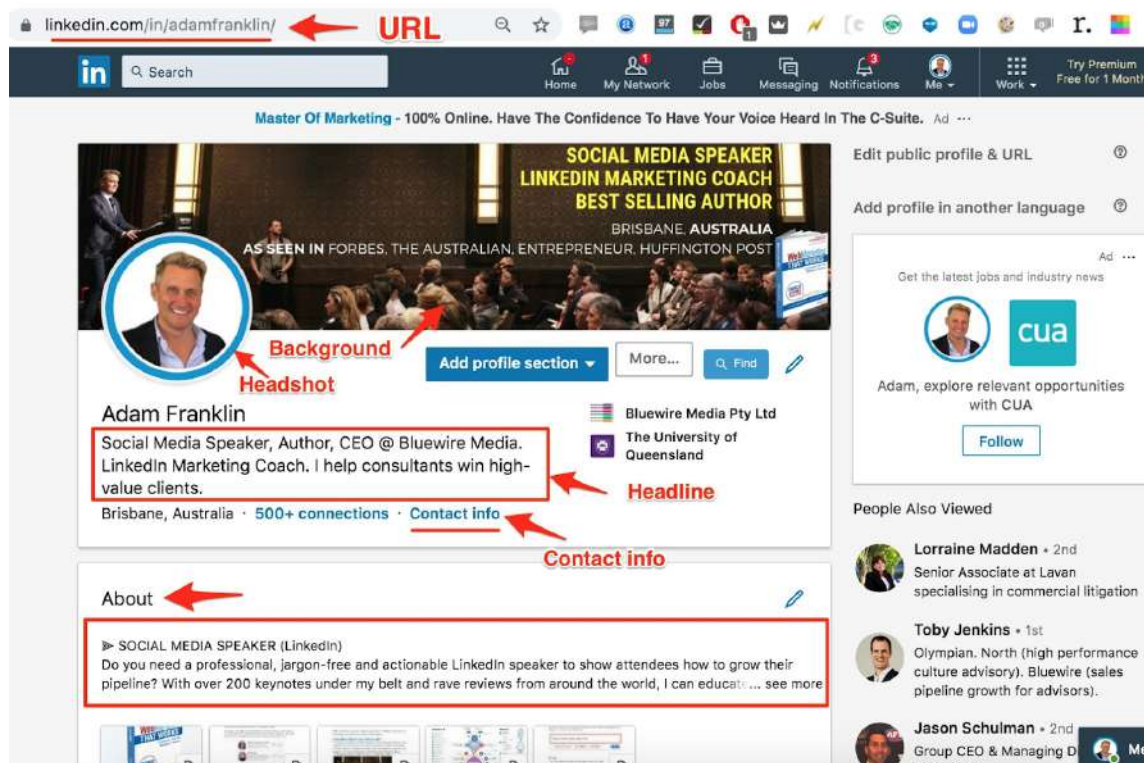




LinkedIn Profile Checklist

The 8 crucial elements to optimise your profile and put your best foot forward on LinkedIn.





LinkedIn Profile Checklist - Bluewire Media v2.0

With the new **LinkedIn Profile** format, here is a quick checklist to make sure you're putting your best foot forward. Follow these steps to optimise your profile!

1. Headshot: Does it look like you?

Your profile picture should look like you! Ideally, it is less than 2 years old and reflect your current hairstyle and weight. People should be able to recognise you when you walk into a meeting. For a nice, clean headshot, there is a free tool called [Remove.bg](https://remove.bg) that crops around your head to remove the background. I've also chosen to use Canva to put a blue circle around my headshot to make it stand out more.

2. 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 or Rowdy McLean.

