

<b>NAME:</b>	<b>First Name, Last Name</b> (may include maiden names or credentials i.e. MBA, PMP) <a href="#">Changing How Your Name Appears on Your Profile</a>
<b>Photo:</b>	<p>You need to have a photo in order to get to ALL STAR status. A very nice close-up; remember (<b>F3- Fill the Frame with your Face!</b>) ☺ And remember, members with a profile photo receive 21x more views! (400 x 400 pixels)</p> <p><a href="#">Add/Edit your LinkedIn Profile Photo</a> <a href="#">Analyze your LinkedIn Photo with Snappr</a>  <a href="#">LinkedIn Profile Photo Tips: Introducing Photo Filters and Editing</a> <a href="#">How to VIDEO</a></p>
<b>Headline:</b>	<p>By customizing your headline, you can reach <b>All-Star</b> status which, according to LinkedIn, makes your profile 27 times more likely to appear in recruiter searches. Think of your Headline as something that gets you noticed and opens doors, or a value statement focused on the future, not the present. It's your opportunity to stand out from the crowd. Own it! Should include searchable keywords. You have 220 characters - increased from 120 in April 2020.</p> <p>In a nutshell there's 3 things your headline needs to accomplish:</p> <ol style="list-style-type: none"> <li>1. Clearly identify your value proposition (Why you vs. the million others on LinkedIn?)</li> <li>2. Who do you help? Tailor it to your audience, capture your prospects attention</li> <li>3. Outcomes (I helped launched 7 - billion dollar companies, are you number 8?)</li> </ol> <p><b>Additional Resources:</b> <a href="#">How to Write a Good LinkedIn Headline</a>, by Dripify  <a href="#">How to Enhance Your LinkedIn Headline</a> by Viveka von Rosen  <a href="#">How to Write a Crazy Effective LinkedIn Headline</a> by Austin Belcak  <a href="#">How to Write a Professional LinkedIn Headline</a>, by Hubspot</p>
<b>ABOUT</b>  <b>FEATURE</b>	<p>Use your About (formerly "Summary") to tell your story highlighting your expertise, skills and value add; LinkedIn profiles with summaries get 10x more views.</p> <p>Your summary answers the following questions:</p> <ol style="list-style-type: none"> <li>1. Who am I?</li> <li>2. What is my value add? What do I bring to the table?</li> <li>3. Why do business with me? How am I different from others?</li> <li>4. Who's my typical clients (e.g. function, industry/vertical, size of company -# of employees and/or revenue)... Even location</li> <li>5. Call to action! (e.g. Sign up for my upcoming conference, event, download my ebook, get you holiday makeover, call or email me)</li> </ol> <p>Write your summary in the first person ("I am") and watch the jargon. Here are the top ten most overused <b>buzzwords</b>. The best summaries include experience, skills, motivation and interests. Additionally, William Arruda, CEO of Reach Personal Branding, recommends focusing on the <b>6V's in your summary</b>. Here's more tips on "<a href="#">What to say</a>" and "<a href="#">How to say it</a>" from LinkedIn. Or watch this short YouTube <a href="#">video</a>.</p> <p><b>Reference Articles:</b>  <a href="#">10 Marketers Who Nailed Their LinkedIn Profile</a> by Tequia Burt  <a href="#">10 LinkedIn Profile Summaries That We Love</a> by Kate  <a href="#">17 Best LinkedIn Summary &amp; Bio Examples</a> by Aja Frost  <a href="#">LinkedIn Summary Examples That Get Prospects Looking</a>  <a href="#">5 Templates That'll Make Writing the Perfect LinkedIn Summary a Total Breeze</a> by Aja Frost  <a href="#">The 15 Best LinkedIn Profile Tips To Make Your Profile Pop</a> by Vanessa Van Edwards  <a href="#">How LinkedIn Helped Me Make a Name For Myself</a> By Alexandra Watkins</p>

