

LinkedIn Profile MUST HAVE's Worksheet

What ARE the MUST HAVE's for a LinkedIn Profile?

1. **Good headshot** – people buy people!

Your headshot makes you real in a medium that is virtual. It helps people connect with you on a deeper more emotional level. But all headshots aren't equal. To ensure yours has the biggest impact, it must look professional, and your face must make up 70-80% of the frame, and you need to be facing forward, making virtual "eye contact" with the reader.

2. **Custom background**

Include a background that reinforces what you want people to know about you. Even just choosing a color that exudes your brand attributes will have an impact on the viewers of your profile.

3. **Custom headline**

If you don't include a headline, LinkedIn uses your job title for your current role. Your headline is like the headline of an ad. It's designed to capture the reader's attention and make them want to know more. Examples:

- a. Mark D'Errico - Workplace Consultant at Haworth, Problem Solver, Designer, Artist
- b. Deb Dib - The Brand-to-Land Coach/Writer for gutsy Execs, Innovators, Coaches. Rise faster, earn more, have fun, change the world!
- c. Joao Rocco - VP Brand Management, Luxury & Lifestyle Brands. Brand Strategy - Marketing - Customer Experience - Branding through People
- d. Kelly Palmer - Evangelizing the Future of Learning

4. **Good Summary**

Your summary's role is to tell people who you are. Don't miss this opportunity to truly connect with viewers of your profile.

5. **Recommendations**

Recommendations make your profile more credible.

6. **Video**

LinkedIn allows you to add video to your summary and experience sections. You could include a video bio – telling people who you are and what you're passionate about. You could also include video clips of you from a presentation you delivered or brief, 2-to-4-minute thought-leadership videos.