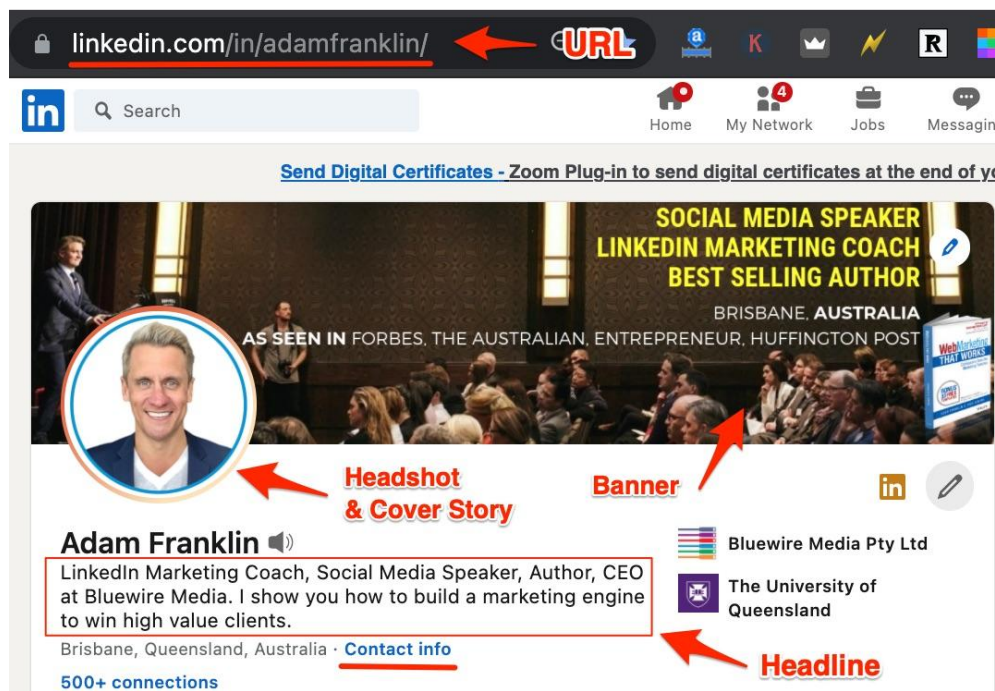




LinkedIn Profile Checklist

10-step guide to pimp your profile, put your best foot forward & attract clients on LinkedIn





LinkedIn Profile Checklist - Bluewire Media v5.0

Here is a simple checklist to make sure you're putting your best foot forward on LinkedIn. Remember >95% of people in your network will only ever see the 'digital' you, so follow these steps to make a great first impression!

1. Headshot: Does it look like you?

Your profile picture should look like you! Ideally, it is less than 2 years old and reflects your current hairstyle and appearance. People should be able to recognise you when you walk into a meeting or show up on Zoom.

ProTip - 'Slo-mo video': To get a flattering headshot, instead of taking a selfie using 'photo' mode (which can be hit and miss), record a short, smiling video in 'slo-mo' and then screenshot a specific frame you are happy with. Ideally set up your phone/camera on a tripod so it's stable, and faces natural light.

ProTip - Remove the background: You can use the free tool called [Remove.bg](#) to crop around your head to remove the background. You can do the same thing in [Canva Pro](#) for an image that is higher resolution.

Pro Tip - Circle around your headshot: You can also use [Canva](#) (free version) to put a coloured circle around your headshot to make it stand out more. The step-by-step instructions are in the [LinkedIn Headshot Guide](#).

2. Banner Image: Do you have a custom one?

Have you put up an appropriate background banner image? It's probably time to ditch the boring, default blue background image and update it to jazz up your LinkedIn profile.

Simply pick a free [LinkedIn banner template on Canva](#) to create a perfectly sized background graphic. Since many people are visual, it's also recommended that you overlay words on the background image (which Canva lets you do easily.)