<b>Customized URL:</b>	<p>Presently shows <a href="http://www.linkedin.com/pub/JANE-DOE/b/128/5ba">www.linkedin.com/pub/JANE-DOE/b/128/5ba</a>  <i>A PURL: Personalized URL is easier to share, easier to remember.</i></p> <p><b>Learn more - <a href="#">How to Customize Your Public Profile URL</a></b></p>
<b>Number of Connections:</b>	<p>Need a minimum of 500; Connect with everyone: Family, Friends, Alumni, Colleagues, etc          How to: <a href="#">Inviting or Connecting with People on LinkedIn</a>  <a href="#">Grow Your Network</a> - Syncing your contacts is the fastest way to grow your network</p>
<b>Contact Info:</b>	<p>The best LinkedIn Profile will not be very useful without contact information readily available for potential clients or recruiters. Add phone number, email and websites.  <b>Learn more - <a href="#">Overview Contact Info Section of Your Profile</a></b>  <b>How to <a href="#">Edit the Contact Info Section of Your Profile</a></b></p>
<b><u>Experience</u></b>	<p>Showcasing your individual professional journey on LinkedIn is a great way to help you stand out to potential new connections, customers and recruiters. In fact, your profile is viewed up to 29X more if you have more than one position listed in the experience section. This is <b>NOT</b> a Job Description! Compose C-A-R (Challenge/Action/Results) statements with metrics. Need to articulate “what have you done lately” and added value!</p> <p>Each position should highlight a different skill set.</p> <p><b>MUST</b> have <b>current</b> recommendations, a minimum of 3! – adds credibility</p>
<b><u>Education</u></b>	<p>By adding your school, you enable your classmates and alumni to easily find you. If you're a recent grad, include extracurricular activities, volunteer &amp; internship experience, etc.</p>
<b>Skills &amp; Expertise:</b>	<p>Including specific skills on your LinkedIn profile is a great way to showcase your abilities to clients, colleagues, managers, and even recruiters. People who list at least five skills receive up to 17x more profile views. Add, delete and/or reorganize your skills to maximize search results. You can add up to 50 skills to your profile.</p> <p><a href="#">How to Add and Remove Skills on Your Profile; Reorder Skills</a></p>
<b>Groups:</b>	<p>Become a member of groups supporting your business or industry focus and where you might find your typical customer/client.  <b>Value of Groups on LinkedIn</b></p> <ul style="list-style-type: none"> <li>◆ Professionals and experts can share content</li> <li>◆ Ask for advice, conduct polls, research</li> <li>◆ Network with others</li> <li>◆ Post or search for jobs</li> <li>◆ Groups for everyone – corporate, brands, professional associations, societies, alumni, support groups, causes, publications and industries in general. <b>(Note you can join up to 100 groups)</b></li> </ul> <p><b>Resources:</b> <a href="#">Unveiling a New LinkedIn Groups Experience</a>  <a href="#">Contributing as a Group Member - Best Practices</a>; <a href="#">General Limits for LinkedIn Groups</a></p>
<b>OTHER RESOURCES:</b>	<p><a href="#">Mythbusting the Feed: How the Algorithm Works</a>  <a href="#">LinkedIn Checklist Edition 2022</a> by Richard van der Bloom  <a href="#">How to Create an All-Star LinkedIn Profile [INFOGRAPHIC]</a>  <a href="#">How Do I Create a Good LinkedIn Profile?</a>  <a href="#">Symbols to spice up your LinkedIn profile</a>  <a href="#">New Tools to Help You Prep for Your Next Interview</a>  <a href="#">New Tools to Build Your Community and Grow Your Career on LinkedIn</a>  <a href="#">Hover Over People and Companies in Your Feed to Connect, Message and More</a>  <a href="#">12 Steps to Become a Social Leader-Executive Playbook</a>  <a href="#">LinkedIn Official Blog Topics</a>  <b>READ ME IF YOU WANT TO DRIVE MORE LEADS USING LINKEDIN</b></p>