

Value-Centric LinkedIn Profile Checklist



Social Sales Link[™]



Value-Centric LinkedIn Profile Checklist

Many opinions exist about how to brand your LinkedIn profile, but ultimately, your LinkedIn profile should not be about you if you are in sales. If you want to attract, teach and engage your buyers, it is time to convert your profile from a resume to a resource.

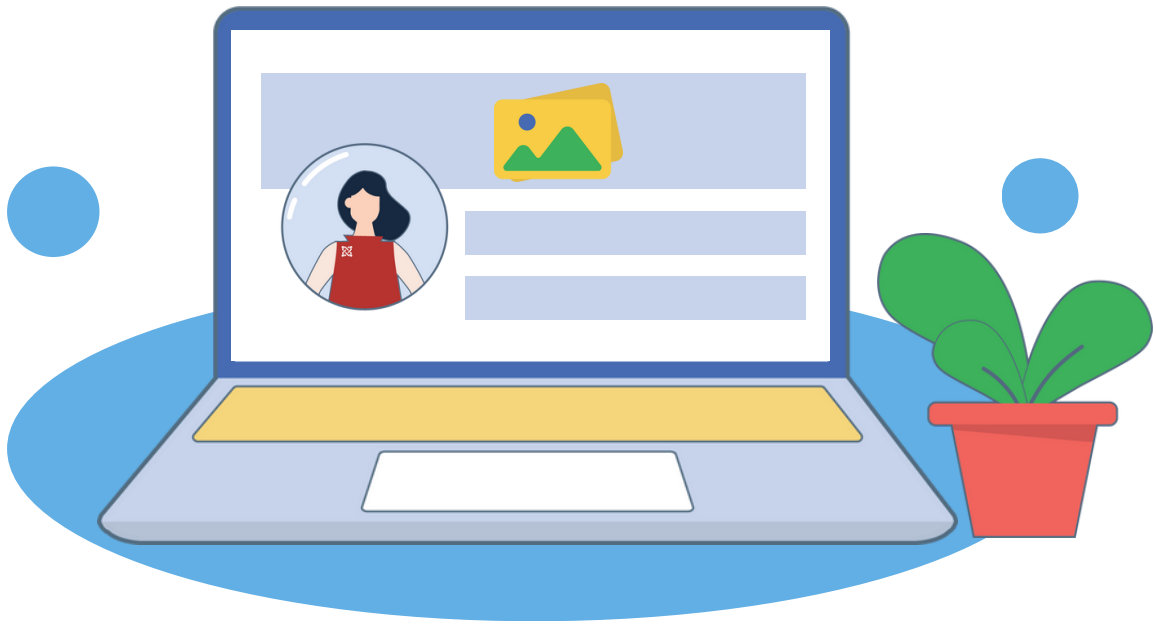


You have probably heard the impactful Corporate Executive Board (CEB) statistic that 67% of a prospect's buying decision is made before the salesperson even knows they are looking. Who is influencing that opinion? Is it you or your competition? It should be you!

Here is the quintessential checklist for ensuring you have a Value-Centric Profile:



Background Banner



Humans are highly visual creatures, so you need a banner that can convey your brand's message. Keep in mind that the perfect LinkedIn banner size is a 1:4 ratio. If you don't have a marketing department to create a profile for you, you have a few options:

1. [Canva](#) is a free site where you can access design templates and materials (if you want to DIY) to create your perfect banner.
2. [Fiverr.com](#) is an inexpensive way to have someone design a banner based on your logo and style.
3. Create your own in PowerPoint using the templates at [LinkedInBanner.com](#).



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Profile Picture



Statistics from LinkedIn show that members who have a photo on their profile get 21 times more profile views and nine times more connection requests. You need to represent yourself with a photo.

A high-quality profile headshot is essential. Photos with your dog, your car, or even your wedding with your spouse's hand on your shoulder won't cut it. Get a professional-looking headshot. People connect with people. Make sure you have a photo of you smiling and making eye contact – it matters.