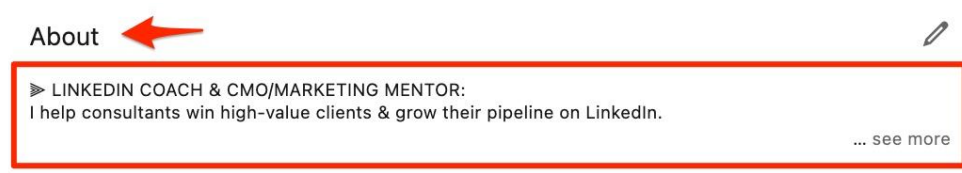
3. Your Name: Is it what people know you by?

If you have recently married and changed your surname, you may like to include your maiden name as well. eg. Mary (Smith) Brown. Or if everyone knows you by a nickname, pen name or an abbreviated name, use that as well. eg. Edward (Ted) Jones.

You also have the option of adding pronouns. And you can add an audio pronunciation of your name (via the LinkedIn app - but not the browser version.)

4. Headline: Does it say what you do?

You have 220 characters to use here. This is where you can put your role, who you help and what you do. It's what people will see beneath your name, and it's what they'll continue to see as they interact with you. It's important to consider what you write here.





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Pro Tip: Use keywords & everyday language. Include everyday words your clients use like **“Mortgage & Finance Broker”** instead of any confusing jargon or language that might not be clear to prospects who don't know you yet.

Pro Tip: Value statement: Include a statement using a format like: **“I enable [ideal clients] to achieve [desired outcome].”** Or **“[Ideal clients] come to me for [desired outcome]”**

5. About section: Does it explain who you serve (and not all about you!)?

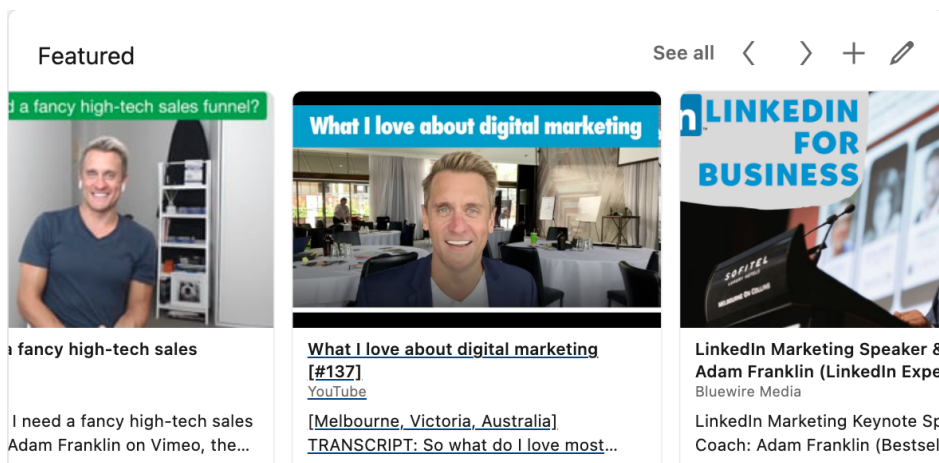
Your **About section** has 2,600 characters to use, and note the first 2 lines appear 'above the fold'. Use this space wisely! You can use it to explain what you do, who you serve, how you get results and anything else you want to. Now don't treat this section like your CV (ie all about you) -- make it client-focused.

Pro Tip -- Format the section. Break up the section to Include some subheadings in CAPITALS, some bullet points or symbols/emojis so people can easily scan.

The **About** section is arguably the most important part of your entire profile!

6. Featured section: Showcase your best material

Add in a handful of your best PDFs, videos, links, posts or articles.



7. Contact Info: Can people reach you?

Double check your **contact info** is exactly what you want your contacts to be able to see! If you're in a sales or business development role it is usually advantageous if contacts can find your **email** and **cell / mobile number**.

8. Experience: Have you fleshed this section out?

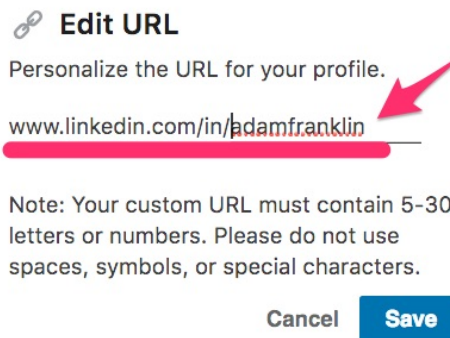
In the Experience section, LinkedIn now allows you to go into more detail about all the aspects of your roles at various companies you've been with. It's well worth describing your professional journey and also explaining the various ways you can help your clients.



