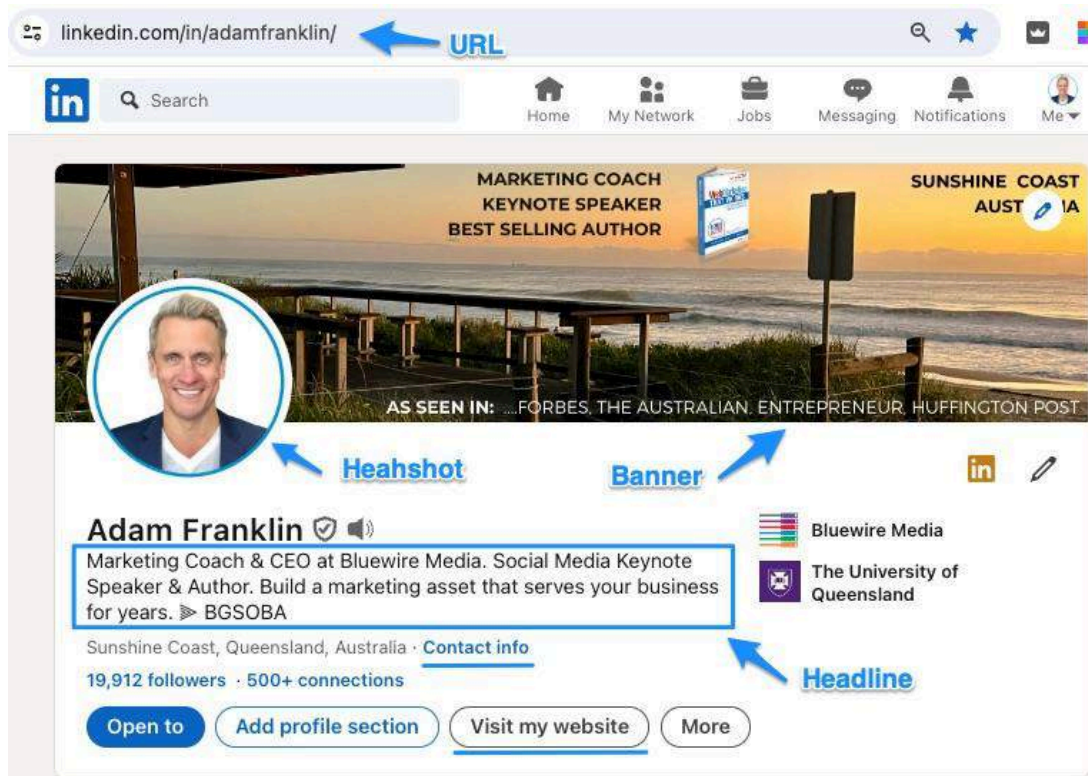




# LinkedIn Profile Checklist



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



# LinkedIn Profile Checklist - Bluewire Media v6.0

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 a custom background banner image? It's time to ditch the boring, default background image and update it to jazz up your LinkedIn profile with a custom banner!

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.)

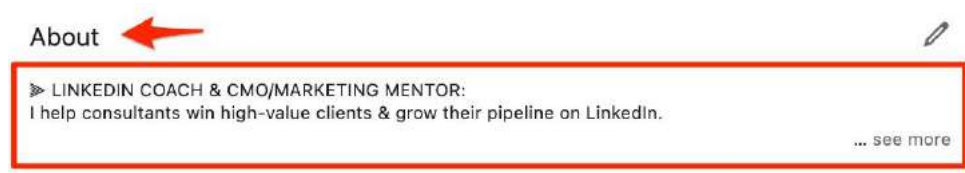
## 3. Name: Is it what people know you by?

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!)?