Headline (220 Characters)



Your headline is one of the most valuable real estate on your profile. Similar to a newspaper, the headline's job is to get your visitors to want to read more. People typically have their title and company name, but that is not enough to catch your buyer's attention and interest them in further reading. So, give them something of value. Mention who and how you help and let your buyers know that you speak directly to their needs. Your credibility all starts with your headline.

Ours is "Reshaping the Way Pros Sell by Converting Connections to Conversations."



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About (2600 Characters)



Your About summary section aims to help influence that 67% buying decision mentioned on page 1. That means you need to bring it!

Your About section needs to speak to the problems, situations, and challenges your prospects face. Nothing turns off a prospect more than speaking with a salesperson who doesn't know about their challenges.

Next, you need to offer insights about their situation that don't come off as pitchy or salesy. Then discuss how you can help and offer them ways to contact you directly. Specifics are on the next page.



About (continued)

Although there are many ways to build a powerful About summary, here are the six elements that all sales professionals need to consider:

1. Open up with a call-to-read, so make sure your first line attracts your readers and generates a need for them to click on "Show more..." to learn more.
2. Next, show that you can relate to your buyers' challenges by mentioning them. Ensure they resonate with the issues you highlight in the next bullet point.
3. Offer insights that get them thinking differently about how they're doing things today. It's essential to offer value they can implement even if they never have a conversation with you. In this way, you're showing genuine insights into their situation. If the content only applies if they work with you, then it's not insights; it's a sales pitch.
4. This step is tricky. To ensure that you lay the groundwork for you to be the vendor of choice, but without selling or pitching, give them what they need to know when choosing a vendor, and be sure to include your differentiators in that list. In other words, be sure to give them a list of what they "need" when making this decision and have features and benefits that are unique to your solution.
5. Now you have their attention! They are curious but will click away from your profile if they don't know what to do next. Two minutes later, they'll forget they even found you. So, give them a way to raise their hand and say, "I'd like to learn more." If you are in sales, offer the fastest way to reach you: The Call. Choose this as your call to action (CTA).
6. Then make sure you have included your phone number and email. Also, consider including a link to your calendar, so your prospects can directly schedule a meeting with you. Through your contact information is how they act upon the CTA.



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Featured



Adding collateral, videos, case studies, and links to articles can all be highlighted in your Featured section. By uploading or linking relevant content to your readers, you can add more credibility to your brand.

Building a value-centric profile is foundational for anyone in a business development role. Take a look at your profile from your client's perspective and ask yourself: is it compelling? Does the content create curiosity or get them thinking differently? Will it create excitement when you call them? When properly built and curated, your Featured section can be a great asset to your profile.



Experience (2000 Characters)



Your job description doesn't have to be a list of your responsibilities. Rather than talking about your years in business, your passion, or your mission, share how you help your clients. Talk about the difference you make for the people and companies you work with.

You can also add the same type of content in your Featured section to your experience section.



Experience Hack (2000 Characters)