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9. Custom URL: Have you reserved yours?

You can create a **Custom URL** for your LinkedIn Profile for free. Edit this by clicking on **Public Profile & URL** in the top right hand corner when you're on your profile page.



You can change your LinkedIn URL from a clumsy sequence of numbers and letters like this www.linkedin.com/in/adamfranklin/b733a844/ to a nice clean URL like this www.linkedin.com/in/adamfranklin.

10. Cover Story (30-sec video)

This new feature allows you to post a 30 second intro video. Here's how it works.



1. The grey circle indicates a Cover Story exists



2. A silent 3-second teaser video starts playing to entice people to click.



3. Your 30-second video plays when people click your headshot!

NB. You can only upload from the smartphone App version of LinkedIn (not the browser version)

What to say?

This is your 30-second opportunity to introduce yourself to people who visit your profile. I love this feature because it emulates real life -- when we meet someone, we introduce ourselves. Treat this 30-second 'cover story' the same as you would meeting someone for the first time.

There you go!

A well-optimised LinkedIn Profile will allow you to connect with your ideal clients as well as attract the right opportunities!



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Feel free to share this with a friend in need!

Or share on social media.  <https://www.bluewiremedia.com.au/linkedin-profile-checklist>

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- Includes an editable "Before" & "After" for each section for you to work through before you publish it live to LinkedIn.
- NEW: Supercharge your LinkedIn about section
- Bonus: 2 x Custom Canva Templates for headshot designs and background banner images.
- Bonus: Templates & frameworks to model.



LinkedIn Profile Makeover

[Click here to order the workbook for \\$97 USD](#)

About Adam Franklin



Adam Franklin is the author of **Web Marketing That Works** -- an **Amazon #1 best seller**. He is a **professional speaker**, university lecturer and CEO of **Bluewire Media**.

His blog was **Australia's #1 business blog**, his podcast was named **#9 on Entrepreneur magazine's top marketing podcasts** and he is the **#7 LinkedIn expert in the Asia Pacific**. Adam's work has been featured in **Forbes, Huffington Post, Entrepreneur, The Australian**, and the **Sydney Morning Herald**.

Let's connect

For more templates, videos and workshops, connect with me: www.linkedin.com/in/adamfranklin



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Join my Facebook group

Get the video walk-through of this resource, plus dozens more PDF marketing templates, walk-through videos, and mini-workshops in our private invite-only Facebook group.

<https://www.facebook.com/groups/webmarketingthatworks>



Web Marketing That Works

Private group · 2.1K members

Join Group

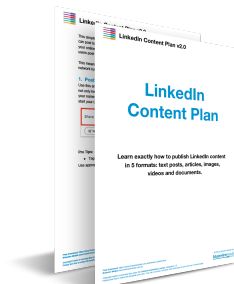
You may also like these related LinkedIn templates (email opt-in required)...

LinkedIn 10 Minute Daily Plan



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PS. Are you my next coaching client?

I'm looking for **5 consultants** who want to **grow a pipeline of Dream 100 Leads** in the next **90 days**. Specifically, I'm looking for business owners who:

1. Work with **high-value clients (\$10k+ annual spend)**,
2. You have a **proven offer** and you already get clients, results.
3. Have a **specific B2B niche** with clearly defined decision makers.
4. Have at least **\$10k - \$80k+** monthly revenue.
5. Have the capacity to **work with 1-2 new clients**
6. Have at least **500 connections** on LinkedIn or email.
7. Are **friendly, coachable** and consistent.
8. Are **10/10** committed.
9. And can allocate **30 minutes a day** to it...

If that appeals and sounds like you, just email **"Interested"** to adam.franklin@bluewiremedia.com.au or book a **Brainstorming Session**.