

# LINKEDIN PROFILE CHECKLIST FOR SPEAKERS

Like most speakers, you probably already have an excellent LinkedIn profile. You know that people who Google you will come to your LinkedIn profile, and you want them to appreciate the expertise, energy, and enthusiasm you bring to a speaking engagement.

Is there anything else you can do to optimize your LinkedIn profile, become more findable, tell your story more effectively, and knock the socks off the people who visit your profile? Use this checklist to find out.



## HEADSHOT

- Cropped to show your face.
- Professional attire - what you wear to speak.
- Visible to everyone (not just connections).
- Use the new video cover story to introduce yourself (30 seconds, only on mobile).



## HEADLINE

- Keywords: What you speak about, who your audience is, what they learn.
- Interesting, makes you want to learn more.
- Credibility builders, such as awards or honors, number of speaking engagements, TED Talks.



## HEADER BACKGROUND GRAPHIC

- Use a photo of you giving a keynote, or a collage of photos of you speaking.
- Place text at the top or far right, so it is not covered by your headshot. Consider including your URL or contact info.



## ABOUT

- What do you speak about? What is unique about you and the way you approach your topic?
- What kind of audiences do you typically speak to? What do they learn?
- Elements that build credibility, such as where you have spoken, the number of speaking engagements, the size of your audience, and awards you have won.
- Why what you do matters to you.
- Consider including a call to action.





## FEATURED

- Videos of you speaking, including TED talks.
- Podcasts or other interviews of you.
- Photo of your book.



## EXPERIENCE

- List Keynote Speaker as a current job, and include a description of the type of speaking you do.
- Upload your one-sheet.
- Include other jobs, with detail to explain how you obtained your expertise.



## ACCOMPLISHMENTS

- Recent news clips.
- Best articles published in mainstream or industry press.
- Most recent and best podcast interviews.
- 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 meeting/event planners, other speakers, and industry experts.



## ACTIVITY

- Interact with meeting planners, people who have hired you to speak in the past, and people who have attended your sessions.
- 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 - what makes you unique as a speaker, what is your message, what can people who hire you expect. Second, build credibility that you can deliver on what you promise. Third, be memorable and interesting, so you stand out from everyone else.

Need help? We can write your LinkedIn profile for you, create a LinkedIn strategy that works for your unique situation, and then manage your LinkedIn presence for you.

