

Step # 1:	Picture Perfect -	Get off to a good start with a great headshot. Always upload a professional picture.
Step # 2:	Just The Name -	First impressions last. The name section should be kept clean and concise!
Step # 3:	Strong Headline -	With rich keywords you want to be found for. Create a catchy headline that captures attention.
Step # 4:	Status Updates -	Update your status frequently, weekly, even daily. Post helpful content for your target market.
Step # 5:	Recommendations -	Have at least 10 Recommendations. This is key for building credibility.
Step # 6:	Connections -	Connect with at least 500 people. People like to connect with “connected” people.
Step # 7:	Website Names -	Customize your website names. Use the right Keywords to target your audience.
Step # 8:	Rich Keywords -	Keyword load your Summary & Profile. Strategically place keywords through Profile & Summary.
Step # 9:	Speak Directly -	Speak directly to your target market. Every word should be positioned with that goal in mind.
Step # 10:	Offer Value -	Offer something that appeals to your target market. Offer a free report, white paper or something of value.
Step # 11:	Promote Projects -	A great section to showcase projects, products, portfolio. Promote free reports and checklists for others to download.
Step # 12:	Blog Boost -	Add the Wordpress Application to Profile. A great addition to showcase your most recent blog posts.
Step # 13:	Add Videos -	Add the SlideShare Application to Profile to add Videos. Introduce yourself with your own voice and face.
Step # 14:	50 Skills -	Think about the skills you possess– upload up to 50. Skills & Expertise should be filled with keywords.
Step # 15:	Join Groups -	Join groups relevant to your profession and industry. You can join a maximum of 50 groups on LinkedIn.
Step # 16:	Honours, Awards -	Add all Honours & Awards you have received. Use this section to promote your media or press attention.
Step # 17:	Learning Centre -	Go to the Learning Centre, for Overview, User Guides. Build your profile; begin with the New User Starter Guide.

LinkedIn Insider Tip for completing your profile:

*“Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn!”*