

LinkedIn Checklist

Become a Power User!



All-Star



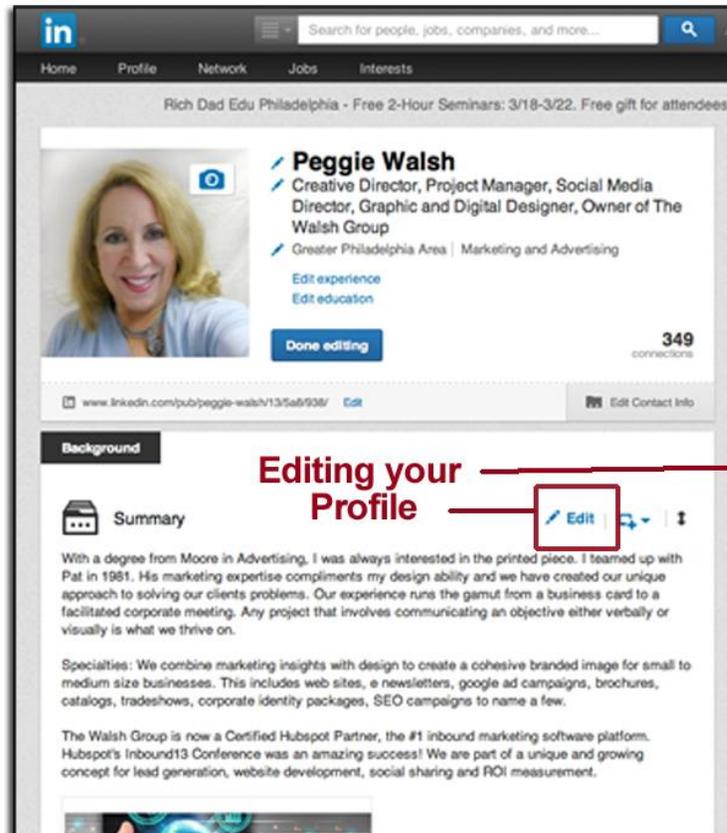
2 LinkedIn Checklist

Use this checklist to develop your LinkedIn profile and get you well on your way to becoming a power user.

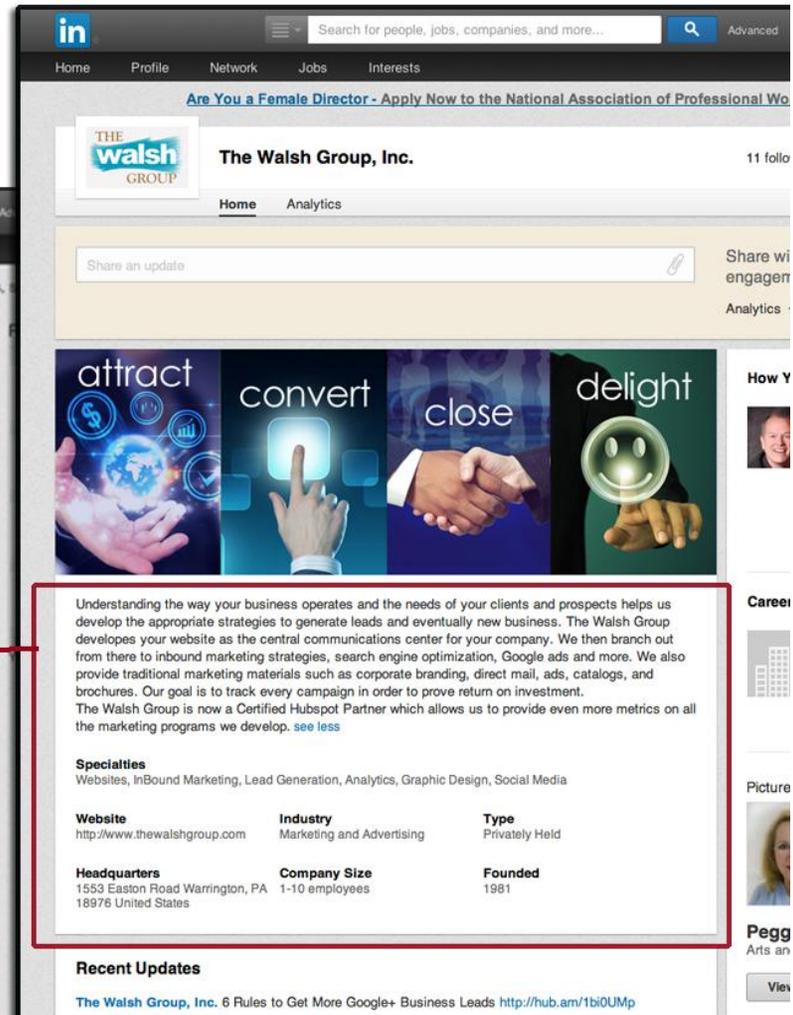
✓	CREATE YOUR PROFILE: The main thing you must remember when creating your profile is that it must be COMPLETE. <i>Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.</i>	
<input type="checkbox"/>	If you haven't yet... join LinkedIn and complete the overview information	Make sure you include all the emails you use (personal and professional) as this is how other LinkedIn users you know will find you.
<input type="checkbox"/>	Complete employment and education history	Be as complete and accurate as possible. This is how colleagues and friends will search and find you...and how potential business partners will evaluate you in their search for customers and vendors.
<input type="checkbox"/>	Add a profile summary	This is a great way to profile what your company does and what you do in it. Consider adding the URL to the top of your profile.
<input type="checkbox"/>	Select an industry and add your specialties	Reflect your specialties as key word phrases (better for SEO).
<input type="checkbox"/>	Add your website(s)	Choose the "OTHER" setting so that you can name the links (better for SEO).
<input type="checkbox"/>	Create Public Profile URL	Use your company name in the LinkedIn public URL you set for your profile.
<input type="checkbox"/>	Determine your Public Profile URL	We recommend you set your profile to complete view and show all sections you have completed. LinkedIn will show you your "Profile Strength" in the right hand column. Keep working on it until you are an "All-Star."
<input type="checkbox"/>	Set your Contact Settings	This is where you determine your contact settings (introduction only or introductions and emails), about what subjects you are most interested, and how you want to be contacted (some rules of engagement).

