

CREATE A KICK-ASS LINKEDIN PROFILE

MISSION: Present information about yourself so others (like recruiters) get to know the main character – you.

ID	Action	Did it!
1	Get a free LinkedIn account.	<input type="checkbox"/>
2	Identify keywords that you want to be searched for by HR. These keywords should be used when possible in the Headline, Current Job Title, Summary, Specialties and Skills.	<input type="checkbox"/>
3	Update your Headline to use 1-2 adjectives and effective noun keywords that you want to be searched for.	<input type="checkbox"/>
	Update the Summary section with some or all of the appropriate bio topics:	
4	Functional title you want	<input type="checkbox"/>
5	Your leadership style	<input type="checkbox"/>
6	Your mission statement (12 words max)	<input type="checkbox"/>
7	Your purpose	<input type="checkbox"/>
8	How people see you in words and a famous person that someone could quickly relate to	<input type="checkbox"/>
9	Your professional personality (e.g., MBTI, DISC)	<input type="checkbox"/>
10	Your StrengthsFinder 2.0 results	<input type="checkbox"/>
11	Your core values	<input type="checkbox"/>
12	Your code of ethics	<input type="checkbox"/>
13	Update your profile photo. Get a professional head shot with a plain, light background. Or have a friend take a photo of you outside on a bright day. Or choose a photo as you want to be seen or remembered by your intended audience.	<input type="checkbox"/>
14	Update your experience. Add your industry, location, current position with a description, 2 past positions, your education and a minimum of 3 skills.	<input type="checkbox"/>
15	Add portfolio items to your summary and experience sections. Text is boring and you'll miss vivid free marketing. Add minimum 1 link to an image, document, presentation or video.	<input type="checkbox"/>
16	Let's get personal. Add your engaging personal life as you choose.	<input type="checkbox"/>
17	Make it consistent. Review for spelling, grammar and punctuation errors.	<input type="checkbox"/>

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18	Grow your network and connect. Get at least 50 connections if you're starting out or add 50 to whatever you have now. Ultimate goal: 500+	<input type="checkbox"/>
19	Special sections not utilized. Take advantage of special section for artists, students, volunteering, languages, projects, honors & awards, organizations, test scores, certifications, patents, etc.	<input type="checkbox"/>
20	Join groups that you are interested in. Conduct an Advanced Search in Groups. Join groups based on who is in them. <i>Participation</i> in groups will get you noticed.	<input type="checkbox"/>
21	Get endorsed or recommended. Don't be shy. Write to the people you've worked with and ask them to recommend you. Help them write it by telling them it would be helpful if you focused on X strength or core value.	<input type="checkbox"/>
22	Customize your url: Get rid of those special characters from the generic url. Make it your name or something that says something about you. More opportunity to brand!	<input type="checkbox"/>
23	Set a time to review. Don't let it get static and outdated. Ensure to update your accomplishments and participate in groups. Post interesting links to interesting content, reports, research and activity updates. Use the 70/20/10 rule (industry/company/you). TIP: Use free HootSuite to send posts to many social feeds all at the same time.	<input type="checkbox"/>

INSPIRING LINKEDIN PROFILES

- Jim Dodgen: <https://www.linkedin.com/in/jimdodgen>
- Dr. Story Musgrave: <https://www.linkedin.com/in/storymusgrave>
- Mariness Didulo: <https://www.linkedin.com/in/marinessdidulo>
- Me: <https://www.linkedin.com/in/suzannascimento>