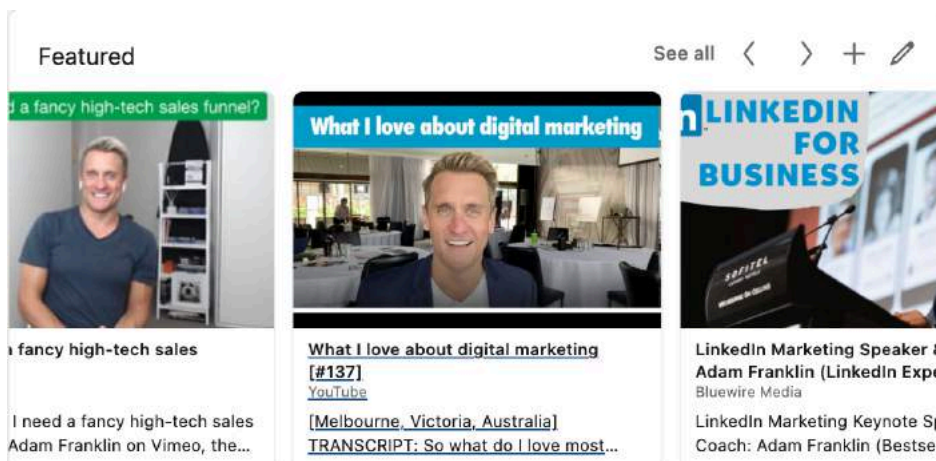
Your **About section** has 2,600 characters to use, and note the first 2 lines appear 'above the fold'. Use this space wisely! You can use it to explain what you do, who you serve, how you get results and anything else you want to. Now don't treat this section like your CV (ie all about you) -- make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

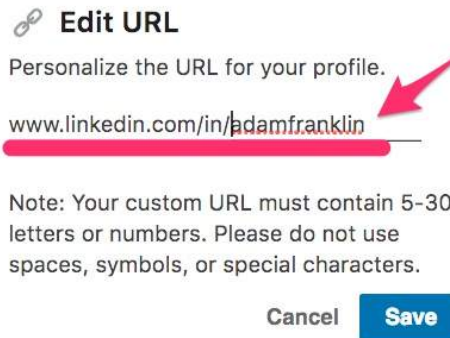
In the Experience section, LinkedIn now allows you to go into more detail about all the aspects of your roles at various companies you've been with. It's well worth describing your professional journey and also explaining the various ways you can help your clients.



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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.

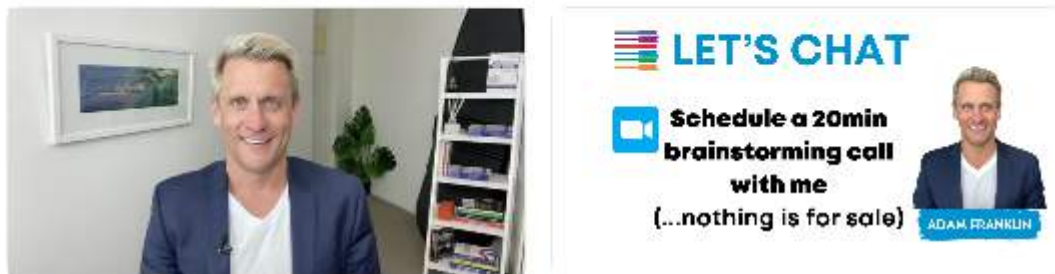


You can change your LinkedIn URL from a clumsy sequence of numbers and letters like this [www.linkedin.com/in/adamfranklin/b733a844/](http://www.linkedin.com/in/adamfranklin/b733a844/) to a nice clean URL like this [www.linkedin.com/in/adamfranklin](http://www.linkedin.com/in/adamfranklin).

## 10. Services

You can add in your services and show your reviews.

### Services



MARKETING COACH: Business owners work with me build a genuine marketing assets to raise their visibility, strengthen their network, and generate high-value leads. ... see more

Business Consulting • Public Speaking • Marketing Consulting

★ 4.6 out of 5 (2 reviews)

## 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

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

Implement it with ChatGPT



The graphic features the text "2024 MARKETING ChatGPT Prompt Stack" in purple and blue. To the left is a small version of the Bluewire Media logo. Below the text are a Google Doc icon and the OpenAI logo. To the right is a blue brushstroke graphic containing a circular portrait of Adam Franklin with his name "Adam Franklin" written below it.

Get my **2024 ChatGPT Marketing Prompt Stack** which will (re)write your LinkedIn Profile.

The 20 page Google Doc has prompts for finding your Dream 1000 clients, Outreach scripts, Conversation starters, Nurture messages, 'Make It Rain' Shake the Tree messages, Flagship Content ideas (and creating it), Landing pages, 12 months of organic content (following my Content Matrix), Email subject lines, 1-on-1 emails ... and more!

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## 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](http://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



[bluewiremedia.com.au/linkedin-daily-marketing-plan](http://bluewiremedia.com.au/linkedin-daily-marketing-plan)

### LinkedIn Content Plan



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