

The Ultimate Guide

 Cover Photo	
Headline	Company Edu etc.
Summary	
Articles & Activity	
Experience	
Education	
Skills and Endorsements	
Recommendations	
Accomplishments	
Interests	

(1) Cover Photo

Don't use stock photos. Customize it, e.g. show you giving a speech or other high value activity. Use 1 photo or paste 3-4 together

(2) Profile Photo

Look personable, use most of the frame, don't be too formal, keep background neutral

(3) Headline (120 characters)

Most important part of your profile!

Be succinct, creative, unique & descriptive.

Show high value to employers or clients.

Example: \$200K+ Jobs Coach ♦ Get Your Dream Job Now ♦ Expert on LinkedIn, Branding and Resumes

(4) Summary (2000 characters max)

Wow your audience in the first 3 lines before they click "Show More." Create a hook that grabs the reader's attention. Add contact details: phone, URL, email

(5) Articles & Activity

Write frequent articles on your industry topics and comment on others

(6) Experience

Show what makes you different. Use specific accomplishments & actions. Add clips from videos, articles, slides, and other content. The longer they view your profile, the better your chances of making a business connection.

(7) Recommendations, Accomplishments

Get many valuable recommendations, detail your accomplishments

★ **Make Your LinkedIn Profile Stand Out** ★

- ♦ Since LinkedIn is your #1 Branding & Job Search Tool, make it count!
- ♦ With 450 million professionals, you need to stand out to get noticed.
- ♦ Avoid common buzzwords, such as "creative" and "motivated."
- ♦ Be unique and different. Minimize adjectives. Emphasize verbs.

© Tom Kent, Career & LinkedIn Coach tom@tomkentcoaching.com