Create Your Profile

PERSONAL PAGE



BUSINESS PAGE



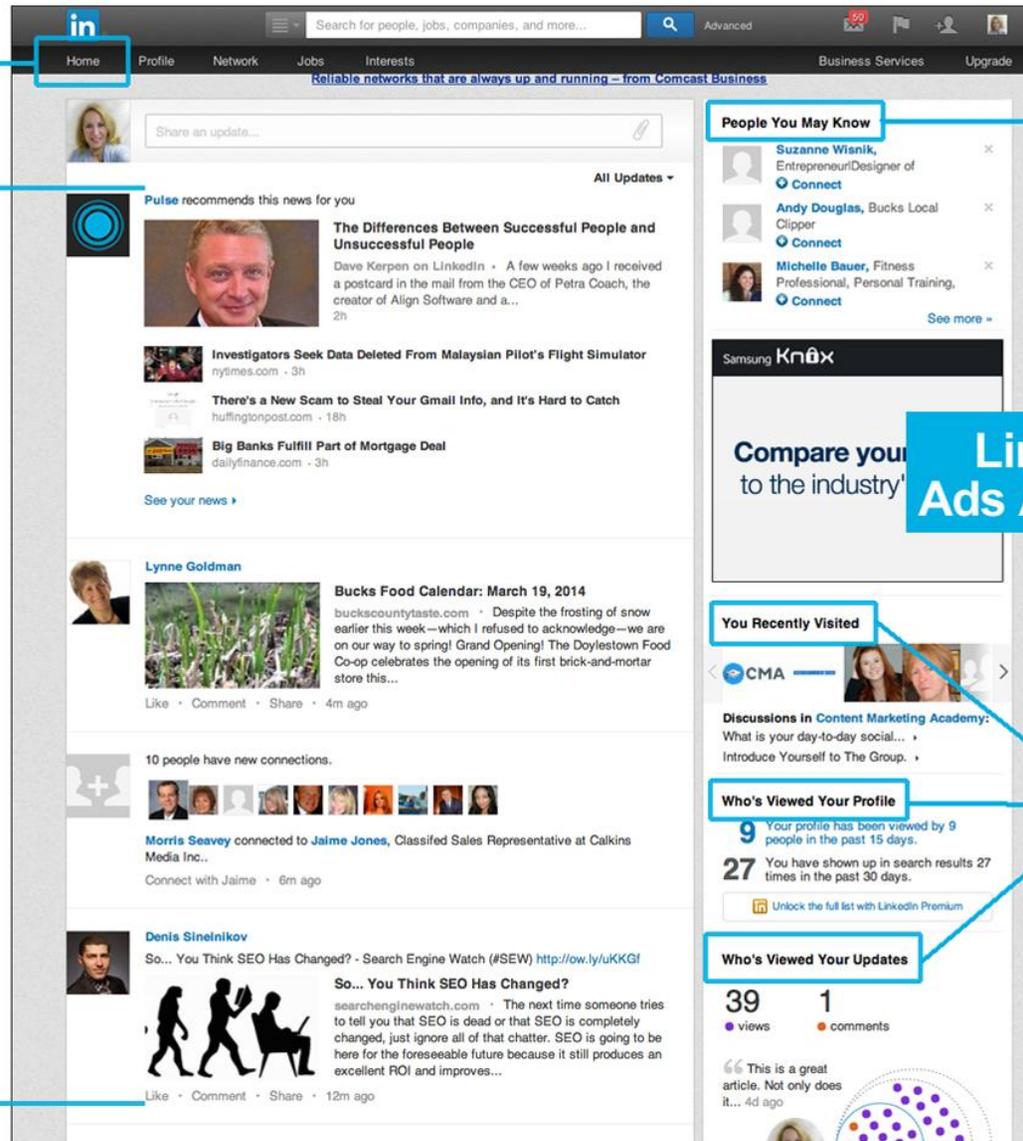
4 LinkedIn Checklist

✓	CONNECT AND RECOMMEND	
<input type="checkbox"/>	Upload your Contacts from your email client	LinkedIn has a great tool for uploading the contacts you have stored in your email client already and matching them with other LinkedIn users who have already set profiles. You can also add your contacts manually.
<input type="checkbox"/>	Make introductions to connect via LinkedIn	<p>Use the built in tool to invite your contacts you've uploaded to accept a "connection" via LinkedIn. We find the best way to do this is to include personal message whenever possible! This will take you more time, but it is well worth it, as it improves the response of those who accept your connections, as well as improves the quality of the connection itself.</p> <p>You should also do a search on the LinkedIn site for those users who were employed by your past employers during the same time you were. These are connections you can make and rekindle via a LinkedIn invitation.</p> <p>This is an ongoing task that needs to be redone every month or so.</p>
<input type="checkbox"/>	Collect at least 3 recommendations from your "network"	<p>Once your contacts have accepted your invitation, request a recommendation from them. You need at least 3 to "complete your profile," but the more the merrier. Try to ensure you have a few for your current company and at least one recommendation for each past position.</p> <p>Remember, networking is largely a give/get process and LinkedIn is no exception. When someone gives you a recommendation, return the favor!</p>
<input type="checkbox"/>	Skills & Expertise- Endorsements* Give and you shall receive!	<p>Endorsements have been added to LinkedIn making it easier to simply click on a skill of one of your the contacts (in your network) and give them an endorsement. This person then receives a notification that you have endorsed them for that particular skill.</p> <p><i>* NOTE: Although LinkedIn made this easy, I have been reading that it is creating problems because it is so easy and people are just endorsing others for the sake of it and it is losing it's credibility. If properly used, you should only be endorsed for the skills you have and you should only endorse the people you know have the skills they are credited with.</i></p>

5 LinkedIn Checklist

Click on **HOME** to view this page

Note: If you are on Facebook this will be familiar. Post your comments, like or share other posts.



Suggests people you may want to connect with!

LinkedIn Ads Available

Helpful areas to watch!

