

# LINKEDIN PROFILE CHECKLIST: LEAD GENERATION

When using LinkedIn for prospecting and lead generation, the single biggest mistake people make is to have a profile written for recruiters (a “job-seeker” profile) instead of one written to customers. Imagine you are an ideal prospect, then read through your profile. Do you feel like you are in the right place? Do you understand the value? Do you feel confident about moving forward with a conversation?

Use the checklist below to make sure you have included the right information on your LinkedIn profile. A strong profile makes everything you do on LinkedIn more effective and allows you to get substantially better results from LinkedIn.



## HEADSHOT

- Cropped to show your face.
- Professional attire and background.
- Visible to everyone (not just connections).



## HEADLINE

- Keywords: target market, product category, or brief description of solution.
- Interesting, makes you want to learn more.



## HEADER BACKGROUND GRAPHIC

- Use the new video cover story to introduce yourself and your solution (30 seconds, only on mobile).
- Use a photo from your website that shows your solution, a photo or collage of the kind of people you help, or your logo and tagline.
- Place text at the top or far right, so it is not covered by your headshot. Consider including your URL or contact info.



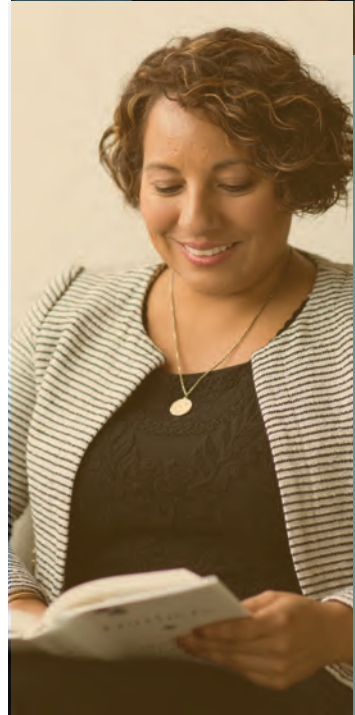
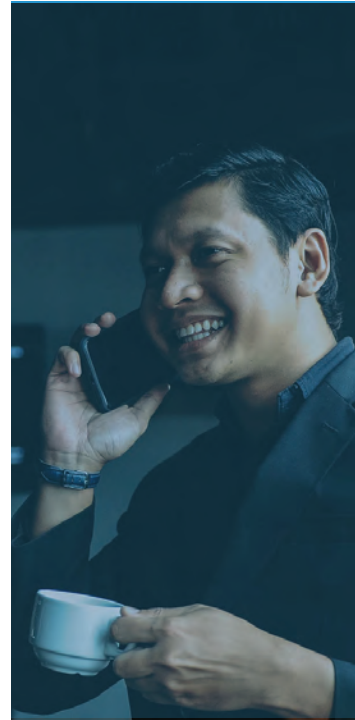
## CONTACT INFO

- Use the three website links to drive traffic to the most important or most popular pages on your website. Or link to your calendar, so people can easily schedule a call.
- Phone or email. (It doesn't have to be your primary email.)
- Link to Twitter, messaging app, or other preferred contact methods.



## ABOUT

- Your value proposition. What is your innovation? Who do you serve? What are you delivering?
- Keywords and terms your prospects will recognize; speak to their concerns. Elements that build credibility, such as previous exits.
- Elements that build credibility, such as well-known customers, number of customers/downloads, customer results.
- Why what you do matters to you.
- Consider including a call to action.





### FEATURED

- Most impressive articles about your solution.
- Introductory explainer video.
- Interview or podcast with you, where you explain your value proposition.



### EXPERIENCE

- Explain what your company does in more detail.
- Highlight relevant expertise in prior jobs.
- Upload the best introductory materials that aren't already in your Featured section.



### VOLUNTEER

- Show that you give back and care about your community.



### EDUCATION

- All degrees, with the highest at the top.
- Consider including sports, Greek life, or other activities to build rapport.



### ACCOMPLISHMENTS

- Recent news clips.
- Best articles published in mainstream or industry press about the business.
- Most recent and best podcast interviews with you or company executives.
- Honors and awards.
- 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 customers, consultants, association executives, and others your prospects will recognize and respect.



### ACTIVITY

- Interact with customers and partners.
- Interact with subject matter experts, influencers, and thought leaders in your industry.
- Treat everyone with kindness and respect.



Your primary focus should be on telling your story, so prospects who come to your profile feel they are in the right place and appreciate how you can help. Second, create trust. Show that you are competent and capable, and that you care about more than just closing the next deal. Third, be memorable and interesting, so people want to talk to you.

Need help? We can write your LinkedIn profile for you AND create a LinkedIn lead generation strategy that will work for your unique situation.