

LinkedIn Profile Checklist

You can use this checklist to help you gradually build a compelling LinkedIn profile that will accurately reflect what you do and get noticed for all the right reasons.

- Add a picture. A headshot of you in business attire.
- Leverage your headline. Instead of your job title try job title + who you work with + what you do.
- Personalise your LinkedIn URL
- Make sure your email is correct and make sure it is the work email.
- Name the websites you include so it is "Flair Homepage" not the default "Company page".
- Add company direct dial telephone number
- Add company address
- Edit your summary. Most visitors to your LinkedIn profile will read your summary so make sure it is a good one. There should be at least 3 paragraphs written in the 1st person; try these: -
 - Grabber paragraph:** a single paragraph that will grab the reader's attention. Be bold, be provocative or be challenging but whatever you give them a reason to read on.
 - Pigeon-hole paragraph:** this is one paragraph that summarises what you do, who you do it with and why and the effect you have (visit mine for reference).
 - Values:** this is an optional paragraph. Dig deep inside yourself and if you genuinely have a set of consistent values (rules governing how you operate) then feel free to describe them. Watch out for clichés though!
 - Recent work:** put a couple of very brief examples of work you have recently completed. Two or three lines for each one will be ample.
 - Testimonials:** a couple of nice named testimonials of up to 20 words each cut and pasted from your recommendations, adds depth to your profile.
- Add multimedia to your profile.
- Add detail to current and previous work experience. It can just be a line or two that summarises your role. You could also add in achievements here.
- Add skills and expertise. This is important as these can now be 'Endorsed'. Try and keep to 5-10 skills and pick skills that you wish to be known for.
- Add interests; people like to know a little about the person behind the professional.
- Edit the 'Advice for Contacting' section. Put what you would like people to contact you for and some contact details such as your work number and email.
- Get at least 5 recommendations.
- Increase connections. Start by adding everyone from your current firm that you trust and all clients and intermediaries.
- Join at least 10 groups. Focus on groups that your potential clients are in rather than the groups your competitors are in.