6 LinkedIn Checklist

✓	JOIN GROUPS AND PARTICIPATE	
<input type="checkbox"/>	Identify networking groups within LinkedIn	<p>LinkedIn offers a platform for networking groups of like interests to connect. Some of the networking associations you already belong to may already be on LinkedIn. For example your Chamber of Commerce.</p> <p>You can search the directory within LinkedIn to see what groups may be for you (for both industry and alumni). Also, as you review the profile of your connections, take note of the LinkedIn groups they belong to and evaluate if you should join! Once you are in a LinkedIn group you'll be able to search, find, and contact fellow group members.</p>
<input type="checkbox"/>	<u>Work</u> your LinkedIn groups	Start discussions. Comment on other discussions. Submit articles! Again, establish yourself as a thought leader but do not sell!
<input type="checkbox"/>	Regularly monitor the Q&A section in Groups you belong to for questions you are uniquely able to answer	Thought Leadership is one of your greatest sales and marketing tools. LinkedIn users have the ability to ask the network questions they are facing that by your answering you present yourself as an expert in that field. Be sure to truly answer the question, do not promote yourself , but always use the link feature to link back to your site (this helps with SEO). If your answer is chosen as the best answer this will elevate you in LinkedIn searches as well.
<input type="checkbox"/>	Ask questions that can help you do your job.	Use this same tool to pose questions to the network for challenges you face in your job. This can be a great way to validate assumptions and get expert advice for no cost!

Join Groups associated with your business network

The screenshot shows the LinkedIn interface for the 'Content Marketing Academy' group. The group has 9,336 members and the user is a member. The main post is titled 'How to get the most out of this group - new group rules' by Andrew Coate, a Manager's Choice post. A red line connects the 'Member' button to the group's logo in the 'Groups' section. Another red line connects the 'Ask Questions or make comments' text to the 'Add a Comment...' field. A third red line connects the 'Follow thought leaders under "Influences"' text to the 'Following' section, which lists influencers like Deepak Chopra MD, Barack Obama, Guy Kawasaki, and Angela Ahrendts.

Ask Questions or make comments

Follow thought leaders under "Influences"

8 LinkedIn Checklist

✓	BEST PRACTICES	
<input type="checkbox"/>	Set a Calendar item to “work” your LinkedIn	Make your interaction with LinkedIn a scheduled task. We recommend daily, but for some...weekly is as good as they can do. Put it on your calendar and make sure you are disciplined about logging in, making new connections, answering questions on your topic of expertise, etc. It won't work for you, if you don't <i>work it</i> .
<input type="checkbox"/>	Update your status with current information on recent work and/or to share useful resources.	You may include examples, teasers, links, and other information about projects you have recently completed or are now working on. Also use your status to share relevant information you have discovered and recommend that is not authored by you. This builds credibility with your connections.
<input type="checkbox"/>	Sync your LinkedIn and Twitter accounts.	Maximize your status updates by posting to both LinkedIn and Twitter.
<input type="checkbox"/>	Use LinkedIn Productivity Tools (Outlook Toolbar and Browser Toolbar).	Through LinkedIn's productivity tools you can stay connected with LinkedIn while not on the website. The Outlook Toolbar lets you build your network from frequent contacts and then manage it through Outlook. This includes seeing suggestions of who to invite based on how frequently you email them and well as using 1-click invitations. The Browser Toolbar lets you search LinkedIn from anywhere and gives you one-click access to LinkedIn.
<input type="checkbox"/>	Put your LinkedIn URL everywhere you put your contact information (email signatures, marketing collateral, business cards)	Let your colleagues, customers and prospects know that you can be found on LinkedIn. This will help build your network and raise your profile on the site. Note: LinkedIn has an email signature tool to help you at: http://www.linkedin.com/static?key=tools&trk=hb_ft_tools .
<input type="checkbox"/>	Feed it!	REMEMBER: You have to continue to add clients and contacts to your LinkedIn connections as you go. If you meet a prospective customer...go back to the office and search for them on LinkedIn. If you see a presenter at a networking event, check if they are on LinkedIn. If appropriate, ask them to connect to you! It will make your effort to build business relationships infinitely easier and stronger.

9 LinkedIn Checklist

✓	ADVERTISE (see Page 5)	
□	LinkedIn Direct Ads allow you to target specific prospects by geography, job function and seniority, industry and company size, gender and age.	LinkedIn offers direct advertising programs where you pay by clicks or impressions without any long-term contracts. Advertising on LinkedIn will put your ad directly in front of active and influential professionals, which may be a more appropriate choice for some types of businesses rather than Facebook or Google advertising programs. More information can be found at: https://www.linkedin.com/ads/ . Note, you will need to have a LinkedIn account to participate in their ad program.

LinkedIn is the tool you need for business development. How effectively and efficiently you use it depends on you.