LinkedIn™ Profile Optimization Worksheet

Profile Details:

Professional Headline:

- What are the two most pressing questions on your target markets mind?
- How do you solve these two issues/concerns/problems for your Market?

Brainstorm Mini Statements for your Headline:

- Rough Draft #1
- Rough Draft #2
- Final Version

Models:

- Value Proposition or Solution | Value Proposition or Solution | Trust | Credibility | Title & Company
- Title & Company | Credibility | Value Proposition or Solution | Value Proposition or Solution | Trust
- Value Statement or Specific Call to Action

Examples:

- Marketing Director at (Company Name) | DoD Business Solutions
- 13 Million Books Sold | Authority on Creating Lasting Happiness | Transformational Leader | CEO, Shimoff & Associates
- M&A IT Strategist | Fortune 100 Program Manager | Strategic Planning | PMO | President & COO at DemingHill
LinkedIn Profile Optimization Worksheet Continued

Summary:
Keys – Break up Text with bullets that draw the eye to key points, successes, or results.

Specialties:
Think Keywords here.

Current Position Title:
Shorter more concise version of your Professional Headline, though it can be the same.

Current Position Company & Responsibilities Summary:
This must begin with a one or two sentence powerful statement. One version to model is a statement regarding your businesses value proposition followed by your personal successes, responsibilities, etc.

Website Description & Links:
Be sure to describe each website vs. the generic options.

Interests:

Contact Info:
Identifying Appropriate Apps

**Wordpress:**
Connect your virtual lives with the WordPress LinkedIn Application. With the WordPress App, you can sync your WordPress blog posts with your LinkedIn profile, keeping everyone you know in the know.

**Blog Link:**
With Blog Link, you can get the most of your LinkedIn relationships by connecting your blog to your LinkedIn profile. Blog Link helps you, and your professional network, stay connected.

**Google Presentation:**
Present yourself and your work. Upload a .PPT or use Google’s online application to embed a presentation on your profile.

**Slideshare:**
Slideshare is the best way to share presentations on LinkedIn! You can upload & display your own presentations, check out presentations from your colleagues, and find experts within your network.

**Company Buzz:**
Ever wonder what people are saying about your company? Company Buzz shows you the twitter activity associated with your company. View tweets, trends and top key words. Customize your topics and share with your coworkers.

**Events:**
Find professional events, from conferences to local meet-ups, and discover what events your connections are attending.

**Reading List by Amazon:**
Extend your professional profile by sharing the books you're reading with other LinkedIn members. Find out what you should be reading by following updates from your connections, people in your field, or other LinkedIn members of professional interest to you.

**Box.net:**
Add the Box.net Files application to manage all your important files online. Box.net lets you share content on your profile, and collaborate with friends and colleagues.

**Polls:**
The Polls application is a market research tool that allows you to collect actionable data from your connections and the professional audience on LinkedIn.

**Tripit:**
See where your LinkedIn network is traveling and when you will be in the same city as your colleagues. Share your upcoming trips, current location, and travel stats with your network.

**Tweets:**
Access the most important parts of the professional conversation with Tweets, a Twitter client you can use right on LinkedIn.

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**Profile Needs List**

- [ ] Resume & Bio
- [ ] Accomplishments/Awards
- [ ] Interests
- [ ] Specialties
- [ ] Favorite books read and what you are currently reading
  - (list title and author for 2 business and 2 personal favorites non business)
  - Personal
  - Business
- [ ] SlideShare account login and password – [www.slideshare.net](http://www.slideshare.net)
- [ ] YouTube Account login and password – [www.youtube.com](http://www.youtube.com)
- [ ] Google Doc’s login and password - [www.google.com/docs](http://www.google.com/docs)
- [ ] Box.net login and password - [www.box.net](http://www.box.net)
- [ ] Wordpres or other Blog
- [ ] Assets:
  - [ ] 1 or 2 Video clips – under 10min’s uploaded to YouTube account
  - [ ] PowerPoint’s or documents you want the public to have from your LI profile
- [ ] Personal Professional Picture (if not on LinkedIn already)