

LinkedIn Check List v

The simple fact is that we live in a Google society and even if your primary source for new business is referral-based, prospective clients will still Google your name before they contact you. Your LinkedIn profile will be one of the top results, so let's make it a great profile! Let's start from the top. Log into LinkedIn and under the profile tab, select "Edit Profile." Turn off "notify my network of changes to my profile." You can turn it back on after you have completed all of the following updates:

- Upload a Professional Photo** – Make sure you have a professional photo of yourself and add it to your LinkedIn profile
- Create a Professional Headline** - Directly under your name is your professional headline. Change it to reflect the specific work you perform for clients and the areas in which you want to become known. For example, "Employment Lawyer | Advocate for Employees Wrongfully Terminated" OR - Financial Advisor | Complex Stock Option Planning
- Customize your LinkedIn URL** - Under your picture, you will find your personal LinkedIn address. Click edit and customize your link with your name: www.linkedin.com/in/terriewheeler
- Create a Compelling Summary** - Make sure your summary is written in first person – you want people to connect personally with you. When you write your summary focus on the type of clients you serve, what your greatest accomplishments have been, what you enjoy most about your practice, and your client service philosophy
- Add Your Experience** - Make sure your Experience section is complete. Click "Add a Position" and list every professional position you have held; provide a sentence or two on what you did in each position
- Feature Published Articles** - If you have published articles with accompanying links, list the article title and copy the hyperlink into the space provided. Don't forget to summarize it!
- Languages** – If you are bilingual, use this option to add language proficiencies
- Honors and Awards** – List any noteworthy awards you have received.
- Certifications** – If you have advanced certifications, make sure you list them
- Volunteering and Causes** – Anyone visiting your LinkedIn profile will want to see what is important to you and how you engage with and volunteer in your community
- Choose the Order** - In most sections you can choose to move the placement of an item up or down within that section by clicking on the arrow icon in the section

- Add Skills** – Make sure to add skills that make you stand out (i.e. niche practice areas, technological proficiency, etc.)

Add Connections

- Attain 500+ connections
- Go to the “Connections” tab on the top menu and click “Add Connections”
- Select the email program you use and enter your email password
- Look through your email contacts and send invitations to connect

Update and Engage

- On the “Home” tab, post updates that are relevant to your area of practice
- Look at what your connections are posting and engage with their content by liking, commenting, and sharing

Join Groups that Attract clients and Referral Sources

- Find groups that are relevant to you and join them

Defining Your Reputation

What are the top five words people might use to describe you?

1. _____
2. _____
3. _____
4. _____
5. _____

What 5 words do you *wish* people used to describe you?

1. _____
2. _____
3. _____
4. _____
5. _____