3. Headline: Does it say what you do?

This is where you put your role, who you help and what you do. It's what people will see beneath your name on LinkedIn and it's what they'll continue to see as they interact with you. That's why it's so important to consider what you write here. My tip is to use language your customers would use rather than industry or business jargon. eg. **"Mortgage & Finance Broker"** instead of **"Director of XYZ Corp"**

Ideally include a value proposition using this format **"I help [ideal client] achieve [desired outcome]."**

4. About: Does it explain who you help?

Review your **About** because now you have 2000 characters to use. Plus ~40% more words appear 'above the fold'. Use this space wisely to explain who you help and how you help them. I recommended formatting this section with some subheadings in CAPITALS and also some bullet points to make it easy for people to scan. Plus it's a great idea to add PDFs or videos to the **Media** section at the very bottom. The **About** section is what people will most likely read when they do their research and *google stalk* you before they make an enquiry or engage your services.

5. Background Image: Do you have one?

Have you put up an appropriate background image? It's probably time to ditch the boring, default blue background image and update it to jazz up your LinkedIn profile. They recommend an image size of 1,584 x 396 px. You can use Canva for free 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.)

6. 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**.



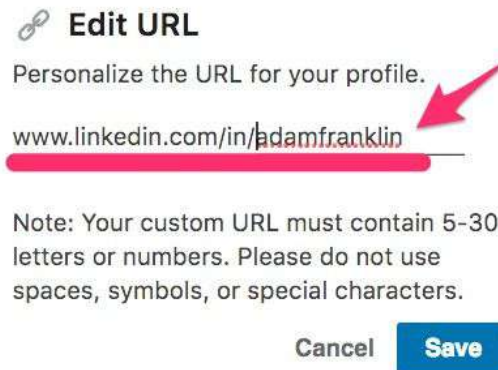
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7. Experience: Have you fleshed this section out?

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 explain the various ways you can help your clients.

8. Custom URL: Have you reserved yours?

You can create a **Custom URL** for your LinkedIn Profile for free. Edit this via **Public Profile & URL** in the top right hand side.



 **Edit URL**

Personalize the URL for your profile.

www.linkedin.com/in/adamfranklin

Note: Your custom URL must contain 5-30 letters or numbers. Please do not use spaces, symbols, or special characters.

Cancel **Save**

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**.

That's it.

A well optimised LinkedIn Profile will make it easier to connect with your ideal clients as well as attract prospective clients reaching out to you!

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

Feel free to connect

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

Are you my next coaching client?

If want to use LinkedIn to **grow a lucrative pipeline** of high-value B2B clients, I'm looking for my next intake



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of **5 consultants or advisors** who:

1. Are already working with **high-value clients (\$10k annual spend)**, and getting them results.
2. Are making at least **\$15k** a month.
3. Have capacity to **work with 2-3 new clients**, starting next month.
4. Have at least **500 connections** on LinkedIn or on email.
5. Are **friendly and coachable**.
6. And can find **30 minutes a day** to allocate to the work...

I'll help you win more high-value clients and my coaching comes with a "2X ROI Guarantee". Either email "**LinkedIn Program**" to me at adam.franklin@bluewiremedia.com.au or book a **LinkedIn Growth Session** with me via: www.bluewiremedia.com.au/growth

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

LinkedIn 10 Minute Daily Plan



bluewiremedia.com.au/linkedin-daily-marketing-plan

LinkedIn Content Plan



bluewiremedia.com.au/linkedin-content-plan

Web Strategy Planning Template



bluewiremedia.com.au/web-strategy-planning-template




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You can also watch my [free, on-demand LinkedIn Masterclass webinar](#).

ON DEMAND RECORDING

Any-time access



Presented by
**ADAM
FRANKLIN**

*CEO of Bluewire
Media*

*Author of Web
Marketing That
Works*

LinkedIn Masterclass - starting now.

In my 45 min 'pitch free' masterclass you'll learn...

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- ✓ How to **optimise your LinkedIn profile** to appeal to your ideal clients.
- ✓ How to **find your ideal clients** on LinkedIn.
- ✓ Also **Ask Adam Anything** -- it's an open forum for Q&A.
- ✓ **"No pitch** - nothing for sale".
- ✓ **BONUS: 9 LinkedIn PDF** resources when you register.
- ✓ Total length: **45 minute webinar**

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