

**INTRODUCTION.** Your profile is the foundation of a truly effective LinkedIn personal marketing plan. This worksheet helps you outline how to set up and/or optimize your personal profile. We'll assume you've already gone to LinkedIn and set up the basic account.

Personal LinkedIn profile set up on \_\_\_\_\_, 2016 / 2017

Keywords relevant to the **personal profile** that express that your "value proposition" or PBS

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Why would hiring managers / promotion decision-makers / key employees or influences "care" about these keywords? What are they trying to get from you in terms of employee value. **LOOK AT IT FROM THEIR EYES:**

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**PROFILE OPTIMIZATION.** With an eye to profiles you see as powerful (refer to the LINKEDIN RESEARCH WORKSHEET), now inventory / update your own LinkedIn profile.

**Your Profile Picture, what should it look like? (e.g., friendly, smart, artistic, etc.?)**

**Your professional headline; write one that expresses your VALUE PROPOSITION in just a few words.**

**Your description. Describe your value proposition in detail and use your relevant keywords:**

**Your employment history with an eye to your keywords and value proposition:**

**Your education history with an eye to your keywords and value proposition:**

**PROFILE DISCOVERY.** How public do you want your profile to be? With whom do you want to connect? Inventory and adjust your profile security settings. Click on your LinkedIn url / gear icon and check / uncheck the elements you want to be publically visible.

**Profile settings issues / checkboxes:**

**Contact info.** Click on contact info and input your email, phone, Twitter, and possible links to your personal website, blog, etc. Remember under Websites, you can enter words like “contact me” and have links to your website so anyone can contact you on LinkedIn:

Email:

Work Phone:

Address (not recommended)

Twitter:

Websites:

**Connection Strategy.** With whom do you want to connect? How open / aggressive do you want to be in terms of seeking out and/or responding to connection requests?

Very open: connect with anyone and everyone

- Very closed: connect only with close friends / business colleagues.
- Other, somewhere in the middle. Describe your connection strategy:

**LINKEDIN GROUPS.** Identify and join groups either a) to add them to your profile as ‘trust indicators’ and/or b) to actually participate in them for learning and/or schmoozing purposes.

Group 1: \_\_\_\_\_  
Group 2: \_\_\_\_\_  
Group 3: \_\_\_\_\_

Are you joining groups

- just to look trustworthy / trust indicators and/or
- to actually participate?

If you plan to actually participate in groups, what’s your participation strategy? What will you contribute that will add value AND promote yourself?

**PROMOTION STRATEGY.** How are you going to promote your LinkedIn profile:

Real-world to LinkedIn promotion:

Internal LinkedIn promotion:

External (e.g., website, Twitter, blog) promotion:

**RECOMMENDATIONS / ENDORSEMENTS STRATEGY.** From whom can you get recommendations and/or endorsements? Why will they recommend / endorse you? How can you incent them, spur them to action?

Person 1: \_\_\_\_\_  
Person 2: \_\_\_\_\_  
Person 3: \_\_\_\_\_  
Person 4: \_\_\_\_\_  
Person 5: \_\_\_\_\_

**CONTENT / POSTING STRATEGY.** What types of content will you post as updates? Will you participate in LinkedIn *Pulse*, and if so what will you post?

Other people's content (e.g., content from industry blogs) etc:

Your own content (e.g., your own blog, photos, infographics, etc.)

For Pulse, new content that you will write for Pulse (can also be cross-posted to your own blog):

**REMEMBER:** Why will hiring managers / promotion decision-makers / influencers care about your content? How will it position you as a "helpful expert" as a potential job or promotion candidate?