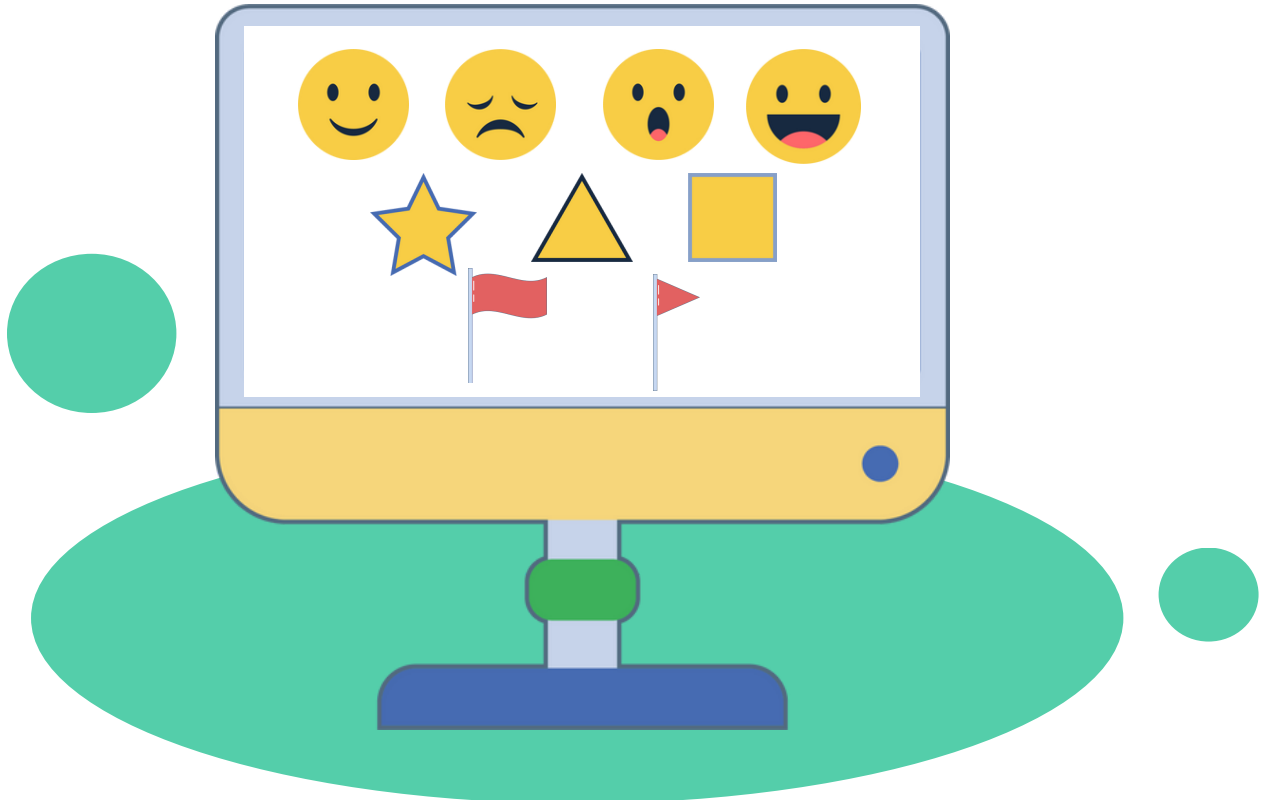
LinkedIn will put the different positions you hold or previously held in a thread, but only if you are connected to your company's LinkedIn Page. While this is meant to show your roles as you move within a company, you can use this feature to highlight your deliverables or solutions. You can use 2000 characters to talk about your offering for each deliverable, and you can also attach connecting videos, case studies, etc., to that offering. You can also, in many cases, take content straight from your website.



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Symbols



Adding Symbols to your profile is like “The Three Bears” – Papa Bear’s profile has nothing – and all the words blend together. Mama Bear’s profile is full of fluff, diamonds, crowns, and lots of bling, distracting everyone from the content.

But Baby Bear’s profile is just right. He has arrows to draw attention and break up ideas and bullets to have an impact on key statements. If you want your profile to stand out, visit: LinkedInSymbols.com.



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Skills



The Skills section is critical for your prospects to see how you see yourself. The "Skills" section is also crucial for search engine optimization.

