



Land a job with LinkedIn

Looking to land your next job or your ideal client? Use this checklist for **SUCCESS!!!**

BEST PRACTICES

- Email address is listed and professional.
- Profile picture is visible to everyone (not to only your contacts).
- Skills and Endorsements are sorted.
- Relevant Projects, Certificates, etc. are listed under Accomplishments.

RECOMMENDATIONS

3+ Received
2+ Given
1+ In last year



Review your profile every quarter to make sure it's targeted and relevant!

MY PROFILE IS TARGETED

- I understand my LinkedIn "why" and I have a clear goal. (Find a new job, get a promotion, find clients, get speaking gigs, etc.).
- I know who my primary audience is? (This is who will help you achieve your goal).
- I know who my peers and competition are on LinkedIn and I've snooped on their profiles (this is your secondary audience).

MY AUDIENCE CAN IDENTIFY ME IN A BLINK

- My profile picture is clear, up-to-date, approachable, professional, dependable and shows me in a good light!
- My background image is thoughtful and doesn't distract my audience or make me look unprofessional.
- My headline offers a solution: it tells my target audience what I can do for them! [I am x that does y for z | SEO | Key Words]
- In a "blink," my audience can tell that I am authentic, reliable and they will be compelled to "click and read more."

MY NARRATIVE IS COMPELLING AND AUTHENTIC

- My professional summary is optimized for the first 300 characters. It encourages readers to "click" and read more.
- My professional summary supports my headline. And, it tells people what I do, how I do it and why.
- My professional summary is written in the first person, and it includes a call to action: what do I want people to do?
- My work experience supports my summary and my professional narrative is woven into my experience.
- I've **eliminated irrelevant information** that does not target my goal or "LinkedIn Why." This includes skills and endorsements.