

LINKEDIN PROFILE CHECKLIST: BUSINESS DEVELOPMENT



When using LinkedIn for prospecting and lead generation, your LinkedIn profile should be written to your ideal customers. Tell them how you help customers and why they should do business with you.

Imagine you are a prospect and read through your profile. Do you feel like you're in the right place? Do you understand the value of the solution? Do you feel confident about moving forward with a conversation?

Use the checklist below to make sure you've included the right information on your LinkedIn profile. A strong profile makes everything you do on LinkedIn more effective and allows you to acquire substantially more leads from the platform.



HEADSHOT

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



HEADLINE

Your headline should be interesting and make prospects and leads want to learn more. Be different enough to stand out, but don't try to create intrigue at the expense of clarity.

Incorporate keywords that tell prospects they are in the right place. Include keywords related to any or all of the following:

- ☐ Your target market or product category.
- ☐ A brief description of your solution.
- ☐ The results you deliver.



HEADER BACKGROUND GRAPHIC

- ☐ Use a photo that helps tell your story. Show your solution or the kind of people you help.
- ☐ Add branding, such as your logo or tagline, at the top or far right, where they won't be covered by your headshot.
- ☐ Include your URL or contact info to make it as easy as possible to reach you.



CONTACT INFO

- ☐ Use the three website links to drive traffic to the most important or most popular pages on your website, such as your main product page, landing page, or blog. Or link to your calendar, so people can easily schedule a call.
- ☐ Include a phone number, messaging app ID, or whatever contact method you prefer. If you add an email address, it can be one you use just for sales, rather than your primary email.
- ☐ If you are active on Twitter, include your Twitter handle.



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ABOUT

- ☐ Tell people about the problem you solve. Who do you solve it for? What is your innovation? What results do you deliver? Use a story format to make the story – and you – more memorable.
- ☐ Use keywords your prospects will recognize and that they may be searching on. Include terms related to the problem you solve, your solution, your category, and key features.
- ☐ Add elements that build credibility, such as well-known customers, number of users, and customer results.
- ☐ Include career highlights, such as previous exits.
- ☐ Say why what you do matters to you.
- ☐ Include a call to action. Invite people to schedule a call, download a checklist, watch a video, or register for a webinar.



FEATURED

- ☐ Link to the most impressive or most recent articles about your solution.
- ☐ Showcase an introductory explainer video or short demo.
- ☐ Highlight recent interviews or podcasts where you explain your value proposition.



VOLUNTEER

- ☐ Include current and previous volunteer activities to show that you give back and care about your community.
- ☐ Provide a short explanation of what each organization does and why it's important to you.



EXPERIENCE

- ☐ Explain what your company does in more detail.
- ☐ Highlight relevant expertise in previous jobs. Show where you gained expertise in your industry and how you acquired so much knowledge about your customers' problems.
- ☐ Upload your best introductory materials, such as an e-book, that aren't already in your Featured section.



EDUCATION

- ☐ Include all degrees, with the highest degree at the top.
- ☐ List executive education programs or certificates below your degrees.
- ☐ Consider mentioning sports, Greek life, or other activities to build rapport.



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OTHER

- ☐ Honors and awards, even if you were nominated but didn't win
- ☐ Patents
- ☐ Certifications
- ☐ Books or articles you have written or contributed to
- ☐ Articles published in mainstream or industry press about you or the business
- ☐ Languages you speak, including proficiency
- ☐ A quirky detail or two, such as that you speak Klingon, to show your sense of humor and make you more memorable.

NETWORK

Larger networks are more impressive. Connect with:

- ☐ Customers
- ☐ Partners
- ☐ Other people your prospects will recognize and respect
- ☐ Consultants
- ☐ Association executives
- ☐ Editors
- ☐ Analysts

ACTIVITY

- ☐ Interact with customers and partners.
- ☐ Engage 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 visit your profile feel they are in the right place and appreciate how you can help.

Your second objective is to create trust. Show that you are competent and capable, and that you care about more than just closing the next deal.

Finally, be memorable and interesting – so people will want to contact you and talk to you further.

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



Get more tips about generating leads on LinkedIn! Join us on a webinar or LinkedIn Live.

www.proresource.com/webinars

