

10 EASY STEPS TO BUILD A 'WOW' LINKEDIN PROFILE

1

BE PICTURE PERFECT:

GET OFF TO A GOOD START. WITH A PROFESSIONAL PICTURE. FOR THE IDEAL LINKEDIN HEAD SHOT, DRESS PROFESSIONALLY, LOOK STRAIGHT AHEAD AND JUST SMILE.

2

A STRONG HEADLINE:

WRITE A CATCHY HEADLINE WITH RICH KEYWORDS THAT CAPTURE YOUR TARGET'S ATTENTION. THAT'S YOUR ELEVATOR PITCH.

3

RECOMMENDATIONS:

FEATURE AT LEAST 10 RECOMMENDATIONS TO BUILD CREDIBILITY.

4

CONNECTIONS:

ADD QUALITY CONNECTIONS RELEVANT TO YOUR INDUSTRY. REMEMBER, PEOPLE LIKE TO CONNECT WITH "CONNECTED" PEOPLE.

5

RICH KEYWORDS:

WRITE THE SUMMARY AND ALL SECTIONS WITH STRATEGIC, RICH KEYWORDS.

6

JOIN GROUPS:

YOU CAN JOIN UP TO 50 GROUPS RELEVANT TO YOUR PROFESSION AND INDUSTRY. JOINING GROUPS HELPS YOU ENTER THE 'INNER CIRCLE OF INFLUENCERS' IN YOUR INDUSTRY.

7

BLOG BOOST:

GET IN THE HABIT OF WRITING A BLOG AND PROMOTING YOUR BLOG ON YOUR PROFILE. ALWAYS SHOWCASE YOUR RECENT POSTS.

8

50 SKILLS:

YOU CAN UPLOAD UP TO 50 SKILLS FOR FREE. MORE SKILLS = MORE ENDORSEMENTS. TICK OFF EVERY SKILL THAT YOU POSSESS. ADD AS MANY SOFT SKILLS AS YOU CAN.

9

ADD VIDEOS:

EMBED VIDEOS IN LINKEDIN POSTS. PRESENT YOUR EXPERTISE AUTHENTICALLY.

10

THOUGHT LEADERSHIP:

AND LASTLY, POSITION YOURSELF AS AN IDEAS EXPERT, A THOUGHT LEADER. SHARE A REPORT, ARTICLE OR POST. BE SEEN AS AN INDUSTRY THOUGHT LEADER.