

# LINKEDIN PROFILE CHECKLIST: IMPRESS INVESTORS

Are you using LinkedIn as effectively as you could be to impress investors?

Use this checklist to optimize your LinkedIn presence.



## HEADSHOT

- Cropped to show your face.
- Taken in the past five years (and you still look like that).
- Professional attire and background.
- Visible to everyone (not just connections).



## HEADLINE

- Title and company name.
- Biggest accomplishment (multiple exits, honor or award, prior role (such as ex-Google)).
- Keywords: target market, product category, or brief description of solution.



## HEADER BACKGROUND GRAPHIC

- Use a photo of a speaking engagement to build credibility; team photo to promote your culture; product photo to illustrate the solution; logo for brand awareness.
- Place text at the top or far right, so it is not covered by your headshot.



## ABOUT

- Your high-level vision for the business. What is your innovation? Who do you serve? What are you delivering?
- Your founding story or your "why."
- Elements that build credibility, such as previous exits.
- Traction – what you have achieved in your current business, such as funding, respected investors, revenue, growth rate, well-known customers, number of customers/downloads, customer results.
- Let your personality show.



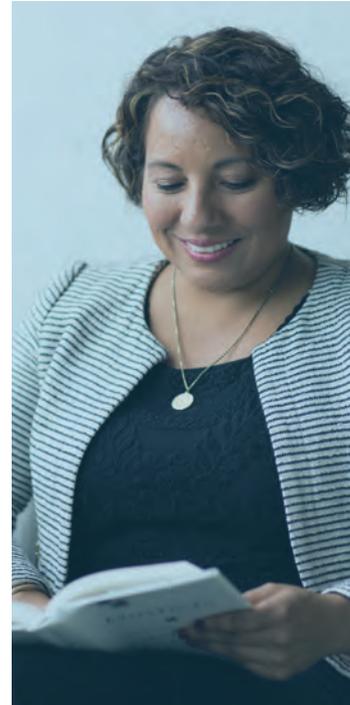
## FEATURED

- Most impressive 2-3 articles, interviews, podcasts, or videos.
- Funding announcement or press release.



## EXPERIENCE

- Track record at previous employers, especially at successful startups or larger companies.
- Board or advisory roles.
- Articles, white papers, or other relevant materials for each role.





## EDUCATION

- All degrees, with the highest at the top (even if you didn't complete the degree).
- Executive education programs (be cautious about putting certificate programs at Ivy League schools at the top; some investors find that misleading).
- Consider including sports, Greek life, or other activities to build rapport.



## ACCOMPLISHMENTS

- Recent news clips.
- All articles published in mainstream or industry press about the business.
- Most recent and best podcast interviews with you.
- Honors and awards.
- Patents.
- Certifications.
- Industry organizations you belong to, especially if you hold a leadership role.
- Languages you speak.
- A quirky detail or two – shows a sense of humor and makes you more memorable.



## NETWORK

- Larger networks are more impressive.
- Connect with other founders, CEOs, VCs, angels, and service providers – people the investors are likely to know and respect. They can see what connections you have in common.



## ACTIVITY

- Interact with thought leaders in your space.
- Interact with customers, partners, employees, investors, and the media.
- Treat everyone with kindness and respect.



**Your primary focus should be on building credibility.** An investor buys into you before they buy into the opportunity. The stronger your story, the easier it is to take the next step.

Once your LinkedIn profile is optimized, review the profiles of your leadership team. You want the profiles to show they are uniquely qualified to deliver on your vision. Their LinkedIn profiles should tell each person's story – bring out that person's strengths and track record. You also want a congruent company story across all the profiles – so you look like you are all on the same page.

Need help? We can write the LinkedIn profiles for you, so your executives stay focused on growing the business. Group discounts are available.