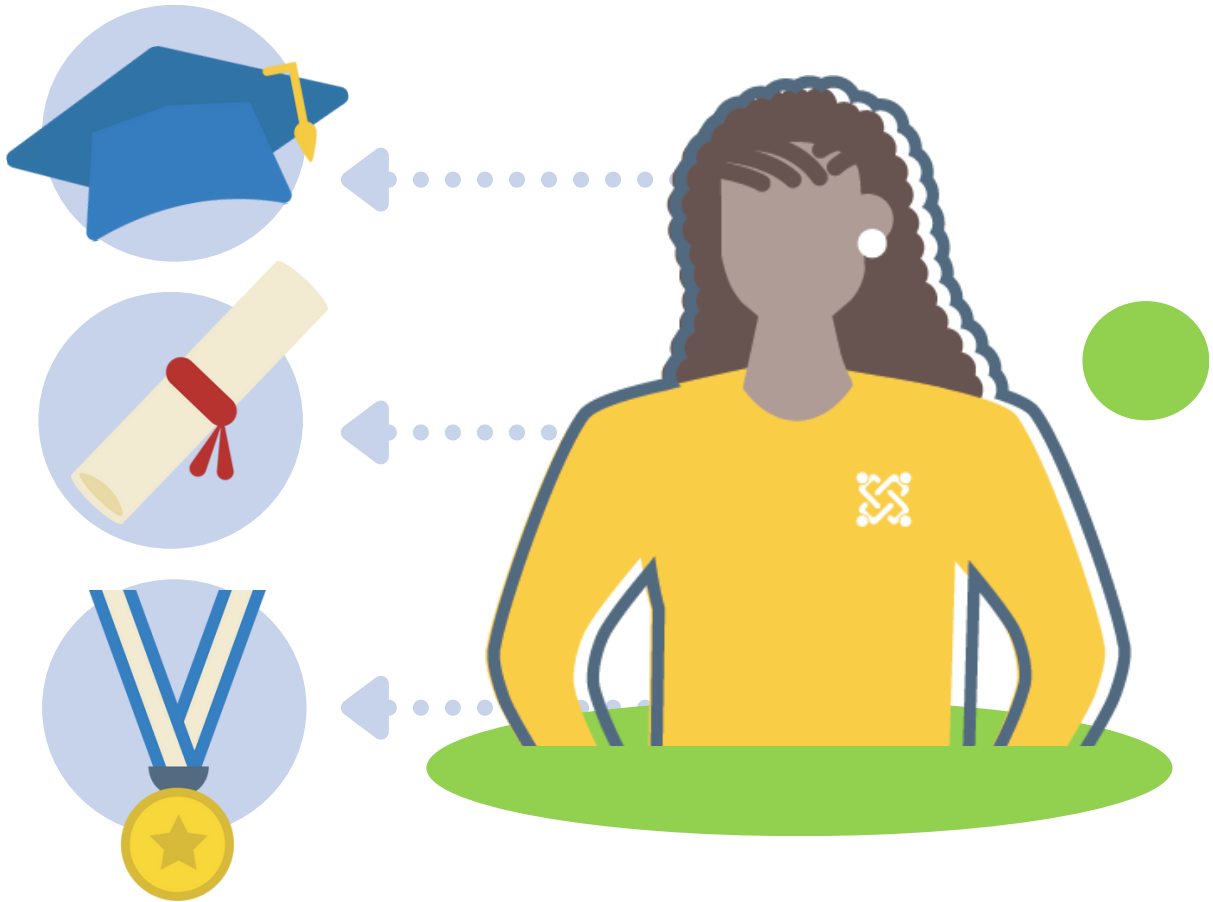
Make sure the top three skills (the ones people see before they click "Show More") are the ones that speak the most to the skills your prospects need from you. You can add any word or phrase to that section, too – remember, you don't need to use only the content that LinkedIn suggests.



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Education



Be sure to add all the schools you attended, even if you only took some classes at local schools. Also, add situations when you were in a formal college or university program but didn't graduate (e.g., a Master's or MBA program), but make sure to indicate you didn't graduate. Filling in this section will show your commitment to education and may even help with Alumni.



Recommendations



A solid testimonial is a social proof that highlights the impact you had on your clients. Identify a few people you have brought value to over the years, reach out, and have a brief conversation. Let them know that you are building your LinkedIn presence and ask if they'd be willing to post a recommendation. You can even offer to write them a draft to help them get started. Chances are they will use whatever it is that you send them.

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