

How to Make Your LinkedIn Profile An Unstoppable Asset

WORKBOOK

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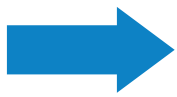
Profile

Let's take an inventory of your LinkedIn profile and see where some updates are needed.

Profile Section	Done, I am happy with this section	This needs little refresh	Time for an overhaul
Profile Photo			
Banner Image			
Headline			
About Section			
Experience			
Skills			
Recommendations			
Other: _____			



Who is in your Network?



Download your current LinkedIn network by following the instructions [HERE](#).

List the titles you want to target on LinkedIn

How would you categorize your current network? List broad categories to sort them.



Define your "Content Buckets"

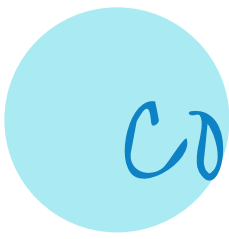
What topics do you know really well?

What do you love to talk about?

What are common questions you are asked by clients, customers, prospects, etc?

What are trends in your industry?





Content Planning



Can you commit to posting CONSISTENTLY at least once per week?

How will you ensure you achieve this goal?

- Find an accountability partner
- Make a plan
- Put it in my calendar
- Other: _____

Content Planning for the Month

Write out a plan for content for the next month

	TOPIC	TYPE	POSTED
WEEK 1			<input type="checkbox"/>
WEEK 2			<input type="checkbox"/>
WEEK 3			<input type="checkbox"/>
WEEK 4			<input type="checkbox"/>



Who should you Engage with?

List five industry peers to engage with

List five industry thought leaders to engage with

List five clients/ colleagues to engage with

List five industry prospects/ targets to engage with

List five people who share great content to engage with



Tips for Success

- Double check that your profile photo is visible to ANYONE.
- Your headline is 220 characters long but the first 40-50 characters are the most important. Front-load it!
- Your About section. should be written in the first person and start with a strong hook that will get the reader to click SEE MORE.
- Include a personalized message when sending a connection request, especially if you are targeting decision makers. You can (and should) personalize connection requests on mobile. **HERE** are directions on how to do that.
- Never use automation tools as a quick fix to connect with people.
- Test different types of content. Experimenting will help you see what resonates with your audience and expose you to different forms of content.
- Lean into repurposing content. It is both efficient AND effective.
- Comments are CONTENT! Take the time to engage and you will be seen in the news feed.
- Make a commitment to comment on 5-10 posts a minimum of 2-3 times a week.

Are you ready to make your LinkedIn profile an unstoppable asset?

