



Check yes or no for whether your LinkedIn profile meets each criteria. If it doesn't, follow the instructions or write in an action item. Enter a date in the "Complete By" column for action items you will complete after the workshop.

Y / N		Complete By
<input type="checkbox"/>	<input type="checkbox"/> High-quality, professional photo with good lighting and background <input type="checkbox"/> Action item: <input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="checkbox"/> Professional background image that brands you well <input type="checkbox"/> Upload image (1400 x 425 pixels)	
<input type="checkbox"/>	<input type="checkbox"/> Customized URL slug with no numbers <input type="checkbox"/> Secure your name (try /firstname-lastname or /firstname-middleinitial-lastname)	
<input type="checkbox"/>	<input type="checkbox"/> Curiosity-building headline that draws readers deeper into your profile <input type="checkbox"/> Write headline (120 characters or less) <ul style="list-style-type: none"> <input type="checkbox"/> Make it different than your job title <input type="checkbox"/> Use searchable words (e.g. mention specific industries) 	
<input type="checkbox"/>	<input type="checkbox"/> Up-to-date summary that speaks to your buyers <input type="checkbox"/> Write summary <ul style="list-style-type: none"> <input type="checkbox"/> Include concrete examples of value <input type="checkbox"/> Minimize language aimed at employers 	<input type="text"/>
<input type="checkbox"/>	<input type="checkbox"/> Complete work and education history highlighting value for clients <input type="checkbox"/> Fill in the blanks <ul style="list-style-type: none"> <input type="checkbox"/> Use bullets, facts, and figures <input type="checkbox"/> Cut out irrelevant information (e.g. high school activities) 	<input type="text"/>
<input type="checkbox"/>	<input type="checkbox"/> Posted media – work samples, projects, videos, blogs, etc., that maximize your credibility <ul style="list-style-type: none"> <input type="checkbox"/> Upload or link media #1: <input type="text"/> <input type="checkbox"/> Upload or link media #2: <input type="text"/> <input type="checkbox"/> Upload or link media #3: <input type="text"/> 	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/>	<input type="checkbox"/> Glowing recommendations from clients <ul style="list-style-type: none"> <input type="checkbox"/> Request recommendation from contact #1: <input type="text"/> <input type="checkbox"/> Request recommendation from contact #2: <input type="text"/> 	<input type="text"/> <input type="text"/>
<input type="checkbox"/>	<input type="checkbox"/> Numerous (15+) endorsements for skills that differentiate you from the pack <input type="checkbox"/> Request endorsements for these top 3 skills: <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/>
<input type="checkbox"/>	<input type="checkbox"/> News and influencers that you are following reflect your professional interests <input type="checkbox"/> Select sources that you want to be associated with	
<input type="checkbox"/>	<input type="checkbox"/> Free of typos and common mistakes in grammar, punctuation, and spacing <input type="checkbox"/> Proofread profile	



Groups

- Join the full limit of 100 groups
 - Target joining industry groups, title/role groups, special interest groups
- Group members can send messages to other members even if they're not connected
- Listen before you start commenting; start commenting before you start posting
- Don't spam or post messages that will be perceived as heavily commercial or self-serving

Habits

- Use LinkedIn regularly for at least 15 minutes per session
- Share content regularly that your followers will find interesting
- Communicate messages that depict you as you want to be perceived
- Respond to triggers quickly – they may be on their computer
- Say "I'll send you a connection" live, via social media, and via email
- Connect when networking and at trade shows within 24 hours; personalize the connection request
- Ask for recommendations at a high point
- Use tools like Hootsuite to post to multiple social media sites (e.g. Facebook, Twitter, LinkedIn) simultaneously

Why Should You Care?

92% of B2B buyers start by searching on the web¹

84% of C-level/VP executives use social media to make purchasing decisions²

50% of B2B buyers avoid sales professionals with incomplete LinkedIn profiles³

88% of B2B buyers accept connections through someone in their existing professional network³

1 – *The Modern B2B Buyer*, Inside Sales Virtual Summit 2013

2 – *Social Buying Meets Social Selling: How Trusted Networks Improve the Purchase Experience*, IDC, 2014

3 – *How B2B Buyers Perceive Sales Professionals*, LinkedIn Sales Solutions, 2014

Connecting

- Get at least 500 connections
- Accept connections liberally that are plausible to maximize 2nd and 3rd level connections
- Make new connections with customized messages
- Spend a few minutes to find commonalities and mention them; 3 commonalities is ideal
- Use trigger events to generate conversations with connections
- Make offline meeting requests compelling and valuable
- Connect with all your clients and colleagues
- Connect with buyers in your pipeline
- Recommend and endorse others
- Ask friends at companies for referrals and introductions
- Strategize your relationship priority – define your target profile before searching
- Follow your clients' companies
- Follow potential buyers you don't know; communicate before you connect

Privacy Settings

- Set your profile to public
- Check your "activity broadcast" settings: share profile edits when appropriate (e.g. new employer, new project uploaded as media), but don't flood your network with notifications during bulk updates