

Ten Steps For The Perfect LinkedIn Profile

The key to your success on LinkedIn begins with a powerful and professional presence. You must strategically write your profile with your ideal client in mind before you start connecting to maximize the impact of your first impression.

Step 1 – Professional Profile Photo
Take the time to get a real professional picture taken by a photographer. Anything else doesn't leave nearly the same impression.

Step 2 – Your Name Should ONLY Contain Your Name
Avoid adding any additional titles or credentials. Keep it clean and concise.

Step 3 – Catchy Headline
A headline that captures your target markets attention encourages them to check out your profile. Use your keywords!

Step 4 – Provide All Necessary Contact Info
Everyone will want to message you on LinkedIn when they find your profile, so it's good to give multiple options.

Step 5 – Load Your Summary & Profile with Keywords
Strategically place your chosen keywords throughout your profile and summary. Be careful not to overdo it or else your profile loses its impact.

Step 6 – Speak Directly To Your Target Market
Always write so that you're speaking directly to the type of person you are trying to attract/sell to. Every word should be positioned with that goal in mind.

Step 7 – Something That Appeals To Your Target Market
Add offers for your buyers and sellers: How I Help Buyers… How I Help Sellers… Something of value for your target market to drive traffic to your website.

Step 8 – Use The Projects Section To Promote Products
This is a great section to showcase listings you are currently selling.

Step 9 – Skills & Expertise Should Be Filled With Keywords
Think about every skill you promote through your business and list it here.

Step 10 – Endorsements
Keep in mind that your Skills & Expertise section is also where your Endorsements list comes in, so choose carefully! If you don't want to be endorsed for typing skills then don't put it in there, no matter how good at typing you might be!