

LINKEDIN PROFILE CHECKLIST: EXIT STRATEGY



Use this checklist to align your LinkedIn presence with your exit plan. Ideally, start at least 1–2 years before your intended sale.

1. Make Your Business Discoverable by Buyers

- Post regularly about your company's offering and market position
- Make sure your company page is fully up to date
- Ensure your executive team uses buyer-aligned messaging on LinkedIn
- Use keywords and phrases that are relevant in your industry

2. Build Visible Momentum

- Share updates on product launches, hires, and internal promotions
- Celebrate team milestones and company achievements
- Welcome new hires and post open roles
- Encourage employees to connect with and follow the company page

3. Show That the Business Can Run Without You

- Ensure leadership team members have strong, professional LinkedIn profiles
- Highlight each exec's role, impact, and accomplishments
- Use consistent branding (header graphics, headshots, messaging) and data
- Shift some company storytelling to other team members

4. Prepare Your Own Profile for What's Next

- Stay active on the platform with posts, comments, and shares
- Start engaging with people in industries or roles tied to your next move
- Highlight your broader expertise, not just your current company

5. (Optional) Strengthen Lead Generation

- Share educational content or thought leadership tied to buyer needs
- Post customer success stories and case studies
- Encourage sales and marketing teams to be visible on LinkedIn
- Use content to reinforce demand and drive inbound interest

6. (Optional) Support Recruiting and Culture

- Acknowledge team wins and long-term contributions
- Celebrate internal events, promotions, and company values
- Post about open roles
- Engage with posts from current and prospective employees

Want help executing this?

We work with CEOs and executive teams to build and manage LinkedIn strategies aligned with exit planning. [Let's talk →](#)

