

## ■ Think Personal website and not CV

LinkedIn promises you an online personal website, a place to optimise your online presence. Don't form fill. Research and map out winning content to make it the most enticing it can be. Plan it out as you would a personal website. Not a CV!

## ■ Headline

Have a strong headline. Does it succinctly explain who you are and what you do? And engage people who want to know more. Test it with others. Research what people who inspire you have done. Remember: Pack a punch above the fold.

## ■ First sentence of your summary

The first sentence is the one that, along with your headline is the only thing visible before someone clicks... more. Does this sentence say everything it needs to? Get your great stuff up front and visible.

## ■ Get to 'Allstar'

Is your profile strength as optimised as possible? There are 5 levels, Allstar is the ultimate to aim for. If you're missing out, check your descriptions are completed. Search algorithms favour the Allstar - so it's worth completing that profile.

## ■ Format it your way

LinkedIn doesn't currently have text formatting tools. No bold, no italic and no bullet points. A quick work-around is to format your text as you want it in Word, and then paste it into LinkedIn.

## ■ Add rich media

Include a welcome video talking about what you do, the problems you solve. Include other videos, interviews, showreels, images, models, frameworks, presentations and pdfs. You can upload rich media throughout your profile.

## ■ Turn off updates when editing

In your settings you can select to turn off updates. But LinkedIn will ask you if you want to share edits with your connections too. Unless you want to share something, keep it turned off when tidying up your profile.

## ■ See how you compare

Check out your SSI - Social Sales Index. Going back to point 1 and mapping out what you want on your profile and learning from others, it's worth visiting <https://www.linkedin.com/sales/ssi> to view your dashboard and see how you compare with others in your network and industry.

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