Linkedin 2019

Profile Checklist

- [ ] Vanity URL
- [ ] Headshot Profile Image
- [ ] Full Name
- [ ] Full Contact Details
- [ ] Website
- [ ] Phone Number
- [ ] FULL Address
- [ ] Professional Email
- [ ] Twitter Link
- [ ] Background Cover Banner
- [ ] Pain Point - (Are you tired of the compliance headache?)
- [ ] Benefit Statement - (Making you a better version of yourself!)
- [ ] Social Proof - (As seen on CNN / BBC or Client Logos that you have worked with etc)
- [ ] Call To Action (Buy my book, register for my course etc)
- [ ] Corporate Branding
- [ ] Personal Branding
- [ ] 120 Character Headline
- [ ] Keyword Orientated
- [ ] Power Headline
- [ ] Mixture of Both
- [ ] 2000 Character Summary - Who?/What?/Where? etc
- [ ] Education (Last 2 or 3 ... Highlight the relevance)
- [ ] Experience (Last 2 or 3 ... Highlight the relevance)
- [ ] Skills (Minimum 5 - Maximum 50) ... GENUINE Endorsements
- [ ] Recommendations (Testimonials from previous clients)
- [ ] Additional Sections (Volunteering, Courses, Projects, Languages, Honours, Awards, Patents, Publications etc)
- [ ] Interests - Avoid Controversy
- [ ] Posts and Activities - Avoid Controversy

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