

LinkedIn Profile Worksheet

1. Photo: _____

2. Headline: _____

2 benefits for audience

Your "title"

An email or website or phone number

3. Update: _____

4. Current position[s]: Be certain to use keywords [phrases]

5. Recommendations: _____

6. Connections: _____

7. Websites: _____

a. Do not use Defaults. Use "other" and Keyword phrases

8. Twitter: _____

9. Public Profile: _____

10. ALL IMPORTANT SUMMARY:

√ FIRST PARAGRAPH: Communicate quickly and clearly the type of opportunities you are seeking.

√ SECOND PARAGRAPH: Highlight 3 or 4 key career accomplishments that demonstrate your qualifications. [Don't use bullet points. Make it a friendly narrative.]

√ THIRD PARAGRAPH: Answer the question: How are you UNIQUE? How are you DIFFERENT?

√ ADD "for more info" line

√ ADD common misspellings _____

√ SPECIALTIES: Include ALL the keyword phrases you think people might use to search for someone who does what you do.