

THE LINKEDIN PROFILE TOP 5 CHECKLIST

(and 3 mistakes to avoid!)



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SO YOU'VE BEEN MEANING TO UPDATE YOUR LINKEDIN PROFILE...

Or maybe you still need to create one.

Either way, the **LinkedIn Profile Top 5 Checklist** will help.

LinkedIn is the #1 social networking platform for professionals. Whether you're trying to level up in your career, attract new clients, or establish yourself as a leader, LinkedIn is a MUST.

Someday, someone somewhere WILL search for you on LinkedIn. How will you show up? You want to make sure your LinkedIn profile represents your **personal brand**, and what you want to be remembered for.

Are you ready to increase your visibility, raise your credibility, and stand out in the shifting digital landscape? Send me an email at leslie@lesliedouglasdigital.com to set up a complimentary 30 minute mentoring session.

XO,
-Leslie



THE LINKEDIN PROFILE TOP 5

Keep these five sections up to date. Here's how...



1

HEADSHOT

First impressions are key! Have a clear and professional looking headshot that frames you from the shoulders up. Don't crop yourself out of a group photo (we can tell) and make sure it's not blurry or too far away.

2

HEADLINE

This is your opportunity to tell people in one sentence what you do! Don't default to "job title at company" that LinkedIn automatically populates for you. Add keywords and a differentiator that ACTUALLY tells your target audience what you do!

3

SUMMARY

This is your elevator pitch! What do you want to be known for? When people ask you what you do, what do you say? Write this in first person, full sentences, 2-3 paragraphs. Add in something personal so we get to know who you are outside of work.

4

WORK HISTORY

This is your opportunity to showcase big accomplishments and technical expertise. Write in first person, 2-3 full sentences per role. DO NOT simply copy and paste bullets from your resume. This is an EXTENSION of your resume!

5

EDUCATION

At a minimum, include where you went to school, what you studied, and the years you attended. If its relevant to your personal brand, include activities and societies you participated in.

3 MISTAKES TO AVOID

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#1: COPY & PASTE

Don't simply copy and paste your resume into LinkedIn. Your LinkedIn profile should be considered an EXTENSION of your resume. It's your opportunity to tell your personal brand story.

#2: COMPARISONITIS

Don't fall into the trap of "comparisonitis". Don't get caught up in what other people are doing - make your profile a reflection of yourself. You have your own unique story to tell - showcase that.

#3: I'LL DO IT TOMORROW

Let me tell you a secret: no, you won't. Don't delay updating your LinkedIn profile! It's a crucial platform for raising your credibility and visibility, regardless of your industry. Set aside time today.

WANT MORE SUPPORT?

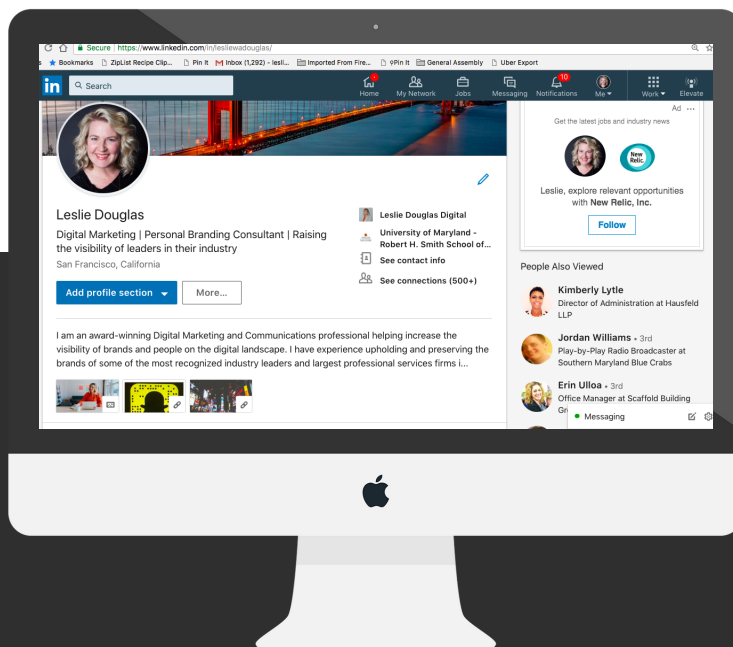
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GET A COMPLETE & PERSONALIZED LINKEDIN PROFILE OVERHAUL

Work with me to review and update your LinkedIn profile. Receive a customized and tailored analysis of each section, a copy of the recorded profile analysis for future reference, and email follow-up to review your profile updates. We'll focus on your personal brand and goals to fully leverage the LinkedIn platform.

LinkedIn Profile Overhaul - \$500

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