you generating business from LinkedIn? Are you curious how to connect with new prospects without being salesy?

Use this checklist to help you upgrade your profile to position yourself to attract more leads.

Here's how it works: read the description by every entry and place a 1 where it works or a 0 where it's time for an upgrade. Tally up the scores from the "It Works!" column, and read the results below.

ELEMENT	IT WORKS!	TIME FOR AN UPGRADE	NOTES
Profile Picture: Professional Headshot. Close up, easy to see, facing forward. Why does every realtor have their headshot on their business card? (Message me with the right answer, and I'll give you a bonus!)			
Banner: This is one of the most prime pieces of real estate on your entire profile! You want it to get your visitors' attention and interest so they'll scroll down for more. My recommendation is 5-7 words that are outcome focused to the desired results your ideal customers is looking for. I also recommend a call-to-action. Your banner should be simple, and not cluttered with a bunch of text or graphics. Think of it like a billboard on a busy freeway... you only get so many seconds (probably just one) to make a first impression.			
Headline (120 characters): the first 10 words are critical because they are the most seen words of your LI profile. Make this another customer-focused statement, followed by your titles. For example, if you're a leadership consultant, write what's in it for them, your customer.... Boost Your Team Engagement in Turbulent Times. Leadership Expert, Consultant, Trainer. DISC Certified. Dog Mom (add a little something fun at the end to add flare and personality).			
About (1,500-2,000 characters): This section should be about "them." What are the challenges on they must immediately solve? What's the result of solving these challenges? What's your solution? What's the next step? Basically...What's in it for them? Your Customer. Think of the top 5 most important words they would search for on Google to find you. Include these keywords 3x in your summary, and the top keyword up to 6x. Use a lot of white space for skimmers. Write this in 2nd person, and some 1st person. Include industry keywords and your specialties. First 10 words make a bold statement should be written to attract your ideal customer (what's in it for them?). Always have a Call To Action. *note: you can have up to 2,600 characters in this section, but I don't recommend it. People are skimmers, make it to the point and include lots of white space. If your customers are in management, bullet point lists work well.			

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Featured Section: This is my favorite section! You should have up to 3 of your best marketing pieces here. The best thing you can have here is a Lead Magnet (if you don't have one, email me so I can give you more info on how to create one, this is VERY important). Other ideas include: Videos, PDFs, Presentations, Speaker sheet, Speaker Video Demo, link to buy your book. People like to consume information in different ways, text and video are popular resources. This area is great to display an intro video from you, product/service videos, customers video testimonials, your logo, flyers, promotions, PowerPoint slide presentations, published articles, logos of certifications or memberships.			
Experience Section (1,500-2,000 characters): Use this section to give more detailed information about what makes you the right choice for them. This is where you talk about your credibility and experience. Add past clients and success stories. Link it to a company page so you have even more representation on LinkedIn. Add your next 3-5 best pieces of multi-media (see ideas from the Featured Section).			
Skills: Top 3 skills in order of your branded message. Can include up to 50 skills. No-one ever hits the drop down, so make sure your top 3 are what's viewable when scrolling. You can sort these using the edit button (the pencil).			
Recommendations: At least 10 recommendations (testimonials) describing what it's like working with you. People need social proof, especially if they are "checking you out!" What do others say about you? When's the last time you received a recommendation, 2010? Time to up your game!			
Custom URL: customized to your name or business. So easy, yet so missed. Don't be a rookie, fix this asap. You'll change this in the profile settings. Grab your name if it's not too late!			
3 Call To Action Website Links: customized website links directing people to your website with a Call To Action. My favorites are 1) your lead magnet (yes, again, it's your best lead generator!), 2) Book Me for Speaking or Schedule a Consultation 3) Grab The Book. Trigger the custom feature by selecting "other" in the website field on your contact info section. Then type the call to action into the new field.			
Email Included in Contact Information: Biggest complaint buyers tell me about is that they cannot find your information to call you. Get out of "witness protection program" and become searchable.			
TALLY YOUR SCORE:			

TOTAL 1-3: It's all good, you've downloaded this checklist, and can start here to boost your online presence. Watch your email for helpful tips to support you.

TOTAL 3-6: Welcome to the Big Club, this is where most people are, you have some momentum, but there is so much more value for you. Use the assessment to fine tune your message and you'll be rockin' on LI in no time!

TOTAL 6-9: Your profile is better than average. Now, let's take it to the next level so you stand out as the Trusted Advisor your future clients are looking for!

TOTAL 10: Hey there, Rockstar! Why did you even download the checklist? You're doing great...keep up the good work, and CRUSH IT!

How Did You Do?

How Did You Do? Are you attracting your prospects, or repelling them, or worse, sending them to your competition? If your profile is all about you, then you're not going to get results. In today's busy world with tons of distractions, you have ONE second to make a phenomenal first impression or your prospect is onto another profile! Most people have trouble getting it right. If you want to STAND OUT and get more leads, let's talk.

Increase Your Leads with LinkedIn: Schedule a 15 Minute "Let's Connect" call here: bookme.name/jenniferdarling or email me at Jennifer@DarlingCoaching.com

To Book Me for Speaking: Email Jennifer@JenniferDarlingSpeaks.com