

LINKEDIN PROFILE CHECKLIST: IMPRESS INVESTORS



For any founder in fundraising mode, LinkedIn is the perfect place to build relationships with investors.

Anyone who considers investing in your business will review your LinkedIn profile – guaranteed. To impress them, you need to craft your profile to tell your story in a compelling way. Include all the information you want them to discover about you and your business, and more investors will listen to your pitch.

LinkedIn also provides a way to get your name in front of people who matter. You can follow and engage with investors, as well as the CEOs of their portfolio companies and the other founders and CEOs who are following them.

Use this checklist to optimize your LinkedIn presence for investors.



HEADSHOT

- ☐ Cropped to show your face.
- ☐ Taken in the past 5 years.
- ☐ Professional attire and background.
- ☐ Visible to everyone (not just connections).



HEADLINE

- ☐ Start with your title and company name.
- ☐ Incorporate keywords related to your target market, solution, category, technology, innovation, or results.
- ☐ Mention your most relevant accomplishments, including multiple exits, honors and awards, and previous roles (such as ex-Google).



HEADER BACKGROUND GRAPHIC

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



FEATURED

- ☐ Highlight your most impressive press coverage, articles, and podcasts.
- ☐ Include links to demo videos and customer testimonials.
- ☐ Share a funding announcement or recent press release.



ABOUT

- ☐ Tell the story of your vision for the business. What problem have you solved? What is your innovation? Who do you serve? What results do you deliver?
- ☐ Include your founding story or your "why."
- ☐ Include traction, in the form of what you have achieved so far – funding, respected investors, revenue, growth rate, well-known customers, number of users, and customer results.
- ☐ Let your personality show.

EXPERIENCE

- ☐ Tell the story of your track record at previous employers, especially at successful startups or larger companies. Quantify as much as possible. Allow people to see where you gained your expertise and the ability to deliver on your vision.
- ☐ Include board or advisory roles.
- ☐ Attach articles, case studies, white papers, or other relevant materials for each role.

EDUCATION

- ☐ Include all degrees, with the highest degree at the top (even if you didn't complete the degree).
- ☐ Executive education programs can go below your degrees. Do not put executive programs at Ivy League schools at the top, as investors find that misleading.
- ☐ Consider including sports, Greek life, or other activities to build rapport.

NETWORK

Larger networks are more impressive, and investors can see what connections you have in common. Make it a long list of people they recognize and respect. Connect with:

- | | | |
|---|---------------------------------|--|
| <input type="checkbox"/> Other founders | <input type="checkbox"/> VCs | <input type="checkbox"/> Thought leaders |
| <input type="checkbox"/> CEOs | <input type="checkbox"/> Angels | <input type="checkbox"/> Service providers |



... OTHER

- ☐ Recent news clips
- ☐ Articles published about you or the business
- ☐ Books you have written or contributed to
- ☐ Your most recent and best podcast interviews
- ☐ Honors and awards you received
- ☐ Patents
- ☐ Certifications
- ☐ Industry organizations, especially if you hold a leadership role
- ☐ Languages you speak, along with proficiency
- ☐ A quirky detail or two about yourself to show your sense of humor and make you more memorable

ACTIVITY

- ☐ Interact with other founders, especially CEOs of funded companies.
- ☐ Engage with customers, partners, employees, investors, thought leaders in your space, and the media.
- ☐ Treat everyone with kindness and respect.

To attract and impress investors, your primary focus should be on building credibility. An investor buys into you – before they buy into the opportunity.

Along with your credibility, you also need to tell the story of the opportunity. Think of your LinkedIn profile as an executive summary for your pitch deck, and make sure all the strongest aspects of your pitch are visible.

Once your LinkedIn profile is optimized, review the profiles of your leadership team. You want to show that your team is uniquely qualified to deliver on your vision. Their LinkedIn profiles should tell their individual stories – their strengths and track records – combined with a company story that is congruent across the team.

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



Get more tips on impressing and building relationships with investors! Join us on a webinar or LinkedIn Live.

www.proresource.com/webinars

