

## Profile:

- **Image** – Smile, no distractions, black and white if you want to hide grey.
- **Keywords** – 3 areas for search algorithms:
  - Headline
  - Summary
  - Skills and Endorsements
- **Contact information** – Include a phone number and email that you will receive quickly. Add customized URL's to your email signature, business cards, resume and proposals.
- **Skills & Endorsements** – Include up to 50. Review profiles from others in your industry to see skills you may need to include.
- **Summary** – Problem, Action, Result – how they relate to money saved or money earned.
- **Experience** – Include the same keywords used in headline and summary. Expand upon the points covered in the summary.
- **Education** – Not necessary to include high school unless it was a prestigious one with great alumni activity. If the education does not follow your career path, explain why you pursued the education.
- **Recommendations** – Ask for three. When asking, suggest language the person might use in the recommendation related to one of your keywords. Make it easy to copy and paste.
- **Additional Sections** – Find all of these items in the boxes below your profile. Each of these items should include keywords when possible. Many of the items can be a way to warm up an initial conversation with a new prospect or employer. Great areas to demonstrate leadership if your work experience lacks it.
  - **Volunteer Opportunities** – May show leadership not demonstrated in work experience.
  - **Honors and Awards** – Explain types of awards. Ensure date relevance.
  - **Languages** – Elementary proficiency means you could direct someone to a hospital or conduct a basic transaction.
  - **Test Scores** – Geared for students. Could include GMAT, MCAT, SAT etc.
  - **Courses** – Add these in the event that you did not complete a degree or the coursework was not associated with a degree.
  - **Patents** – Do you own any patents? Add them.
  - **Organizations** – These are groups to which you pay dues associated with your industry or community, i.e. chambers of commerce, associations, etc.
  - **Publications** – Books, articles, papers, presentations, etc. for which you have authorship.
  - **Projects** - those events that required cross representation from a number of departments, organizations, communities or leaders.

Profile Strength All-Star




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### All-Star Status

- Image
- Headline
- Industry & Location
- Summary
- Current Position w/ description
- Past Positions (2) w/ description
- Education
- Skills (minimum 5)
- Recommendations (3) First Degree
- Connections (minimum 50)

## Participate

- **Status Updates –**
  - 3-5 times a week of information you initiate.
  - New connections.
  - Comment, like, and share company updates.
  - Comment, like, and share others updates.
  - Create a post – your personal blog on LinkedIn.
- **Invitations –**
  - Personalize each one.
  - Include where and when you met and why you would like to connect.
- **Connections –**
  - Use the CRM function to congratulate your connections on birthdays, anniversaries, and new positions.
  - Sort by name or recent connections.
  - Use the relationship tool to make notes, set reminders or tag connections.
  - Once tagged, use that information to filter your connections to send messages.
- **Companies –**
  - Follow companies and share their status updates, especially if you want to do business with them.
  - See how you are connected to the people you need to reach in the company.
  - Review other similar companies that people have viewed.
- **Groups –**
  - Join up to 50 groups.
    - 10-20 industry related to gain knowledge or obtain prospects.
    - 10-20 community based to connect with others in your community.
    - 5-10 special interest.
  - Participate by sharing articles or asking questions.
  - Answer questions or comment on articles when appropriate.
  - Use links in your answers when possible.
  - Be aware of any group rules so you are not in violation.
- **Pulse –**
  - Review the articles offered in this section.
  - Stay up-to-date in your industry.
  - Stay up-to-date in general.
  - Use it to share information in your status updates.
- **Settings –**
  - Add a second email.
  - Do not hide things.
  - Review the order of the groups shown in your profile.
  - Check your communication settings to see how others can interact with you.
  - This is where you can upgrade should you choose to do so.